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MINI HEADS TO VAIL ONCE AGAIN FOR THE BURTON US OPEN

**Snowboarding's elite will descend upon Vail to compete in the 33rd Annual
Burton US Open Snowboarding Championships presented by MINI**

Woodcliff Lake, NJ – March 4, 2015...It's time for the snowboarding community to gather at the [Burton US Open Snowboarding Championships presented by MINI](#). The world's best riders will travel to Vail, Colorado, where they will be competing in Golden Peak for the titles in halfpipe and slopestyle.

"MINI and Burton share a unique bond in having their loyal communities rally around fun and adventure," said Patrick McKenna, Head of Product and Events at MINI USA. "Both of our brands fuel and embrace a passion among our communities that allows us to become a part of their lives which is such a rare and coveted privilege."

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The popular MINI Feature Award is back again for the fifth year in a row. With the spirit of design in the genes of the MINI Brand, this coveted award challenges the shape crews from the Burton High Fives, Burton US Open and the Burton European Open to design the most innovative feature for the slopestyle contest. The award carries a \$5,000 USD grand prize with the winner determined by a jury of competitors, Burton representatives, competition judges, and media representatives.

The action continues off-hill starting on Wednesday with an epic interactive sponsor village where the public can grab some great gifts and info, and, new this year, watch the first annual US Open Broomball Tournament at Solaris. Teams consisting of Burton riders, Vail locals, and even a late entry team from MINI USA, will compete for broomball glory on Wednesday and Thursday.

MINI is also proud to be the presenting sponsor of the Chill Charitable Event at the Colorado Ski & Snowboard Museum again this year. The event is a jam-packed evening, designed to celebrate and support the program that has already done so much for youth across the nation. The Chill Foundation provides opportunities for underserved youth to build self-esteem and life skills through snowboarding and other board sports.

Fans interested in checking out some of the existing members of the MINI product line won't have to look too far. MINIs of all shapes, sizes and colors will be on display outside of the in the Sponsor Village at Golden Peak and in Solaris, and the Burton retail stores in Arrabelle and Vail Village.

The Global Partnership between MINI and Burton Snowboards began in 2011. 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 – which was held in eight locations around the U.S. earlier this season where fans enjoyed 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 4th – 7th 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 33rd edition of the Burton US Open: MINI, Vail Mountain, Mountain Dew®, Town of Vail, Garmin, Paul Mitchell, 3M™ Thinsulate™ Insulation, G-SHOCK, Pacifico, Shiseido, and Clif Bar & Company.

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 sportspeople 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 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.