



## **Atlantic British Ltd. Launches MiniCarParts.net, Offering a World of Parts and Accessories for the Mini Cooper Enthusiast**

*Renown British automotive supplier of parts and accessories announces new division and Website for Mini Cooper market.*

Clifton Park, NY ([PRWEB](#)) July 24, 2005 -- Atlantic British Ltd. launched a new product division today, focused exclusively on the new generation Mini Cooper (2002-on) retail and wholesale automotive market. The new division offers a wide range of parts and accessories for Mini Cooper, including numerous performance upgrades, customization accessories as well as range of genuine Mini Cooper parts. With the launch of this new division, the company has also launched a new commerce website, [www.MinicarParts.net](http://www.MinicarParts.net), which offers the company's complete product line for Mini Cooper. Atlantic British Ltd. has been a leading independent catalog supplier of parts accessories for British-made vehicles since 1970; offering a full line of parts and accessories for Land Rover, Jaguar and now Mini Cooper brand vehicles.

"This new division and website is a perfect fit for our company brand and service focus and we're excited to expand into the parts and accessories business for Mini," said Stephen Springer, Partner and President of Atlantic British Ltd. "With our history and success in the parts and accessories business for Land Rovers, we have a lot of experience serving the British automotive enthusiast market. We have longstanding relationships with numerous U.K. automotive suppliers and as we looked at areas in which to expand our business, the Mini Cooper market made perfect sense. The enthusiast popularity of these vehicles in the U.S., along with the range of performance and customized products available for these vehicles, fits our business model and brand perfectly. What's more, many of our existing customers and Land Rover owners are true British automotive enthusiasts, and also own Mini Coopers so we have an inherent customer base to build upon. We're very excited to launch this new division and serve Mini Cooper customers far and wide."

Atlantic British will offer its new line of parts and accessories for Mini Cooper primarily in the United States and Canada. Customers can buy online at [www.MinicarParts.net](http://www.MinicarParts.net) or call toll free 800.533.2210 and place an order with an Atlantic British automotive phone sales representative. This new line of parts and accessories will be supplied from Atlantic British's headquarters and 50,000 square foot warehouse in Clifton Park, New York as well as their warehouse facility in Sparks, Nevada.

About Atlantic British Ltd.: Atlantic British Ltd. is America's oldest and largest independent supplier and manufacturer of premium parts and accessories for Land Rover, Jaguar and Mini Cooper vehicles; serving North American retail and wholesale customers since 1970. The Company provides a wide array of premium parts, accessories and performance upgrades imported from around the world; many of which are available nowhere else. Our vast product line is available through numerous catalogs published yearly and online at our commerce websites at [www.Roverparts.com](http://www.Roverparts.com) and [www.MinicarParts.net](http://www.MinicarParts.net). Atlantic British Ltd. has no affiliation, real or implied, with Land Rover UK Ltd or Land Rover of North America or with Bayerische Motoren Werke Aktiengesellschaft, BMW AG, The BMW Group or BMW of North America. Any reference to Land Rover, Range Rover, Range Rover Sport, Range Rover Classic, Discovery, Discovery Series II, Land Rover Defender, Freelander, LR3, Land Rover Series, Mini Cooper, Mini Cooper S or use of related genuine part numbers is intended for reference only.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).