



Mini Mania, Inc. Announces Best Warranty Program for Automotive Aftermarket

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(tm) automobiles is formally publicizing its comprehensive Mini Mania Warranty Program(tm).

Nevada City, CA ([PRWEB](#)) June 27, 2005 -- 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(tm) automobiles is formally publicizing its comprehensive Mini Mania Warranty Program(tm). The Warranty Program was initiated in July 2004 as trial program and in the intervening time frame has met with tremendous overwhelming support from the company's customers! As a result of this significant feedback from hundreds of customers, Mini Mania is now making the program an integral part of all of its business and communications processes.

"We wanted to send the right signal to our customers by offering a comprehensive "factory style" warranty to let them know we stand behind our products. The Mini Mania Product Warranty complements the original manufacturer's warranty by providing customers with peace of mind even for cars modified beyond what the manufacturer is willing to support," said Don Racine, President of Mini Mania, Inc. "The Mini Mania Warranty Program is the absolute best program of its kind in the MINI aftermarket industry " we want our performance customers to know that their upgrades and performance aftermarket additions receive product protection that matches and/or exceeds the warranty that is offered by the car's original manufacturer!"

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 50,000 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(tm) automobile. Again, Mini Mania is the only after market provider and manufacturer that offers an ironclad warranty on all of its products that also integrates with and extends the manufacturer's warranty " for details please click here: www.minimania.com/warranty

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 number, 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 just opened a standalone subsidiary in the UK www.minimaniauk.com to better serve the growing European market. For more information - on the web: www.minimania.com, 800.946.2642, info@minimania.com



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