

## MINI COUNTRYMAN BOARDWALK EDITION



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### **MINI USA ANNOUNCES LAUNCH OF MINI COUNTRYMAN BOARDWALK EDITION, WITH U.S. CONTENT AND PRICING.**

Woodcliff Lake, N.J., March 25, 2021. [MINI USA](#) announced today the availability and U.S. pricing for the new 2022 MINI Countryman Boardwalk Edition. The latest MINI special edition offering comes well equipped and with aesthetically compelling contrasts and colors that speak to MINI enthusiasts who want to stand out and express themselves.

The MINI Countryman Boardwalk Edition, a Cooper S variant, has a Manufacturer's Suggested Retail Price (MSRP) of \$38,365 plus an additional \$850 Destination & Handling fee. A Cooper S ALL4 variant is also available at \$40,365 MSRP. This limited-edition Countryman began production in March of this year. And will be available at U.S. dealerships in April 2021.

### **Color & Style Accents**

With unique color combinations, an expressive exterior and stylish ambience in the interior, the Boardwalk Edition makes for a fun ride for everyone. On the outside, the Boardwalk Edition comes in a Deep Laguna Metallic body color complemented by the black contrast finish on the roof and matching exterior mirror caps.

The Boardwalk Edition also comes with matching black 18-inch Pin Spoke wheels and a Piano Black Exterior Trim. Turning to the interior, the Boardwalk Edition includes a Leather Cross Punch Black interior trim along with the Touchscreen Navigation Package on the console. The Boardwalk Edition also comes equipped with door sills, roof and dashboard graphics, as well as special Boardwalk side scuttles.

“The MINI Countryman Boardwalk Edition brings bespoke styling to our largest and most versatile MINI and the option to have with ALL4 All-Wheel Drive,” said Patrick McKenna, Department Head, Marketing, Product and Strategy at MINI USA. “The Boardwalk Edition is also loaded with a number of standard features making it a true value for anyone looking for a fun, versatile ride.”

### **Equipment**

The MINI Countryman Boardwalk Edition comes with several optional interior and exterior features, including LED Fog Lights and Headlights, Comfort Access Keyless Entry and power-folding exterior mirrors with auto-dimming on both the interior and exterior mirrors.

The MINI Countryman Boardwalk Edition also offers a bevy of comfort and entertainment add-ons perfect for open-top driving, including SiriusXM Satellite Radio with one year All-Access, a harman/kardon Premium Sound System, Touchscreen Navigation, Heated Front Seats, Storage Package and Automatic Climate Control.

The MINI Countryman Boardwalk Edition will be available at all 116 dealerships across the U.S. in April 2021.

### **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 116 MINI passenger car dealers. 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 five unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at [www.miniusanews.com](http://www.miniusanews.com).

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