



MINI USA OFFERS FIRST-EVER ON-DEMAND “TWEET TO TEST DRIVE” DELIVERIES VIA TWITTER

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MINI USA to Offer on-Demand Test Drive Deliveries for Car Shopping Consumers

Collaboration with Twitter will bring test drive vehicles directly to consumers facilitated by experiential technology platform Fooji

Woodcliff Lake, NJ – October 30, 2018 – [MINI USA](#) today announced a new collaboration with Twitter which allows MINI to offer potential customers the first ever, “Tweet to Test Drive” on-demand delivery to their home or office via Tweets. The offering will be available exclusively in San Francisco and Los Angeles from October 30 – November 30.

To bring this unique and convenient offering to consumers, MINI USA will enable consumers interested in test driving any new [MINI Countryman](#) or [MINI Countryman plug-in hybrid](#) to arrange for delivery by Tweeting #MINIonDemand to [@MINIUSA](#). The vehicle will then be delivered to their home or office for a 30 minute test drive, facilitated by the experiential technology platform Fooji.

“This collaboration allows us to use innovative technology and the power of Twitter to simplify the test drive experience for car shoppers by offering quick and convenient test drives,” said Patrick McKenna, Department Head, MINI Brand Communications. “We understand that today’s consumer expects a smooth and easy retail experience and we’re hoping to deliver that experience right to their door.”

Consumers interested in test driving a new MINI Countryman at their home or office can follow these three simple steps:

1. From October 30 - November 30, Tweet #MINIonDemand to @MINIUSA, and receive a link to sign up for a free test-drive delivery.
2. Enter delivery information and schedule the test drive.
3. Submit the order, and a MINI representative will arrive at your door during the scheduled time frame.

“Every day, consumers Tweet about brands they are passionate about, and we are thrilled to see how MINI is responding with a new program like “Tweet to Test Drive.” said Rob Pietsch, Managing Director of Tech, Auto and Telco, Twitter. “This type of creative execution is powerful not only in driving conversation among influential consumers, but it also brings the dealership straight to their front door in an incredibly innovative way.”

The MINI Countryman was completely redesigned and reengineered from the ground up in 2017, yet still is instantly identifiable as a MINI. With BMW Group engine technology and vehicle architecture, the MINI Countryman offers an all-turbocharged engine lineup with outstanding acceleration and the famous go-kart driving dynamics – especially when experienced with the added traction that comes from the latest generation of ALL4 all-wheel drive. At the same time, this new architecture delivers excellent ride quality and enables the most spacious MINI interior ever.

The MINI Countryman is available in Cooper, Cooper ALL4, Cooper S, Cooper S ALL4, Cooper S E ALL4 plugin hybrid electric and John Cooper Works performance variants. Visit the [MINI Countryman Newsroom](#) on [MINIUSANEWS.com](#) for product press releases and high resolution images and video/b-roll of all MINI Countryman variants.

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.