



HASSLE-FREE DONATIONS TO TOYS FOR TOTS

TOYS FOR TOTS, MINI USA & RIDEMAKERZ TEAM UP TO PROVIDE EASIEST WAY EVER TO DONATE A TOY CAR TO NEEDY CHILDREN

ST. LOUIS (December 13, 2007) – You can now give this year’s coolest new gift to children in need without ever leaving your home or office. MINI USA and RIDEMAKERZ® have partnered with Toys for Tots to provide the fastest and easiest way ever to spread holiday cheer. Simply visit www.RIDEMAKERZ.com/MINI through December 31 and choose from four different customizable MINI RIDEZ to donate to Toys for Tots. Prices range from \$22.00 to \$36.00. Each RIDE comes with a set of custom decals and accessories and will be shipped directly to Toys for Tots distribution centers nationwide. Shipping and handling charges are covered by MINI USA and RIDEMAKERZ.

“We could not be more excited about this opportunity,” said Larry Andreini, ZEO of RIDEMAKERZ. “Just yesterday, we had one person donate 100 MINI RIDEZ with the simple click of a mouse. There’s no easier way to give back, so we hope everyone who has ever thought about donating to Toys for Tots will now do so.”

MINI USA and RIDEMAKERZ recently introduced the smallest MINI ever – the RIDEMAKERZ MINI, a 12-inch, completely customizable toy replica of the iconic MINI Cooper S. The partnership between MINI USA, maker of the iconic and uniquely customizable line of passenger cars that made small cars cool, and RIDEMAKERZ, the innovative new toy retailer that allows kids the hands-on experience of customizing one-of-a-kind RIDEZ, underscores the companies’ shared commitment to delivering products and experiences that reflect fun and creativity. The Toys for Tots initiative promises to help deliver the creativity and fun of the RIDEMAKERZ MINI to underprivileged children around the country.

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RIDEMAKERZ®

RIDEMAKERZ mission is to have great fun making cool RIDEZ – with the ultimate vision of contributing to the positive development of kidz. The RIDEMAKERZ invites guests, or “customizers” into the ultimate car-customizing Shop where they can CHOOZE, SONICIZE, MOTORIZED, MOBILIZE, CUSTOMIZE, PERSONALIZE and CRUIZE™ one-of-a-kind RIDEZ. The RIDEZ can be tricked out with a variety of performance and styling options. Inspired by Build-A-Bear Workshop®, a partner and investor in the concept, RIDEMAKERZ is about the joy and fun of creating something great, something artistic, something unique and original. Visit www.RIDEMAKERZ.COM for more information.

MINI in the United States

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 which has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all Z4 models and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 142 BMW motorcycle retailers, 82 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

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