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MINI USA NAMES MARK ORLANDO AS DEPARTMENT HEAD OF MINI SALES

Expert sales and operations veteran replaces Sadir Haji starting this month

Woodcliff Lake, NJ – January 22, 2015...MINI USA today announced the appointment of Mark Orlando as Department Head, MINI Sales. Mark has over 12 years of diverse experience within the BMW Group including roles in Sales, Aftersales, Dealer Development and BMW Group University. Orlando replaces Sadir Haji who is appointed Department Head – Regional Sales & Marketing in the Eastern Region where he will assume the leadership responsibilities for all BMW sales, marketing and distribution functions.

Mark joins the MINI USA team from his current role as Area Manager for BMW of North America's largest market in the country, Northern New Jersey/New York. In his new role, Mark will be responsible for leading the MINI USA Sales team, Aftersales and Regional MINI business in the United States to achieve operational strategies, priorities and initiatives to grow the MINI business.

Throughout his career, Mark has worked closely with BMW AG, Executive and Regional Management along with the Area Teams to develop and implement strategic initiatives to drive dealer performance. Prior to joining the BMW Group, Mark led the North American Operations for a global consulting company focused on improving sales growth, organizational efficiency and increased customer loyalty.

"With the recent launch of the new MINI Hardtop 2 and 4 Door, and several more models on the way, this is a very exciting time for MINI USA," said David Duncan, Vice President MINI of the Americas. "That's why we're thrilled to have Mark join us

MINI USA

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as Head of Sales at MINI USA. He brings a unique set of skills and great expertise to help drive sales in the US - MINI's most important single market globally."

The MINI USA team would like to thank Sadir Haji for his contributions to the MINI brand over the past four years. Prior to his role leading the MINI USA sales team, Sadir was the head of MINI's Western Region.

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 122 MINI passenger car dealers in 39 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.