



**For Release:**      **December 3, 2013**

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## **MINI USA Celebrates Retirement of Chief Motorer Jim McDowell**

### **Head of Western Region to Succeed McDowell in January**

- McDowell known for his infectious laugh, playful spirit and kind heart
- Passion for motoring and love of life clearly evident through his leadership
- Expanded, strengthened and transformed MINI dealership network in U.S.

**Woodcliff Lake, NJ – December 3, 2013...**MINI USA and the MINI community are today celebrating the retirement of their charismatic and playful leader, Chief Motorer Jim McDowell. For the past eight-plus years, McDowell has been the face of the MINI brand in the U.S. and has been embraced by his coworkers and MINI owners around the country. McDowell, whose formal title is Vice President MINI of the Americas, will retire at the end of the year to enjoy life and spend time motoring with his family.

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McDowell, who attended countless MINI owner events throughout the U.S. during his tenure as Chief Motorer, joined the MINI organization in 2005 following a 12-year run as Vice President – Marketing for BMW of North America. Prior to joining BMW, McDowell held positions at Porsche AG in Germany and the U.S. He was named “Marketer of the Year” by Automotive News in 2002, and was twice named “Marketer of the Year” by Brandweek Magazine. The Advertising Club also named McDowell the “2003 Silver Medal Advertising Man of the Year.”

David Duncan, Regional Vice President, Western Region, will assume the role of Vice President MINI of the Americas, effective January 1, 2014. Duncan, a 15-year veteran of the BMW Group, brings with him a diverse portfolio of experience across

key operational functions including Sales, Marketing, Dealer Development and Aftersales for the BMW, MINI and BMW Motorcycles brands.

In 2001, Duncan established the original MINI U.S. dealer network prior to the re-launch of the MINI brand in the U.S. in 2002. Duncan would later serve as Department Manager of Product Strategy for MINI in 2009, as well as overseeing MINI Sales & Aftersales in 2010.

His broad range of experience across all aspects of the business under the BMW Group makes Duncan an ideal successor to McDowell, who was only the second leader of the MINI USA organization since the brand's return to the U.S. in 2002.

"We wish Jim the best of luck on the next journey of his life and thank him for years of exceptional service for both the BMW and MINI brands," said Ludwig Willisch, President and Chief Executive Officer, BMW of North America. "As we move forward we are certain that David's energy and MINI-motoring spirit will continue to catapult the MINI brand into the future. He is a natural successor of Jim."

During his tenure, McDowell expanded, strengthened and transformed the MINI dealership network across the U.S., from 80 shared dealer facilities to more than 100 independent MINI-branded facilities today. McDowell also made four cross-country trips with MINI owners as part of [MINI TAKES THE STATES](#) and challenged Porsche to a public race against MINI in 2010.

A larger-than-life personality and figure of leadership at the company, McDowell will certainly be missed by members of the MINI USA team and the MINI community, who plan to utilize MINI USA social media channels to attempt to capture all the great moments of their fearless leader for future generations.

Please visit [Facebook.com/MINIUSA](https://www.facebook.com/MINIUSA) to view and share your favorite moments and well wishes with MINI USA's Chief Motorer.

### **About MINI in the US**

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 119 MINI passenger car dealers in 38 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since

then, the MINI Brand in the U.S. has grown to encompass a model range of seven unique vehicles.

**Journalist notes:** Media information about MINI and its products is available to journalists on-line at [www.miniusanews.com](http://www.miniusanews.com).

Consumer information about MINI products is available via the internet at: [www.MINIUSA.com](http://www.MINIUSA.com).