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MINI WELCOMES SNOWBOARDING'S ELITE TO THE BURTON U.S. OPEN SNOWBOARDING CHAMPIONSHIPS

MINI has enjoyed a global partnership with Burton Snowboards since 2011

- More than 50 Sochi Olympians scheduled to compete in the legendary event
- Shape crews who design slopestyle courses for Burton European and U.S. Opens will once again compete for MINI Feature Award
- MINI offering fans test drives and a number of cool areas to relax and enjoy the event

Woodcliff Lake, NJ – March 6, 2014...It may be March but winter is still in full swing at MINI, as the brand welcomes in snowboarding's elite to the 32nd annual [Burton U.S. Open Snowboarding Championships presented by MINI](#). This year [more than 50 Sochi Olympians](#) will join an already incredible roster of the world's best riders to compete in [Vail](#), Colorado, from March 3rd – 8th, 2014.

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That's not the only competition taking place during the U.S Open this week. Shape crews from the Burton U.S. Open and the Burton European Open are once again in fierce competition for the coveted MINI Feature Award. The MINI Feature Award carries a \$5,000 USD grand prize for the shape crew who creates the coolest and most innovative obstacle using a MINI as part of the concept. The winner is determined by a jury made up of competitors, Burton representatives, competition judges and media representatives.



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“MINI and Burton have always shared a similar mindset in that both brands have a fun, energetic and loyal fan base who has built a community around our brands,” said Patrick McKenna, Product Planning & Events Manager, MINIUSA. “We are excited to bring the MINI Feature Award back again for the most creative shape crew and even more excited to now be offering fans and attendees the opportunity to take curves in a MINI at the MINI Mountain Rally.”

You heard it correct. MINI will now be offering free test drives for fans at the Burton Après All Day Lounge. Head down to Solaris and look for signs for the MINI Mountain Rally test drives to experience legendary MINI go-kart handling as you carve through the streets of Vail.

For fans just looking to check out a few MINIs, there are cars located outside of the Burton Retail Stores in Vail, in the Sponsor Village at Golden Peak and in Solaris, in addition to the two fiberglass MINIs located in fun and interesting places, including one on the slopestyle course as part of the Feature award and another towering above the Solaris concert stage.

The Global Partnership between MINI and Burton Snowboards began in 2011 and just last year was extended for three more years until 2016. As part of the global partnership, MINI is the “presenting” partner of the Burton US Open and the official “vehicle company” for Burton Snowboards. MINI is also the presenting partner of the Burton Global Event Series (BGES), and enjoys working with Burton to create world-class snowboarding competitions and events around the world.

MINI USA is also a sponsor of the Burton Mountain Festival – held in eight locations around the U.S. where fans can enjoy social gatherings, entertainment, product demos and of course, thrilling rides.

About the Burton US Open

The world’s best snowboarders will come together in Vail, Colorado from March 3rd – 8th to partake in the longest running, premier snowboarding event, the [Burton US Open Snowboarding Championships presented by MINI](#). By day, experience world-class halfpipe and slopestyle competition, then at night keep the momentum high with FREE concerts, events and activities for all-ages. A big thanks to the following partners for their support of the 32nd edition of the Burton US Open: MINI, Vail Mountain, Mountain Dew®, Town of Vail, Garmin, Nokia, Paul Mitchell, 3M™ Thinsulate™ Insulation, G-SHOCK, Pacifico, Bear Naked® granola, Chipotle Mexican Grill, Shiseido, Clif Bar & Company, CHILL, anon, Analog and the

World Snowboard Tour.

About MINI

MINI is involved in action sports around the world through cooperation and sponsoring activities. As a partner of trend-conscious sports, MINI supports young and creative sports people and, in so doing, promotes the development of their sport. MINI has been the official presenting partner for the Burton Global Event Series since 2011.

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.

Consumer information about MINI products is available via the internet at: www.MINIUSA.com.