



## MINI USA SURVEY

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### **SIZE DOESN'T MATTER...PERSONALIZATION AND DESIGN DRIVE AUTO PURCHASES OVER SIZE**

*MINI USA Survey Finds Auto Consumers Divided on Size, But United on Customization*

**Woodcliff Lake, NJ – March 4, 2019** – Despite claims of big car dominance, auto shoppers remain sharply divided on their preference of car size, but united on their hunt for more personalization when it comes to design and premium features. These findings come from a new survey [MINI USA](#) recently commissioned from market research and business intelligence firm [Engine](#) designed to identify car shopping trends among general consumers and millennials.

According to the survey, customization (59%) and design (76%) are both important to consumers when considering a new car purchase. This desire aligns with recent trends in product personalization across a wide range of consumer categories. Auto manufacturers have begun looking far beyond wheels and color choice to create ways for their drivers to express themselves through their cars. Personalization and customization have been a cornerstone of MINI since the brand's inception and an area where MINI continues to expand for consumers looking to individualize their car.

While the majority of consumers agreed on the importance of personalization, those surveyed were divided on size preference in a new car today with 47 percent opting for a smaller car that maximizes space, and 53 percent prefer a larger vehicle with ample cargo room.

"MINI has always offered a wide range of options for customization and personalization, an approach perfectly aligned to meet the needs of today's consumers," said Andrew Cutler, Head of Corporate Communications, MINI USA.

“Those looking for premium features with a focus on design, style and maximized space can easily find a vehicle to fit their needs amongst our product line.”

In addition to customization and size, other key factors driving consumer car buying habits include:

- Interior comfort and style are the most important aspect of vehicle design (53%), followed by technology and infotainment (20%).
- Millennials more than other generations value technology and infotainment.
- Men rank customization as 2X more important than their female counterparts.

Cutler added: “MINI has always been about listening to and understanding our consumer’s needs and future car preferences. Staying on top of this allows us to customize our offerings and remain relevant for our passionate consumer.”

### **Survey Methodology**

The General Population survey was conducted by Engine’s CARAVAN® among a sample of 1,003 adults comprising 502 men and 501 women 18 years of age and older on behalf of MINI USA. The survey was live from November 5-7, 2018.

### **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 125 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. 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](http://www.miniusanews.com).

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