

MINI FINANCIAL SERVICES “EASYOWN”



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MINI FINANCIAL SERVICES LAUNCHES “MINI EASYOWN”

Latest financial services offering streamlines the journey to MINI ownership.

Woodcliff Lake, NJ – August 18, 2025 – [MINI USA](https://www.miniusa.com) and MINI Financial Services are pleased to unveil the MINI EasyOwn new vehicle financing program. This program is designed to amplify awareness and simplify the ownership journey for a new MINI while aligning with MINI’s bold new model lineup and brand renewal. MINI EasyOwn also compliments MINI’s favorable 2026 model year pricing structure which supports continued growth and greater accessibility for MINI shoppers nationwide.

The name “MINI EasyOwn,” underscores the program’s core promise: a simple, transparent financing experience that makes owning a MINI easier than ever. EasyOwn focuses on clarity, ease, and empowerment—reflecting a crystal-clear financing process that puts customers in control.

“MINI EasyOwn is a renewed commitment to making MINI ownership as intuitive and accessible as possible,” said Swati Licis, Department Manager, Marketing, Customer & Product Management at MINI Financial Services. “With a clear, approach in step with MINI’s optimized pricing structure, we’re empowering customers to feel more in control of their journey.”

While current lease and finance penetration rates remain strong, MINI Financial Services is targeting further growth through this simplified approach. The EasyOwn program is expected to appeal to a broader audience, reinforcing MINI’s position as a smart, stylish, and accessible choice.

The launch of MINI EasyOwn reflects a broader initiative to A.) increase customer awareness of MINI’s financial services offerings, B.) drive greater adoption of financing

and leasing products that streamline the purchase process, and C.) position MINI as an attainable, premium choice for in-market shoppers. Furthermore, the program launch aligns with MINI's refreshed brand identity and all-new model portfolio.

Riding high on the increased interest in the latest MINI Countryman models, MINI sales in the U.S. totaled 7,616 vehicles in the second quarter of 2025, a 29.1% increase vs the 5,898 vehicles sold in the second quarter of 2024. Year-over-year, MINI sales are up 19%.

For customers interested in learning more about MINI EasyOwn available exclusively through MINI Financial Services, please visit www.MINIUSA.com/financial-services, or visit your local MINI dealer.

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 105 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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