

# Mini Mania Announces Stage Two Kit Giveaway at the 6th Annual Nevada City Adventure 2007



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Press Release Summary = Mini Mania Inc. announces that a Stage Two Kit for the BMW Mini Cooper S will be given away at the Nevada City Adventure 2007 on Saturday, June 2, 2007.

Press Release Body = Nevada City, CA -- March 23, 2007 -- Mini Mania, Inc.(tm), the market leader in distributing and manufacturing lifestyle products and high quality performance aftermarket parts for the "classic" Mini(tm) and BMW MINI Cooper(tm) automobiles has announced that a Stage Two Kit will be given away June 2nd at the 6th Annual Nevada City Adventure. This kit can provide up to 25% increase in horsepower, or up to 210+ hp total for the 2002-2006 BMW Mini Cooper S.

"When you look at the cost to buy a new 2007 BMW Mini Cooper compared to upgrading the first generation models, the performance return you get for your money is much higher for the kit," said Don Racine, owner of Mini Mania. "Our 32 years of Mini tuning experience have allowed us to put together the right combination of parts to maximize value, drivability and performance. Some lucky Mini Cooper

owner at NCA 2007 will be very happy to walk away with this kit, just for showing up."

The Nevada City Adventure has been an annual gathering in the Sierra Nevada Foothills since 2001. Mini and BMW Mini Cooper owners from all over the West motor to Nevada City to spend the day in the beautiful surrounds of forest and sunshine with hundreds of other Mini enthusiasts. The all-day event at Mini Mania's facility includes a swap meet, car show, prizes, and "Do-It-Yourself" installation sessions and product demonstrations. More information can be found at [http://new.minimania.com/nca\\_2007/](http://new.minimania.com/nca_2007/).

### **About Mini Mania, Inc.**

Mini Mania was founded in 1974 and has grown to become a multi-million dollar market leader that provides high quality aftermarket parts that include its own ULTRIK(tm) line of high performance parts and very specialized services to a growing customer base of approximately 100,000 consumers around the world.

Mini Mania solidified its market leadership position in 2001 by becoming the first company in the US to import the then all new BMW MINI to use as a product and performance test bed. Shortly thereafter, Mini Mania began to offer a suite of "lifestyle enhancement products" that appeal to recent purchasers of the MINI Cooper™ automobile.

Mini Mania is headquartered in a 16,000 square foot state-of-the-art facility in the Northern California foothills outside of Sacramento. The company's dynamic web site is truly a one of a kind information portal for any Mini Cooper enthusiast, containing over 50,000 pages of unique content augmented with 50,000 part numbers, technical articles and interactive community forums. Each month 75-100,000 individuals access the web site for research and purchase of Mini Cooper parts and accessories.

The company has recently opened Mini Mania UK, a standalone subsidiary in the UK, [www.minimaniauk.co.uk](http://www.minimaniauk.co.uk) to better serve the growing European market. For more information: Mini Mania, Inc. [www.minimania.com](http://www.minimania.com), 800.946.2642.

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