

When the driver takes the lead, the adventure begins.

MINI to Make First-Ever Rebelle Rally Debut with New Model Variant

(Munich) As cars rely ever more on intelligent systems, and as navigation and algorithms play a growing role in the way we move, some drivers still choose to trust their partners, their own resolve and the engineering strength of their vehicle. MINI has announced that it will take part in the 2026 Rebelle Rally in the United States, taking the brand's motorsport story into a bold new dimension.

As Cars Grow Smarter, True Adventure Stays in the Driver's Hands

Founded in 2016, the Rebelle Rally is the first women's off-road navigation rally in the United States and one of the longest competitive off-road navigation rallies in North America. Unlike traditional speed-based rallies, the Rebelle Rally is not decided by outright pace. Teams must use paper maps, a compass and a road book to find checkpoints in the wilderness within a set time, collecting points along the way. The final result is based on cumulative points across several days of competition.

This year's event will take place from October 7 to 17, with around eight competitive days. Electronic navigation devices will be sealed away, leaving teams to depend fully on experience, teamwork and the mechanical reliability of their vehicles as they cover about 2,400 kilometers of deserts, mountains and open terrain.

The Rebelle Rally challenges many of motorsport's familiar ideas: the pursuit of speed, traditional gender roles, dependence on technology and even the comfort of fixed routes. For MINI, it is more than an off-road challenge. It is a natural expression of the brand's adventurous spirit.

A New MINI Model Takes on Its First Wilderness Challenge

MINI's entry in the Rebelle Rally will be a new model variant set for a global reveal this autumn. With a stronger spirit of exploration and adventure, the new model is expected to expand the horizons of the MINI family and offer a fresh

experience for drivers keen to discover unfamiliar landscapes and unwilling to be defined by fixed routes.

An Experienced All-Women Team Represents MINI

MINI will be represented by an experienced all-women crew. Driver Felicia Killman is an active member of the American Rally Association and a seasoned competitor who has long campaigned a specially prepared MINI rally car. Navigator Erika Ferrer, who works with BMW Group Mexico, competes in rallying in her spare time and has won regional rally co-driver championships for three consecutive years. Together, they will guide the new MINI model through the wilderness.

MINI's rally story, in fact, began more than six decades ago with two women. In 1962, at a time when motorsport was still largely dominated by men, two courageous women entered the International Tulip Rally, the oldest rally in the Netherlands, and claimed overall victory. It was MINI's first major international rally win and the start of the brand's motorsport legend.

From the Tulip Rally to the Monte Carlo Rally, from the extreme challenge of Dakar to the "Green Hell" of the Nürburgring, MINI has taken on different circuits, terrains and racing worlds with compact agility, proven performance and a fearless attitude. For MINI, motorsport has never been only about speed and results. It is also a lasting expression of driving fun, engineering strength and the spirit of exploration. This October, MINI's entry in the Rebelle Rally will carry that racing spirit into a new wilderness chapter.

Appendix: A Brief History of MINI Motorsport

- In 1962, MINI entered the International Tulip Rally, where Pat Moss and Ann Wisdom drove a Mini Cooper to overall victory.
- In 1964, 1965 and 1967, MINI claimed three overall victories at the Monte Carlo Rally, becoming one of the most iconic legends in the history of the classic event.
- In 2013, while competing in the Spanish Tarmac Rally Championship, the MINI John Cooper Works WRC won five of the first six rounds and secured the championship title before the season was over.

- From 2012 to 2015, MINI competed in the Dakar Rally, with the MINI ALL4 Racing claiming four consecutive overall victories in the car category.
- In 2020 and 2021, MINI returned to the Dakar Rally, where the MINI John Cooper Works Buggy won the car category for two consecutive years.
- From 2023 to 2025, MINI John Cooper Works and Bulldog Racing competed in the Nürburgring 24 Hours, reaching the podium in the SP3T class for three consecutive years and winning the class in 2024.
- In 2026, MINI will enter the Rebelle Rally in the United States for the first time, taking on the all-women off-road navigation rally with a new model variant.