

MINI DEALER GOLDEN BULLDOG AWARD RECIPIENTS



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MINI USA ANNOUNCES SECOND ANNUAL 2023 GOLDEN BULLDOG AWARD WINNERS, HIGHLIGHTING THE BEST MINI DEALERSHIPS IN THE U.S.

Woodcliff Lake, N.J. – March 2, 2023 – MINI USA announced today its second annual Golden Bulldog award winners, recognizing 11 of its top-performing MINI dealers across the U.S. for delivering exceptional results in sales, service and customer experience.

The name of the award is inspired by the iconic bulldog stance and spirit that is reflected in the modern MINI. In its second year since the award's inception the Golden Bulldog award is the highest honor a MINI dealer in the U.S. can receive for their overall operational performance, delivery of a best-in-class customer experience, and clear and consistent brand representation.

"Our dealers play a vital role as the primary customer touch point in representing our brand with a compelling and uniquely 'MINI' customer experience," said Mike Peyton, Vice President, MINI of the Americas. "I along with the entire MINI team congratulate this year's Golden Bulldog winners for their outstanding results, and their ongoing dedication, hard work, and commitment to MINI."

All 104 MINI dealers in the U.S. were measured on six different sales and aftersales Key Performance indicators (KPIs) based on the company's Balanced Score Card (BSC) Index. Winners outperformed their peers across these categories throughout 2022.

2023 MINI Golden Bulldog Award Recipients (listed in alphabetical order)

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| 1. Dreyer and Reinbold MINI | 7. MINI of Mt. Laurel |
| 2. Flow MINI | 8. MINI of Omaha |
| 3. MINI Mall of Georgia | 9. MINI of St. Louis |
| 4. MINI of Annapolis | 10. Schomp MINI |
| 5. MINI of Austin | 11. South Shore MINI |
| 6. MINI of Marin | |

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 authorized MINI USA dealer organization is represented by a network of 104 MINI full passenger car sales and service dealers located throughout the US. 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.

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