

MINI

U.S. Press Information



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Contact: Nathalie Bauters
MINI Communications Manager
201-930-3166
nathalie.bauters@miniusa.com

Rob Duda
Peppercomm
908-347-1243
rduda@peppercomm.com

MINI TAKES THE STATES MOTORS ACROSS THE COUNTRY WITH HIGH-FLYING SEND-OFF FROM TONY HAWK

MINI owners from around the world rally from San Francisco to Boston: 14 cities, 18 states in 15 days.

Woodcliff Lake, NJ – July 27, 2014...Motorers, start your engines! MINI TAKES THE STATES (MTTS) 2014 is now underway. The rally kicked off early on July 27th with fellow MINI owner and partner, Tony Hawk, performing a MINI inspired skateboarding stunt to send off MINI owners itching to hit the road.

“Pairing Tony’s send-off with our community’s excitement at Golden Gate Fields was a true MINI moment,” said David Duncan, Vice President MINI of the Americas. “You could feel the energy from the MINI community in the air. This is going to be an epic rally like never before!”

The group - sometimes as large as 1,000 participants and more than 100 pets - will finish the Motoring adventure in Boston on Sunday, August 10. More than 350 participants will go “all the way”.

Videos and photos from today’s event are available for download on MINIUSANEWS.com or on the [MTTS Flipboard](#) page.

MINI owners looking to join up with the rally can still register at MINITAKESTHESTATES.com or on-site the day of the event in each city. The registration fee for adults is \$45. Pets and kids under 12 are free.

MINI USA

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 930-3166

Fax
(201) 307-3607

Internet
MINIUSA.com



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 120 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.