



IT'S NOT YOU. IT'S ME.

Contact:

Rob Duda
Director, Peppercomm
908.347.1243
rduda@peppercomm.com

IT'S NOT YOU. IT'S ME.

PERSONALIZATION CONTINUES TO BE KEY “DRIVER” IN MILLENNIALS’ WHEN PURCHASING AN AUTOMOBILE

Woodcliff Lake, NJ – August 24, 2017 – While Summer driving may be in high gear, Millennials say they aren’t going anywhere unless their car matches their personality and their personal lifestyle choices. In fact, a new [MINI USA/CARAVAN® ORC International](#) survey of over 1,000 Americans revealed 21 percent of Millennials want MORE options to enable them to “make the car their own” while 39 percent have already shifted into second fashion gear by saying their current set of wheels is already a two-ton version of their persona.

Fret not, Millennials. Always tuned-in to customers’ needs, MINI offers over [10 million](#) personalization options ensuring every driver is happy with his or her vehicle. From racing stripes and premium upholstery finish options to contrasting roof and mirrors, MINI’s personalization options ensure every car is an authentic and custom design.

“We’ve always known our consumers value creativity. In fact, the Company’s bi-annual cross country road trip, [MINI TAKES THE STATES](#), is a testament to the thousands of ways owners can and will personalize their MINI,” said Patrick McKenna, Department Head, MINI Brand Communications, MINI USA. “You can walk through the parking lot of more than 500 MINIs and not one of them is the same.”

Additional key findings from the survey include:

- **Safety:** 21 percent of Millennials say safety ratings play a role in their purchasing decisions.
- **Cost:** 42 percent of Millennials surveyed confirm that cost is a factor when buying or leasing a vehicle.

About the Survey

This survey was conducted among a sample of 1,017 adults comprising 505 men and 512 women 18 years of age and older on behalf of MINI USA. The CARAVAN®

ORC International online omnibus study is conducted twice a week among a demographically representative U.S. sample of 1,017 adults 18 years of age and older. This survey was live on June 29-July 2, 2017.

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 128 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 four unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.