



For Release: **August 15, 2014**

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 COMES TO A CLOSE AFTER AN EPIC CROSS-COUNTRY JOURNEY

Close to 4,000 MINI Owners and 154 pets participated in the 5,142-mile rally across America's heartland

Woodcliff Lake, NJ – August 15, 2014...MINI TAKES THE STATES (MTTS) 2014 is now part of MINI folklore and what an epic adventure it was for all the motorers who participated. The group of MINI owners and MINI USA team members motored into Boston's Back Bay on Saturday, August 10, after completing the 5,142-mile journey from San Francisco that covered 15 cities and 18 states in 14 days.

In total, MTTS 2014 attracted close to 4,000 MINI owners from around the world, including two men who drove their MINI from Germany as part of a quest to drive around the world. Nothing about MTTS 2014 was small, in fact, more than 400 MINI owners and staff went "all the way" from coast-to-coast. Others joined in for a just a few days of fun, with each of the day's events averaging more than 900 participants.

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

 Printed on Recycled Paper

"The MINI community was overwhelming in their support and participation in MINI TAKES THE STATES," said David Duncan, Vice President MINI of the Americas. "This was the third MINI TAKES THE STATES I've participated in, and I can honestly say that it was the best one yet! I can't wait for the next one!"

Throughout the 14-day adventure, MINI owners were treated to "surprise & delight" pit stops, as well as "rise & shine" morning events and evening gatherings. In typical MINI fashion, most of the group took the roads less traveled for the cross-country trek, including America's Loneliest Highway in Nevada and the Million Dollar

Highway in Colorado. A small group of MINI USA team members and owners even crossed the border into Canada to meet up with MINI Invasion participants rallying in Canada.

From a high-flying kickoff by Tony Hawk in San Francisco to a Canadian Invasion in Buffalo and a Boston Tea Party in Massachusetts, the road trip allowed for MINI owners to build relationships with their community and almost the entire MINI USA organization.

It wasn't just the MINI owners who got to hang out with their fellow motorers! This year's MTTS saw over 154 pet co-pilots on the road. A portion of the event registration fee will be donated to [Best Friends Animal Society](#), the charity partner for this year's rally.

To read stories from the road or to download photos and videos from the rally visit the official MTTS 2014 Blog on [MINIUSANEWS.com](#) under the Events tab. Other stories, images and media coverage from around the country are viewable on the [MTTS Flipboard](#) page and the [MINI USA Tumblr](#) page.

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

Consumer information about MINI products is available via the internet at: [www.MINIUSA.com](#).