



MINI OXFORD EDITION.

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MINI USA OFFERS LOW COST MINI OXFORD EDITION FOR COLLEGE STUDENTS AND RECENT GRADUATES

Well-equipped 2019 MINI Oxford Edition available for under \$20,000

Woodcliff Lake, NJ – September 5, 2018... With college students across the country returning to school and recent graduates coming off their first summer post-graduation, [MINI USA](#) is offering the well-equipped, low cost [2019 MINI Oxford Edition](#) to help them make their road to success fun and stylish without breaking the bank. For no additional cost, this unique edition comes with \$6,900 worth of optional equipment as standard.

The MINI Oxford Edition is available to current full- or part-time students of any two- or four-year accredited college or university, recent college graduates who are within 12 months of their graduation, as well as students enrolled in post-bachelor's degree programs, such as graduate school, law school, or medical school. The MINI Oxford edition has a Manufacturer's Suggested Retail Price (MSRP) of \$19,750 for the 2 door and \$20,750 for the 4 door. Pricing excludes the \$850 Destination & Handling fee.

Named for the home of MINI craftsmanship, Oxford, England, the MINI Oxford Edition offers students the legendary go-kart handling, turbocharged excitement and iconic MINI design at an affordable price. Standard equipment includes the MINI Connected Infotainment System with a 6.5 inch high resolution screen, rear-view camera, park distance control and MINI Teleservices and emergency call. The MINI Oxford Edition also comes with upgraded 17" wheels in silver or black, automatic or manual transmission, dual-pane panoramic moonroof, heated seats, and a choice of six exterior body colors.

"The MINI Oxford Edition represents a tremendous value for college students and recent graduates who are looking for a fun, stylish car that won't break the bank," said Randy Clements, Department Head, Product Planning & Aftersales, MINI USA. "Eligible students

and graduates can save thousands on a well-equipped MINI that is ideal to get them to get to campus or their first job out of school in style.”

The MINI Oxford Edition is currently available at dealerships across the U.S.

Click [here](#) for high resolution images of the new MINI Oxford Edition or visit MINIUSANEWS.com.

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 125 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.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com. Follow us on Twitter at [@MINIUSANEWS](https://twitter.com/MINIUSANEWS)

Consumer information about MINI products is available via the internet at: www.MINIUSA.com.