



MINI AT 2016 BARRETT-JACKSON.

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MEDIA ALERT: MINI USA MAKES ITS FIRST APPEARANCE AT BARRETT-JACKSON COLLECTOR CAR AUCTIONS

Woodcliff Lake, NJ – January 27, 2016... MINI makes its first appearance at the 2016 Barrett-Jackson Collector Car Auctions in Scottsdale, AZ. The MINI display features the full range of current MINI products including newest products from the brand's line-up - the all-new MINI Clubman and the all-new MINI Convertible. In the spirit of the proceedings, a vintage MINI Clubman from the 1960s will also be a highlight.

The display includes the MINI lounge where auction attendees can take a break and charge their phones or tablets. There will also be a MINI photo booth where attendees can take a picture to post on social media using the hashtag **#MINIatBarrettJackson**.

The 2016 MINI Clubman starts at \$24,100 and is available in MINI showrooms today. The MINI Convertible starts at \$25,950 and arrives in US showrooms in March 2016, just in time for Spring. All prices exclude the \$850 Destination & Handling fee.

If you are in Scottsdale this week and want to stop by and check it out, please contact Dave Buchko by e-mail at dave.buchko@bmwna.com or by cell phone or text at 201-321-6857.

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 124 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.

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Journalist notes: For press materials and images of the new MINI Clubman and MINI Convertible, visit the [MINI Clubman News Room](#) or the [MINI Convertible News Room](#) at www.miniusanews.com.

Consumer information about MINI products can be found at: www.MINIUSA.com