

MINI Anywhere – A digital retailing platform powered by Transcend Retail



MINI of Ramsey – a Lithia Motors dealership in Ramsey, New Jersey. Extending the showroom experience. Converting with confidence.

Dealership overview

MINI of Ramsey, owned by Lithia Motors, is one of North America's top-performing MINI dealerships. Serving a wide geographic area with strong brand demand and limited dealer density, the dealership focuses on delivering a premium, transparent buying experience without compromising profitability.

The challenge

Reaching high-intent customers beyond the immediate trade area while reducing unnecessary showroom visits. The objective was to remove friction from the buying journey and ensure customers were informed and purchase-ready before engaging in person.

The solution: MINI Anywhere

MINI of Ramsey partnered with NETSOL to extend the in-store experience into a guided digital journey, allowing customers to engage, evaluate, and progress toward purchase remotely.

With MINI Anywhere, shoppers can:

- Browse available vehicles
- Configure pricing and payments
- Communicate directly with the dealership team
- Progress with clarity and confidence

The focus was not lead volume, but precision: higher-quality engagement, fewer wasted visits, and stronger conversion.

Results and impact

By 2025, MINI Anywhere delivered measurable business results:



20% of all online leads

MINI Anywhere captured one in five digital inquiries, attracting high-intent shoppers.



14% of vehicle sales

Nearly one in seven sales originated directly from the dealership website.



A core revenue engine

MINI Anywhere is no longer an alternative path to purchase. It is a primary driver of digital-to-sale conversion.

MINI Anywhere accounted for 20% of dealer website leads and 14% of dealer website sales

These results demonstrate that when customers can shop on their terms, distance becomes less of a barrier, and conversions remain strong.

Dealer takeaway

Digital retailing is a competitive advantage. MINI of Ramsey demonstrates how platforms like MINI Anywhere, powered by Transcend Retail, expand reach, improve conversion, and deliver a showroom-grade experience without requiring a physical visit.

What the team says



Abe Levi

General Sales Manager,
MINI of Ramsey

“MINI Anywhere is really the face of the company. It opens access to the brand for customers who don’t have a MINI store nearby. Customers can explore inventory, compare options, and get the details they need from home. It saves time for both our customers and our sales team, while keeping the experience transparent and efficient.”



Barbara Genese

Business Development Manager,
MINI of Ramsey

“MINI Anywhere helps us understand customer intent immediately. Knowing how far someone has progressed and how eager they are is incredibly valuable. The platform is intuitive, the support is responsive, and the comparison features stand out from other tools we’ve used.”

Get in touch

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