

MINI

U.S. Press Information



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MINI USA MARKETING HEAD TOM SALKOWSKY APPOINTED TO INTERNATIONAL POSITION WITHIN GLOBAL MINI ORGANIZATION

- Salkowsky to be Head of MINI Key Account Management
- Position takes Salkowsky to Munich Starting November 1, 2014

Woodcliff Lake, NJ – August 25, 2014...MINI USA announced that Tom Salkowsky, current Head of MINI USA Marketing, has accepted a new position within the global MINI organization. Starting November 1st, Salkowsky, who will relocate to Munich, will be Department Head of the Key Account Management group.

In his new role, Salkowsky will support MINI's vision and mission as the brand looks ahead to its next fifty-five years. "This opportunity comes at a pivotal and exciting time for the brand, and I am thrilled to be a part of it," said Salkowsky. "This relocation to Munich will allow me to work globally to support a brand I am so passionate about, alongside a team of amazing colleagues and partners who I know feel the same."

Salkowsky, who oversaw all MINI brand communications for the past four years, has been a member of the BMW family since 1992. Since December 2010, Tom has lead all MINI Marketing Communications and been responsible for all brand communications, advertising, media planning/buying, national and dealer communications, digital, market segmentation/research and social media.

"Tom has done so much for MINI here in the US, and we know he is the right choice to take on this new role," said David Duncan, VP of MINI USA. "While we are sad to

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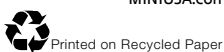
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see him go, we know that his enthusiasm and passion for MINI will still be felt here in the U.S., as he takes on this global role.”

Salkowsky starts his new MINI adventure in Munich effective November 1st, with his wife Dana and two children, Olivia and TJ.

A successor for Tom’s current role at MINI USA will be announced in the upcoming weeks.

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 120 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.