

Dealer Operator / General Manager	Sales New Vehicles	Sales Used Vehicles	Business Manager (F&I)	Service	Parts & Accessories	Administration
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Bulletin #	M-30-0910-0010	Name:	Vinnie Tennessee Kung			
		Title:	MINI Product Manager			
		Phone #:	(201) 307-4139			



MINI PRODUCT PLANNING & STRATEGY YO VINNIE: WHERE ARE THE BLACK HEADLIGHTS?

Due to a parts release issue, August production was compromised. Here is the latest.



SO, WHAT EXACTLY HAPPENED?

The team in Munich did not have the black headlights released for US models in time for August production. Consequently, when cars with option 3A2 began production, the plant in Oxford wound up installing standard chromed Xenon headlamp assemblies instead, modifying orders, so the cars would be able to continue down the assembly line. In total, 617 cars were affected and of them 22 were Priority 1s. The Clubman models were not affected, since 3A2 was released for the White Silver Edition cars earlier. As of today, this has been rectified for all September production cars, so when you order 3A2, it will come so equipped.

WHAT WILL HAPPEN TO MY PRIORITY 1 VEHICLES?

The plant team is creating a retrofit kit and it should be ready by the time the cars land. The primary goal of the team is to get the 22 P1 cars updated at the ports immediately. Therefore, if you have a P1 on order, please let your customers know that there may be a delay in delivery as the port campaign is carried out. Parts have already been ordered here in the US.

HOW ABOUT MY AUGUST PRODUCTION CARS WITH OTHER PRIORITY CODES?

There is no retrofit planned for cars in other priority codes, as Oxford has advised us that option 3A2 has been removed from the build sheets and they do not show up on the Monroney labels. Your vehicle will arrive without delay. If you wish to have 3A2, you'll have to order from September production.

WHY IS IT NOT AVAILABLE ON THE JOHN COOPER WORKS MODELS?

Odd, I know. How could the sportiest car not have the sportiest appearance option? So, we did more digging and the reply was that they want to make the Cooper and Cooper S owners feel sportier while the JCW models were sporty enough and don't need them. I don't think that's a good enough reason, do you? Drop me a line and let me know how you feel about that. With enough inquiries, maybe we can get this combo released.

