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## **MINI USA TO SUPPORT TYLER PALMER IN 2014 PIRELLI WORLD CHALLENGE SERIES**

**Woodcliff Lake, NJ – April 25, 2014...**MINI USA is proud to announce Tyler Palmer as the newest addition to the MINI Motorsports program. Palmer, a California native, will make his MINI Motorsports debut this weekend as the Pirelli World Challenge® Series makes its first trip to Barber Motorsports Park in Birmingham, Ala.

Last season, Palmer made a total of eight trips to the podium in his nine Pirelli World Challenge starts, including third place and runner-up finishes at the Cadillac Sonoma Grand Prix. In the same year, the then 19-year-old driver claimed fourth and second place finishes in Rounds 9 & 10 at Mid-Ohio Sports Car Course. The rookie sensation also capped off a remarkable 2013 season with a pair of wins at the FOAMETIX Grand Prix of Houston.

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“Tyler is a great addition to the MINI Motorsports family and will certainly add to the rich racing heritage that started back in 1964 with our first victory at the world famous Monte Carlo Rally,” said Chris Potgieter, Product Manager, MINI USA. “We look forward to an exciting season and to seeing MINI on the podium again this year!”

Palmer will race in a 2012 MINI Cooper Hardtop owned by MINI of Charleston Racing, the same MINI that was driven to the 2013 Pirelli World Challenge Championship last season by Robbie Davis.

Born and raised in San Diego, Palmer attends Mira Costa College in nearby Oceanside, Calif. When he’s not at the track, the aspiring racer enjoys dirt biking, surfing, golfing and working out. Palmer is also a go-kart racing instructor.



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In addition to representing MINI USA on the track, Palmer will also make appearances at the [MINI Performance Motoring School](#) and the [MINI Teen Motoring School](#) with [Miles Ahead](#) at Indianapolis Motor Speedway. But that's not all! Palmer will also make an appearance at this year's MINI TAKES THE STATES, the legendary cross-country rally for MINI owners that takes place every other year. Be sure to check our website, [MINITAKESTHESTATES.COM](#), for the full schedule.

You can learn more about Tyler Palmer at [www.TylerPalmerRacing.com](#) and find him on Facebook at Facebook.com/TylerPalmerRacing.

### **MINI Motoring Rewards Program**

Don't worry if you don't have a name as cool as legendary Classic Mini drivers Paddy, Rauno, or Timo. You can still take home cash racing a MINI in amateur or professional competitions through the MINI Motoring Awards Program. It's just a little extra incentive for MINI owners to get out there and give racing a go. Not that the sheer fun and adrenaline rush of pressing a MINI through a closed course isn't already enough. But getting your gas money covered never hurts. For more information about the MINI Motoring Rewards Program visit [MINIUSA.COM](#) and click on MINI Motorsports.

### **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](#).