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At Bellevue Square

Seattle MINI Will Merge Cars with Fashion Retailing at The Bellevue Collection

BELLEVUE, Wash. (March 8, 2016) –The Bellevue Collection and Seattle MINI announce its only Eastside satellite showroom, MINI at Bellevue Square, to open this spring. This is also the first shopping center showroom experience in the nation for MINI.

The micro showroom will be located on the main level of Bellevue Square in the South Commons area near the forthcoming 365 by Whole Foods. Over a dozen vehicles will be available to test drive at the MINI Wedge in The Lodge parking garage across from Crate and Barrel.

“This is completely different from a traditional dealership setting,” said Seattle MINI owner Manfred Scharmach. “Think of it as an urban micro showroom with emphasis on retail items.”



Bellevue Retail Space Initial Design Concept. Primary approach view with exterior branding.

The Bellevue Collection's customer can expect to see the two newest MINI models, Clubman and Convertible, and a full range of MINI merchandise, motoring accessories and motoring gear in a northwest relaxed environment.

"Other MINI temporary pop-up experiences in the U.K. have been well received. We are expanding on that idea to fit the Eastside lifestyle. At MINI Bellevue Square someone can gather relevant information, buy merchandise and take a test drive," comments Scharmach.

"Positioned where they are in Bellevue Square puts MINI in the newly remodeled South Commons area which features a host of exciting new stores provides a whole new experience at The Bellevue Collection," says Jennifer Leavitt, vice president of marketing for The Bellevue Collection. "We know our customers will be thrilled to see the first satellite store from MINI -- where they live, work and shop. We are delighted to bring them to Bellevue Square and honored to be their first in the nation location for this exciting new concept."

About MINI at Bellevue Square

More information about the opening this spring will be found here

http://www.seattlemini.com/Bellevue_Square. For further information and employment opportunities contact Richard Stone, General Sales Manager of Seattle MINI at 425-903-3338

About The Bellevue Collection

Located in the heart of Bellevue, Washington, [The Bellevue Collection](#), owned by Kemper Development Company and its Affiliates, includes Bellevue Square, a super-regional upscale shopping center, Bellevue Place, a mixed-use property featuring the Hyatt Regency Bellevue and small boutiques and Lincoln Square anchored by the Lincoln Square Cinemas, restaurants, home furnishings and The Westin Bellevue hotel. With a distinctive collection of 200 of the finest shops, 35 destination restaurants, a 16-screen premier cinema, 1,100 luxury hotel rooms and 10,000 free retail parking spaces, all in one location. The Bellevue Collection is a shopping, dining and nightlife and entertainment experience unlike any other in the region. It is located on Bellevue Way between NE 4th and NE 10th Streets in downtown Bellevue, just across Lake Washington from Seattle.

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