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**MINI OF HAWAII BREAKS GROUND IN KAPOLEI
ON NEW DEALERSHIP AND PREMIUM SERVICING CENTER**

*The First New Car Dealership in Kapolei, MINI's Signature Black Box Building
is Set to Open in 2021*

FOR IMMEDIATE RELEASE

HONOLULU, HI (November 24, 2020) MINI of Hawaii, a part of BMW of Honolulu, is a national perennial leader in Market Share and Customer Loyalty. MINI of Hawaii has consistently risen in consumer demand as the preferred automobile of choice in value, price-point, customization, customer retention and service satisfaction all within the highest standards of a European luxury vehicle. MINI remains the leader of the premium small car segment, underpinning its outstanding position with significant advancements in all areas relating to driving excitement, technology, quality and individuality.

That demand now warrants a confident expansion from its Honolulu headquarters to anchor a new, full-service location in Kapolei; making MINI of Hawaii the only Oahu dealership to invest and expand its servicing scope in 2020, showing confidence in the auto industry and Kapolei community. The first new car dealer in Kapolei, MINI's signature Black Box Building is set to open in 2021. The new location affords unprecedented service convenience and ready accessibility to valued customers on the Westside of Oahu. MINI service will still be conveniently located in Kaka'ako for those living and working in Metro Honolulu and East Oahu.

"We have always been a service-oriented company and my top priority was to build a dealership that focuses on service first. We wanted a convenient location and service experience that our MINI and BMW owners look forward to visiting," said Dennis Short, President of BMW of Honolulu and MINI of Hawaii.

The project design was led by Davie Young of DKKY Architecture Studio, Inc., and her consulting team, who designed MINI of Hawaii's original Kapiolani Boulevard location. Dan Jordan of Honolulu Builders, LLC has been selected as General Contractor to construct the building. Davie Young and Honolulu Builders previously designed and built BMW of Hawaii in Kailua-Kona, on the Big Island of Hawaii.

Dennis Short continues, “As a current resident of Kapolei, I am excited to see the growth that has happened, and I’m proud to be building a landmark facility in the fastest growing community in Hawaii.”

“I’m excited for our customers and employees who live on the west side to have a first-class facility to call home for their auto needs. We have a great customer base in Central and West Oahu and I think our new dealership in Kapolei will be a welcome alternative from driving into town to service or buy their next new or used car. The MINI brand is ready to serve,” said Tim Palms, General Manager, BMW of Honolulu and Mini of Hawaii.

The new MINI of Hawaii in Kapolei features:

- 112,820 sq. ft. Campus (2.59 acres)
- 29,491 sq. ft. under roof
- First New Car Dealer in Kapolei
- Easy Access from H1 and Farrington Highway
- Energy Efficient Building
- Rooftop Solar Power
- 14-Bay Workshop
- Dedicated Vehicle Delivery Center
- Latest Service Technology and Diagnostic Equipment
- MINI and BMW EV – High Voltage certified
- BMW Group’s NEXTGen Retail Business Model

In addition, MINI of Hawaii and BMW of Honolulu have invested in technology designed to enhance the customer experience. From mobile service check-in to online vehicle purchases and fiber-optic backed WIFI in showrooms and lounges, everything has been designed to maximize convenience, safety and customer satisfaction.

MEDIA NOTES

Video and photos at miniofhawaii.com/kapolei.htm

ABOUT MINI OF HAWAII

MINI of Hawaii, opened in March 2002, as part of BMW and MINI of the Hawaiian Islands, which operate dealerships on Oahu, Maui, and The Big Island and is a perennial leader in National Market Share and Customer Loyalty. The dealerships employ over 200-employees statewide and have been awarded numerous awards with both the BMW and MINI brands, including BMW’s highest dealership honor, *The Center of Excellence*, awarded eight times. For more information, visit miniofhawaii.com and Facebook and Instagram: @miniofhawaii #MINI #miniofhawaii

BMW HAWAII EXECUTIVE OVERVIEW

bmwhawaii.com/dealership/sales-staff.htm

Dennis Short, President

Tim Palms, General Manager