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**MINI USA NAMES BEST FRIENDS ANIMAL SOCIETY AS CHARITABLE PARTNER
FOR MINI TAKES THE STATES 2014**

UNLEASH YOUR MINI.

Woodcliff Lake, NJ – February 6, 2014...[MINI USA](#) today named [Best Friends Animal Society](#) as the charitable partner for this year's [MINI TAKES THE STATES](#) (MTTS) 2014 rally, the biggest official MINI owners road rally held every other year. MTTS 2014 kicks off on Saturday, July 26, 2014, in San Francisco and takes MINI owners through 18 states and 15 cities over 14 days concluding in Boston on Sunday, August 10.

Every MTTS a charitable partner is selected to receive a portion of the proceeds from the event registration fees. This year the proceeds will be donated to Best Friends. The partnership puts MINI owners and MTTS participants in the driver's seat helping Best Friends in their endeavor to Save Them All®. MINI owners and fans who participate in the rally are also welcome to make individual contributions at hosted activities along the route.

"The MINI community is very pet-friendly so we are proud to partner with Best Friends Animal Society who runs the nation's largest Sanctuary for abused and abandoned animals," said David Duncan, Vice President MINI of the Americas. "Over the years we've seen many four-legged co-pilots on MINI TAKES THE STATES so this partnership is a natural for both our organization and the community."

Best Friends Animal Society is the only national animal welfare organization

MINI USA

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dedicated exclusively to ending the killing of dogs and cats in America's shelters. When Best Friends began in 1984, some 17 million animals died every year in America's shelters, simply for not having homes. Today, that number is down to about 4 million. That's incredible progress, but it also means that more than 9,000 wonderful dogs and cats are still losing their lives every day.

"We were excited when we heard that MINI USA had named our organization as the exclusive charity partner for MINI TAKES THE STATES," said Trish Conklin, Best Friends' development officer, corporate relations. "As people take part in this fun road rally, it's good to know that their event will help support Best Friends' lifesaving work with local animal rescue groups and shelters nationwide as well as at our sanctuary, the nation's largest refuge for homeless pets, and our adoption centers in Los Angeles. The support of the MINI USA community will help us Save Them All."

Participant registration for MTTS 2014 opens on March 27, 2014, but owners and enthusiasts can sign up now to receive updates at www.minitakesthestates.com.

About Best Friends

For nearly 30 years, Best Friends has been running the nation's largest no-kill sanctuary for companion animals and building effective programs all across the country that reduce the number of animals entering shelters and increase the number who find homes. Join us. Together, we can Save Them All™.

About MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 119 MINI passenger car dealers in 38 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of seven unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.

Consumer information about MINI products is available via the internet at: www.MINIUSA.com.