

MINI CAMPAIGN PROMOTES 2022 CONVERTIBLES AND HARDTOPS



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MINI USA SHOWCASES 2022 CONVERTIBLES AND HARDTOPS WITH AR EXPERIENCE AND “LOOKING GLASS BUS” IN NEW YORK CITY

*New 2022 MINI Convertible driving around New York in “Looking Glass”
Bus, Augmented Reality experience offers comprehensive look at new
vehicle models*

Woodcliff Lake NJ - Friday, May 28, 2021 – As the new MY 2022 MINI Hardtops and MINI Convertibles reach dealerships around the country, MINI USA has launched a pair of attention-grabbing activations to showcase the new vehicles as part of a two-month campaign that started in April. The campaign includes digital and out-of-home activations in key markets across the country, including Boston, Chicago, Dallas, Los Angeles, and San Francisco.

The Looking Glass Bus

The MINI “Looking Glass” bus is a double decker bus wrapped in MINI’s new Zesty Yellow cover with a new Zesty Yellow 2022 MINI Convertible visible through large panes of glass and situated between two large SUVs. The message on the side of the bus – “Who says you can’t find parking in NYC” – brings to light MINI’s famous track record as a compact and feisty city car. The bus is driving through the bustling streets of New York City through May 31,

“MINI is known for being disruptive and we wanted to go back to our heritage by being bold and showing off our new model in an unforgettable and relatable way,” said Rahul Mahtani, Communications Manager, MINI USA. “Not only is the Zesty Yellow convertible eye catching in color, but it’s the perfect vehicle for the warmer weather.”

City dwellers and tourists alike will be able to catch the eye-catching Zesty Yellow bus making its trek from the Financial District to the Upper East Side each day from 12 pm to 8 pm EST, making appearances at iconic sites like the New York Stock Exchange and the Rockefeller Center throughout the week.

Augmented Reality

For MINI fans in the other 49 states, the MY 2022 MINI Hardtop 2 Door will also be available for viewing thanks to a new [augmented reality integration](#) with Google that allows MINI enthusiasts and prospective buyers to view the upcoming MY 2022 MINI Hardtop 2 Door in unprecedented digital detail. This new AR integration was an innovative collaboration with [Free Range Games](#) and [Universal McCann](#). When consumers search MINI Cooper in Google, they will now have the option to inspect the MY 2022 Hardtop 2 Door through Google's augmented reality platform. Created with [UNREAL Engine](#), the digital models offer online shoppers a unique opportunity to get up close and personal with MINI Hardtop 2 Door before even setting foot in a dealership.

"Customers are doing more and more research before they even step into a dealership," added Mahtani. "We want to show up where customers are at, and if that means having a MINI show up in their living room, we'll be there."

For more information on the new MINI Hardtops and MINI Convertibles, please review the global press release. Technical spec sheets are available for download for the [MINI Hardtop 2 Door](#), [MINI Hardtop 4 Door](#) and [MINI Convertible](#) by clicking the hyperlinks. Official [press photos](#) and b-roll packages for the [MINI Hardtop 2 Door](#), [MINI Hardtop 4 Door](#) and [MINI Convertible](#) are available by clicking the hyperlinks or by visiting [MINIUSANEWS.com](#).

Consumers can find more information about the new MY 2022 MINI Hardtops and Convertibles by visiting [MINIUSA.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 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](#).