



## MINI J.D. POWER SSI STUDY

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### **MINI Ranks Highest Among Mass Market Brands in J.D. Power's U.S. Sales Satisfaction Index Study**

**Woodcliff Lake, NJ – November 16, 2018** – New vehicle shoppers were most satisfied with the sales experience at [MINI USA](#) dealerships compared to other mass market brands, according to [J.D Power's U.S. Sales Satisfaction Index \(SSI\) study](#) released this week. MINI returned to the highest ranking spot in sales satisfaction among mass market brands with a score of 798, a title the brand held from 2010 – 2015, after finishing second in 2016 and 2017.

“We know that today’s consumers have a high expectation for an exceptional retail experience so we are very proud of our dealers for delivering the most satisfying experience when shopping for a new MINI,” said Thomas Felbermair, Vice President, MINI Region Americas. “On behalf of everyone at MINI USA, I would like to thank all of our 127 dealers for their hard work and dedication to creating an engaging, customer-focused experience at their dealerships.”

The U.S. Sales Satisfaction Index (SSI) Study—redesigned in 2017 and now in its 32nd year—measures satisfaction with the sales experience among new-vehicle buyers and rejecters, who are those who shop a dealership and purchase elsewhere. The study is based on responses from 25,748 buyers who purchased or leased their new vehicle in April or May 2018 and was fielded from July through September 2018.

In addition to satisfying experience customers are finding at MINI dealerships, they are also enjoying the [MINI Countryman](#), the brand’s offering in the popular compact SUV segment. Sales of the MINI Countryman, which includes a plug-in hybrid model, are currently up +29 percent compared to the first 10 months of 2017. MINI will also add a full battery electric model in Q1 2020 – joining the successful [MINI Countryman PHEV](#) that launched in 2017 as a 2018 model.

To learn more about the U.S. Sales Satisfaction Index (SSI) Study,  
visit <https://www.jdpower.com/resource/us-sales-satisfaction-index-ssi-study>.

### **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 127 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 four 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).