

## **Auto West Group Celebrates Opening of Largest MINI Dealership in Canada**

**July 3, 2012, Richmond, B.C.** – Auto West Group is proud to announce the opening of the newly renovated MINI Richmond dealership – now the largest stand-alone MINI dealership in the country.

Located at 338-10700 Cambie Road in Richmond, BC the MINI Richmond theme park is surrounded by bands of colourful accent LED lights and spreads over 25,000 square feet, providing ample room to celebrate the ingenuity and design of MINI, while creating a custom MINI experience for each and every customer.

"We are thrilled to showcase the MINI brand and line-up in a world-class, state-of-the-art dealership," said Joachim Neumann, Founder of Auto West Group. "Our new facility is unrivaled across the city, province and the country, offering an array of automotive services – including sales, service, customization and vehicle preparation all under one roof."

The new facility is also one of the most environmentally sustainable dealerships in the nation. Home to the largest solar panel installation on a car dealership in the province, MINI Richmond is equipped with 168 solar panel modules, creating energy to offset the facility's carbon footprint.

Additional green features include four south-facing green walls to keep the dealership cool in the summer months, reclaimed glass and recycled paper counter tops throughout the dealership, an underground storage tank to retain storm water runoff that is re-used to irrigate gardens, lawns and green walls and used as water for dealership toilets (significantly reducing water consumption), plus EV charge stations to meet the future demand of electric cars.

Similar to Auto West's BMW dealership, MINI Richmond will house an apiary consisting of two beehives.

"Our goal was to create a sustainable, healthy, and comfortable environment for both customers and employees," said Neumann. "By integrating sustainable design and energy efficiency with comfort, safety, utility, and aesthetics, we've been able to achieve this goal."

To celebrate the opening of the new MINI Richmond, Auto West Group is inviting the public to the dealership's carnival-themed Grand Opening on July 7<sup>th</sup> and 8<sup>th</sup> where guests can tour the new facility, test-drive the latest MINIs and enjoy food and entertainment.

For information on the new MINI Richmond dealership, please visit [www.minirichmond.ca](http://www.minirichmond.ca).

### **About Auto West Group**

Auto West Group is one of Canada's premier luxury automotive groups. Operating out of the Vancouver area since May 1986, The Auto West Group is a top provider of luxury automobiles, offering an unparalleled purchasing experience. The Auto West Group has over 180 team members, two companies and three locations: Auto West BMW, MINI Richmond, and Auto West Infiniti. The company shines above the competition by providing personalized, hands-on service that truly exemplifies the luxury automotive industry.

Amidst a competitive automotive landscape, The Auto West Group has maintained its edge and secured a significant, loyal customer base through their service levels, approach to business, and a deep appreciation for the brands they represent. At Auto West Group, we drive your automotive experience forward through passion, performance, and innovation.

### **Contact Information**

Talk Shop Media  
Michelle Connolly  
Media Contact  
604.736.2226  
[michelle@talkshopmedia.com](mailto:michelle@talkshopmedia.com)  
[www.talkshopmedia.com](http://www.talkshopmedia.com)