



MINI OXFORD EDITION.

Contact:

Andrew Cutler
Head of Corporate Communications
MINI USA
201.307.3784
Andrew.Cutler@bmwna.com

Rob Duda
MINI USA News Bureau
Senior Vice President, Peppercomm
908.347.1243
rduda@peppercomm.com

MINI USA EXTENDS OFFER OF LOW COST MINI OXFORD EDITION TO ACTIVE AND RETIRED MEMBERS OF THE U.S. MILITARY

Well-equipped 2019 MINI Oxford Edition for U.S. Military available for under \$20,000

Woodcliff Lake, NJ – May 14, 2019... [MINI USA](#) today announced that it is now offering the well-equipped, low cost [2019 MINI Oxford Edition](#) to Active Duty members of the United States Military and its recent retirees. This expands the appeal of this special edition initially made available to current or recent college graduates.

The MINI Oxford Edition is specially configured with \$6,900 worth of optional equipment as standard at no additional cost, and Active Duty Members of any branch of the U.S. Military, as well as recently retired or honorably discharged members within a 12-month period at the time of verification are eligible to purchase this unique special edition.

“We’re proud to extend the MINI Oxford Edition offer to active and recently retired or honorably discharged members of the U.S. Military,” said Patrick McKenna, Department Head, Product Planning & Events, MINI USA. “We believe the MINI Oxford Edition provides tremendous value to those who have honorably served in our armed forces and who are looking for a fun, stylish, feature-packed car that won’t break the bank.”

Named for the home of MINI craftsmanship, Oxford, England, the MINI Oxford Edition offers members of the U.S. Military and recent retirees the legendary go-kart handling, turbocharged excitement and iconic MINI design at an affordable price. The MINI Oxford Edition has a Manufacturer’s Suggested Retail Price (MSRP) of \$19,750 for the 2 door and \$20,750 for the 4 door. Pricing excludes the \$850 Destination & Handling fee.

Standard equipment includes the MINI Connected Infotainment System with a 6.5 inch high resolution screen, rear-view camera, park distance control and MINI Teleservices and emergency call. The MINI Oxford Edition also comes with upgraded 17” wheels in silver or

black, automatic or manual transmission, dual-pane panoramic moonroof, heated seats, and a choice of six exterior body colors.

The MINI Oxford Edition continues to remain available to eligible current full- or part-time students of any two- or four-year accredited college or university, recent college graduates who are within 12 months of their graduation, as well as students enrolled in post-bachelor's degree programs, such as graduate school, law school, or medical school.

The MINI Oxford Edition is currently available at dealerships across the U.S.

[Click here](#) for high resolution images of the new MINI Oxford Edition or visit MINIUSANEWS.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 123 MINI passenger car dealers in 39 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com. Follow us on Twitter at [@MINIUSANEWS](https://twitter.com/MINIUSANEWS)

Consumer information about MINI products is available via the internet at: www.MINIUSA.com.