

MINI SALES BULLETIN

MINI ROCKS THE RIVALS CUSTOMER CERTIFICATE

As MINI USA prepares to bring the most unforgettable MINI Rocks the Rivals tour to your dealership showroom in the coming weeks and months, we want to provide you with some additional details regarding the customer incentive.

We are very excited to be able to offer all registered participants that attend a MINI Rocks the Rivals event the opportunity to receive a \$1,000 certificate. This certificate is a VIP offer for these special attendees for participating in the test drive event. This incentive can be applied towards the purchase of any brand new MINI. Yes, that's right - all MINIs including the new MINI Countryman models. The \$1,000 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 used to offset the customer's costs. We hope that this will provide you with the opportunity to get new prospects into a new MINI vehicle.

HOW DOES THIS WORK?

On the day of the event, each attendee must register with the on-site J&L representative and participate in the event. This includes both pre-registered attendees 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 \$1,000 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 \$1,000 certificate that has a unique number. This unique certificate number will be used to verify eligibility and to redeem the \$1,000 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. The dealer validates the certificate through DCSnet, RDR's the car, and applies the certificate via DCSnet. Upon approval, the \$1,000 certificate payment will be ACH'd to the dealers account.

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 with J&L on site
- Confirm their identity
- Give the customer \$1,000 off purchase price
- RDR their MINI
- You will receive a listing from J&L of your registered attendees' information
- Within a week you will be able to "apply" for the certificate via DCSnet
- Upon approval, the \$1,000 certificate payment will be ACH'd to your account.

AFTER THE EVENT

If the customer purchases a new MINI after the event but on or before July 5, 2011, the customer will bring the certificate to the dealership at the time of purchase. In the event that the customer does not bring the certificate to the dealership, the customer can still complete the purchase as long as they have the unique certificate number. You will do the following:

- Confirm their identity
- Validate the coupon via DCSnet
- Give the customer \$1,000 off purchase price
- RDR their MINI
- "Apply" for the certificate via DCSnet
- Upon approval, the \$1,000 certificate payment will be ACH'd to your account.

IT'S ALL IN THE DETAILS....

We're happy to say this certificate may be **combined with any other Sales Support program** MINI may be offering at the time of sale. Some restrictions apply. Please check below for restrictions.

Dealership personnel are not eligible

Eligible Models:

- All new and unreported 2011 MINI vehicles including:
 - Cooper HT, Cooper S HT, JCW HT
 - Cooper Convertible, Cooper S Convertible, JCW Convertible
 - Cooper Clubman, Cooper S Clubman, JCW Clubman
 - Cooper Countryman, Cooper S Countryman, Cooper S ALL4 Countryman

Prior Retail Type:

- Not Allowed – No Service loaner, sales demo, company vehicle, or specialty demo is allowed

Eligible Retail Type:

- Personal or Company

Retail Delivery date: April 16, 2011 – July 5, 2011

Retail Process dates: April 16, 2011 – July 5, 2011

Certificate Redemption date: Certificate must be redeemed by the dealer via DCSnet by July 15, 2011 at 11:59 pm

Amount: \$1,000 per car

Ineligible models:

- New cars in inventory previously reported sold do not qualify
- Previously reported vehicles cannot be backed out for inclusion in the program
- Any vehicles other than 2011 models do not qualify
- Pre-Owned or MINI NEXT vehicles and previously reported vehicles do not qualify

Program Eligibility:

- In order to receive the email, the customer must register and attend one of the events for MINI Rocks the Rivals. When they attend the event, their name will be registered to make them eligible for the \$1,000 certificate.
- The offer is valid to the recipient of the email or any family member residing within the same household. The certificates are not transferable to anybody not residing in the household. Customer identification must match the address on the certificate.
- The certificate expires after July 5, 2011 at 11:59 pm.
- Certificate is valid only at MINI authorized dealers.
- All vehicles must be delivered by the dates specified above.
- Offer valid on final negotiated price and may be combined with any other MINI offer that is available at time of purchase except for any other certificate/coupon offer and the BMW Group Dealership Employee & Immediate Family Purchase Program.
- Offer valid only towards lease or purchase price and cannot be used for tax, title, registration, destination or other dealership processing fees.

To Receive Payment:

- The customer must surrender a printed copy of the certificate from the "thank you" email to the dealership at the time of purchase (or the certificate number).
- Dealers must apply for \$1,000 certificate reimbursement through DCSnet.
- Upon approval, \$1,000 certificate payment will be ACH'd to the dealer's account.
- **All requests for payment must be submitted through DCSnet by July 15, 2011 11:59 pm. You will not be able to apply for payment after the deadline.**

Certificate Redemption:

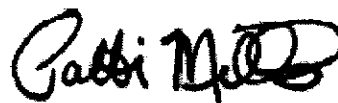
- Use the following menu path in DCSnet to validate a certificate ID number: Sales → Sales Support → Incentives → Certificate Redemption → Certificate Validation. Please check the validation screen to ensure that the certificate has not already been redeemed. **Also check the address to make sure it's the same.**
- Report the retail sale of the vehicle through DCSnet.
- Once the vehicle is retailed through DCSnet, use the following menu path in DCSnet to apply for payment: Sales → Sales Support → Incentives → Certificate Redemption → Certificate Application.
- Please enter all required information, including the certificate number from the certificate and click on the submit button.
- The status of a certificate payment can be checked by either following the menu path for Certificate Validation or by doing a VIN inquiry using the following path: Sales → Sales Support → Inquiry By VIN.
- The Certificate Validation / Redemption application will be available in DCSnet approximately one week after your event.

This is your chance to generate additional sales as we launch this great event. Please let us know if you have any questions or concerns regarding this special program.

LET'S MOTOR.®



David Duncan
Manager, Sales & Aftersales



Patti Mills
MINI Sales Planning Manager

FREQUENTLY ASKED QUESTIONS:

Who is eligible for this offer?

All pre-invited prospects and walk in customers that register on-site at the event and participate in the MINI Rocks the Rivals Tour. 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?

J&L 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 with an on-site J&L staff member the day of the event.

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 invited prospects who register, not existing customers who have already committed to purchasing a MINI. This offer is not meant for previous customer sold orders.

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 call customer relations or write us at MINI.Sales@MINIUSA.com requesting the certificate number. Please give us the customer name and address.

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

Customers must present the certificate to the dealer at time of purchase. Proof of residency must be provided. 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 with J&L, confirm identity, take \$1,000 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 5, 2011.

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

Please email us at MINI.Sales@MINIUSA.com