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PRESS RELEASE

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RYAN AUTOMOTIVE LIMITED AWARDED MINI COOPER FRANCHISE

MORRISTOWN, NJ: The BMW Group has awarded Ryan Automotive a new MINI Cooper franchise, Rod Ryan announced. The new MINI Cooper franchise, to be known as Morristown MINI, will be one of only three in New Jersey, and will be located at 59 Bank Street, in Morristown. It will share a newly renovated facility with Morristown BMW's Exclusive Certified Pre-Owned BMW Showroom.

Ryan Automotive was chosen as one of only 70 of BMW's 345 dealerships in the country to receive a MINI Cooper franchise. "Being chosen as one of these dealerships is a tremendous honor," Mr. Ryan explained. "I'm convinced that we have received this honor because our people adhere to our corporate philosophy, which has always been to deliver service that far exceeds the customer's expectations."

In business for nearly thirty years, Rod Ryan is a dedicated and respected automotive industry professional. He has served as president of the national dealer

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councils for both Honda and BMW, and has chaired dealer advertising groups for Acura, BMW and Honda. Mr. Ryan has also been invited to Washington during past administrations for consultation on matters critical to the import auto industry, and to testify before Senate and congressional committees.

Morristown MINI will be the sixth store in the Ryan Automotive family of dealerships, that include: Open Road Honda/ Mazda/ Isuzu, 50 Route 1, Edison; Brunswick Acura, 1041 Route 18, East Brunswick; Wayne Acura, Route 23 and Packanack Lake Road, Wayne; Open Road BMW, 731 Route 1, Edison and Morristown BMW, 170 Madison Ave., Morristown. Both BMW stores also have separate, Exclusive Certified Pre-Owned BMW Showrooms. Open Road BMW's is located at 540 Route 1, North, in Edison. Morristown BMW's is located at 59 Bank Street in Morristown, which will share its facility with the new Morristown MINI dealership.

The original Mini Cooper was first launched in 1959, and quickly became one of the world's best-selling cars with 5.3 million produced to date. It is so popular, it is even said to have been the inspiration for the naming of the famed "mini skirt"!

The idea for the Mini Cooper was originally conceived by designer and eccentric genius Alec Issigonis. Measuring approximately 10 feet long and 4 feet wide, the Mini Cooper was intended to be the smallest possible car that would still accommodate four adults and luggage.

The new MINI Cooper, being produced by BMW, is 18 inches longer and 14 inches wider than the original. At its heart is a 1.6 liter/125-h.p. four-cylinder engine that puts power to the ground through the front wheels. A high performance model, the 160-

plus-h.p., supercharged Cooper S, will also be available. The new car comes standard with a 5-speed manual transmission.

In addition to performance, BMW engineers have also made safety a priority. The new MINI has crumple zones, side-impact protection, 4 wheel disc brakes with 3-channel, 4-sensor ABS, 6 airbags and 2 to 3 times the torsional rigidity of most competitors! Beyond front and side airbags, the MINI also has head protection for front and rear passengers.

The new MINI Cooper will have an array of amenities, including: a CD-based sound system, height adjustable driver's seat, remote entry and basic power features. Typical BMW options will include an automatic transmission, traction control and a navigation system.

At the height of its popularity in the 60's and 70's, the original Mini lent itself to drivers' self expression. In keeping with that tradition, a complete 14-hue palette will be available for the exterior of the new MINI, with several choices in contrasting roof colors. The factory is even devising a series of personalized top patterns that will include the infamous Union Jack.

Mr. Ryan explained that the new MINI Cooper is an unusual car, and people can expect a very unusual showroom that will be dedicated to capturing its essence. Mr. Ryan is very enthusiastic about the new franchise and its potential. Morristown MINI is scheduled to open in March of 2002.

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Contacts: Timely Advertising: Steve Pell- (732) 424-0100
Morristown MINI: John Leiser- (973) 455-0700