



MINI CORPORATE COMMUNICATIONS

Media Information

30th July 2026

MINI makes 2026 Rebelle Rally Debut with New Rugged Model Variant.

- Championed by an all-women field of drivers and navigators, the rigorous competition covers 1,500 miles of demanding western U.S. terrain.
- Competitive rallyist and MINI enthusiast Felicia Killman to pilot the MINI with rallyist and BMW Group Mexico member, Erika Ferrer as navigator.

Munich. MINI announced to make the brand's first-ever appearance in the 2026 Rebelle Rally, marking a new chapter in the brand's storied motorsport history. Competing in the longest competitive off-road navigation rally in the United States, MINI will take part in the event with a new model variant that introduces an exciting adventure-oriented expression of the MINI brand during one of the world's premier off-road competitions for women.

Held annually across the deserts of Nevada and California, and for the first time in Utah, the Rebelle Rally is the nation's premier all-women off-road navigation competition, challenging competitors to rely solely on maps, compass, road book, and teamwork as they traverse 1,500 miles of rugged terrain. For MINI, the rally provides the ideal proving ground to demonstrate the capability, durability, and adventurous spirit of its newest model variant.

The new model variant will present a more rugged and adventure-oriented interpretation of the MINI lineup, designed for those eager to venture beyond the pavement and confidently follow wherever the journey may lead. More details will be revealed this fall in conjunction with the vehicle's global reveal.

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An Accomplished All-Women Team

Campaigning MINI's newest model variant in the rally will be an accomplished two-woman team whose combined experience in motorsports, navigation, and storytelling reflects the adventurous spirit of both the vehicle and the rally.

- **Erika Ferrer:** A member of the BMW Group team in Mexico, Erika will serve as navigator. Ferrer brings both professional communications expertise and an impressive competitive rally résumé. After beginning her motorsports career managing championship rally teams, she transitioned into the co-driver's seat, earning three consecutive regional rally co-driver championships while competing throughout Mexico. Ferrer has also co-driven renowned rally champion Benito Guerra during La Carrera Panamericana. Representing MINI at the Rebelle Rally combines her passion for motorsport with her role in communicating the brand's latest innovations, making her uniquely positioned to share the story of MINI's inaugural Rebelle Rally campaign.
- **Felicia Killman:** Driving the MINI entry will be Felicia Killman of Lacey, Washington. A dedicated rally competitor, Killman has built a reputation for embracing challenges both on and off the course. An active competitor in the American Rally Association, she has experience as a navigator and campaigns a specially prepared MINI in stage rally competition. A passionate advocate for the MINI community, Killman views motorsport as an opportunity to inspire others to pursue ambitious goals through preparation, perseverance, and teamwork.

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MINI Carries on its Rally Heritage

MINI's participation in the Rebelle Rally builds upon one of motorsport's most celebrated rally legacies. The original Mini Cooper S earned legendary status by claiming overall victories at the Monte Carlo Rally in 1964, 1965, and 1967, using its compact dimensions, agile handling, and innovative engineering to outperform significantly more powerful competitors. More recently, MINI achieved international success in the Dakar Rally, reinforcing the brand's reputation for capability in the world's toughest off-road competitions.

With its first appearance in the Rebelle Rally and the global debut of an exciting new model variant, MINI begins a new chapter that honours its rally heritage while embracing the next generation of adventurous driving.

Ends

The BMW Group

With its four brands, BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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