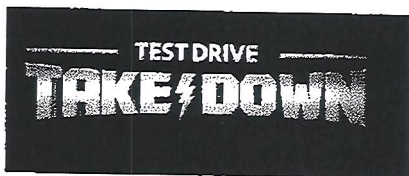


Retail Operator / General Manager	Sales - New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date:	April 3, 2012	Source:	MINI Sales			
Bulletin #:	M-1-0412-0013	Name:	David Duncan	Patti Mills		
		Title:	Mgr. Sales & Aftersales	MINI Sales Planning Mgr		
		Phone #:	(201) 307-3744	(201) 307-3907		Test Drive Take Down Certificate Program



MINI SALES BULLETIN TEST DRIVE TAKE DOWN CUSTOMER CERTIFICATE



As you all prepare to host the Test Drive Take Down event at your dealership, MINI USA wants you to emerge victorious and continue our winning streak for test drive events. To help make this happen, we will offer every customer that registers and attends your event the opportunity to receive a \$750 certificate. This certificate is a special offer for registered attendees of your event. This incentive can be applied towards the purchase of any brand new MINI. Yes, that's right - all MINIs including the new MINI Roadster models. The \$750 certificate can be used towards the purchase, finance or lease of any new MINI. It will be paid directly to the dealer, and must be passed along to the customer.

HOW DOES THIS WORK?

On the day of the event, each customer must attend the event and register at your event. This includes both attendees who RSVP'd and walk-ins. This is very important. If they are not registered on site, they will not be eligible to receive the certificate or get the \$750 off the purchase price. Once the event is complete, the registered attendees will receive a "thank you" email within four business days with a non-transferable \$750 certificate that has a unique number. This unique certificate number will be used to verify eligibility and to "apply" for the \$750 allowance via DCSnet.

The certificate will list the name and address of the customer and their unique certificate number, so the certificate can only be used once. To qualify, the customer needs to print the certificate and bring it to a MINI authorized dealership at the time of purchase. Customers can redeem the certificate at any authorized MINI dealership.

Please note that dealership personnel and their family members are not eligible for this offer since they are eligible for the Dealership Employee & Immediate Family Purchase Program. Family members include the employee's parents, spouse or life partner, siblings and licensed driving age children.

THE DAY OF THE EVENT

If the customer purchases a new MINI on the day of the event they will not have the certificate so the dealer needs to do the following:

- Confirm that they registered on site
- Confirm their identity
- Give the customer \$750 off purchase price
- RDR their MINI
- You can access a listing of your registered attendees' information with their corresponding certificate number on DealerNet (3- 4 days following your event).

FREQUENTLY ASKED QUESTIONS:

Who is eligible for this offer?

Any customer who attends and registers on-site at an event is eligible. Please note that dealership personnel are not eligible for this offer.

Who is not eligible for this offer?

Dealership personnel and their family members are not eligible for this offer since they are eligible for the Dealership Employee & Immediate Family Purchase Program. Family members include the employee's parents, spouse or life partner, siblings and licensed driving age children.

How can someone become eligible for the offer?

We will send out a "thank you" email after the event is finished. The email will contain a certificate with a unique certificate number that must be used to identify each participant. All participants of the event will be eligible as long as they are registered on the day of the event. (Only one offer per customer.)

What if a customer attends the event but wants to order a car?

As long as the customer attends the event and the car is delivered in the system by July 2, 2012, the certificate will apply. **We will not accept any reason for a retail date past July 2, 2012.**

What if a customer hears about this offer and already has a MINI on order, can they participate and receive the incentive?

This offer is for those customers who attend and register at an event, not existing customers who have already committed to purchasing a MINI. This offer is not meant for previous customer sold orders.

What if a customer bought a car the week before my event?

The customer is not eligible unless he attends and registers at your event and the retail date is on or after your event.

Can both a husband and a wife in the same household each get a certificate?

If they both attend and register at the event and each provide a unique email address they will each get a certificate.

Can two people in the same household redeem the certificates?

Only one certificate per vehicle can be redeemed. If two vehicles are bought from the same household, then two certificates can be redeemed.

Can this offer be transferred to someone else?

This offer is valid for registered event participants or family members who reside in the same household. It is non-transferable to other family members or friends who reside outside of the household. It is the dealer's responsibility to check proof of residency.

When will the customer receive the certificate?

The customer should receive the thank you email and certificate approximately four business days after the event.

What if a customer loses the certificate?

The dealer can look up the customer's certificate number in the lead record in ALERT or reference their complete attendee list accessible on DealerNet approximately 3-4 days following their event.

What kind of proof does the customer need in order to receive the offer?

Customers must present the certificate (or proof of identity) and proof of residency to the dealer at time of purchase. They must also show you a driver's license with the correct address on it. If purchasing the day of the event, the dealer will verify the customer registration, confirm identity, take \$750 off the vehicle purchase and then validate/apply the certificate later.

Can the customer redeem the certificate at any dealer?

Yes, customers can redeem the certificate at any MINI dealership on or before July 2, 2012.

Who do you contact if you have any questions regarding this offer?

Please email us at MINI.Sales@MINIUSA.com