

Test Drive A Braman MINI Today, Save \$1,000 And Make A Big Difference To Hundreds Of Hungry Florida Families

For the month of April, Braman MINI is teaming up with Feeding South Florida to help provide 220 meals to hungry Floridians, for every MINI test drive. Additionally, Braman MINI is offering an extra \$1,000 off all new MINI cars until April 24th, 2016 - on top of their already unbeatable deals (like 0% APR for 72 months)!

West Palm Beach, FL ([PRWEB](#)) April 07, 2016 -- Braman MINI is proud to announce a new program, starting immediately and running through April 24th, that rewards customers who test drive a new MINI with a \$1,000 discount and a donation by the dealership to the Feeding South Florida food bank (a member of Feeding America®) that will provide meals for 220 hungry people for each test drive certificate earned by customers.

“This is a really remarkable program because each and every test drive feeds 220 people, and given how popular MINIs are, we’re expecting to help feed a lot of people.” says Braman Motorcars General Manager Steve Grossman.

Helping lead the program will be Braman Motorcars brand ambassador and reigning Ms. United States, Celine Pelofi. A Florida native, she is also a Registered Dietitian and has been long been actively involved in community service, including Feeding Florida and the Salvation Army’s ‘Weekend Nutrition Program.’

“What attracted me to work with Braman Motorcars in the first place is the remarkable degree to which it is involved with the community,” says Pelofi. “I’m very happy to be able to blend my business activities with my personal passion for helping people.”

Feeding America is the nation’s leading domestic hunger-relief organization, comprised of 200 food banks throughout the United States and Feeding South Florida is the sole Feeding America food bank serving Palm Beach. More than 98% of all donations are put back into the community and for every \$1 donated, Feeding South Florida can provide 6 meals.

Customers interested in the program will be starting their test drive at the new, state-of-the-art Braman MINI dealership with a light-filled showroom, spacious offices, complete parts and service operation, a MINI boutique full of accessories and the MINI Café. In addition, the expansive parking lot right next to the new building has room for Braman MINI to display its entire inventory.

Along with a brand-new dealership, Braman MINI also has several new models to pique customer’s interest. The new-generation MINI Cooper and Cooper S have been in the showroom for a while and selling like hotcakes, but the striking new 6-door Clubman, built on the BMW X1 chassis, has just arrived to provide a stylish alternative for customers who love the go-kart feeling of driving a MINI but need a bit more room for passengers and cargo. And, just off the assembly line, the new-generation MINI convertibles will give sun-worshippers a reason to rejoice.

“MINI is an icon in the automotive industry with an appeal that spans the spectrum of age, income and lifestyle,” says Braman MINI Sales Ryan Struble. “And we’re happy to offer this small army of MINI fans the chance to help Feeding South Florida feed the hungry.”



For further information, interviews or photos, please contact Braman Motorcars Business Development Manager Daniel Bayard / [dbayard\(at\)bramanmc\(dot\)com](mailto:dbayard@bramanmc.com) / (561) 758-7142.



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