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MINI USA NAMES TOM NOBLE AS DEPARTMENT HEAD OF MINI BRAND COMMUNICATIONS

Twenty five-year global brand marketing veteran replaces Tom Salkowsky in mid-January 2015

Woodcliff Lake, NJ – November 14, 2014...MINI USA today announced the appointment of Tom Noble as Department Head, MINI Brand Communications. Tom brings close to a decade of experience with the BMW Group, and more than twenty five years of experience marketing global brands such as Nike and Adidas. Noble replaces Tom Salkowsky who recently stepped into his role as Department Head of Key Account Management with the global MINI organization in Munich.

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Noble joins the MINI USA team from his current role of General Manager of Sales, BMW Group Australia, located in Melbourne. In his new role Noble will work with the MINI USA team to deliver exciting, brand building and showroom traffic-driving marketing campaigns. He will be responsible for leading the MINI brand positioning, developing long term strategies and executing all consumer communications and content.

Noble began his career at BMW Group in December of 2005 as General Manager of Marketing at BMW Australia and held that role until mid-2011 when the sales responsibility was incorporated into his portfolio.



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Noble spent much of his career on the agency side including Saatchi and Saatchi in New York and Wieden & Kennedy in Portland Oregon and Amsterdam supporting the global Nike account, and D'Arcy in Melbourne. Noble moved to Germany and became the Global Brand Manager for Adidas. He next moved on to head up the marketing program for the 2000 Summer Olympics in Sydney. Later he became Brand Marketing Manager at the Australian Football League.

"Tom joins MINI USA at a critically important time as MINI introduces a strong product portfolio that will redefine the premium small car segment," said David Duncan, Vice President MINI of the Americas. "Tom's experience managing the marketing and advertising for well-known global brands makes him the ideal leader as we look to revamp and restructure our regional marketing co-ops, and increase our advertising and marketing spend in 2015."

Noble is a native of Long Island, New York, and has a BBA and MBA from the College of William and Mary in Williamsburg, VA.

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 121 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.