

# MINI

## U.S. Press Information



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### MINI ON THE MACK RALLY DRAWS RECORD CROWD OF MINI OWNERS

Largest gathering in the U.S. narrowly misses world record for largest parade of MINIs

**Woodcliff Lake, NJ – August 3, 2015...** Another [MINI ON THE MACK](#) is in the history books! Although the world record attempt at the largest parade of MINIs fell short, the biennial MINI owners rally organized by [MINI of Grand Rapids](#) and [MINI USA](#) did manage to set the new record for the largest gathering of MINIs in the U.S. The event attracted 1,319 MINIs of all shapes, colors and sizes for the rally across the 26,372 feet long, 500 feet high span of Michigan’s Mackinac Bridge – missing the world record by only 132 MINIs.

This was the second attempt at the world record for the largest parade of MINIs. In 2013, the brand had 848.5 vehicles attend the event. The current Guinness Record was set in 2009 in the UK by the London & Surrey Mini Owners Club, which brought together 1,450 MINI cars to fill the historic 2-mile auto racing circuit around the famous Crystal Palace Park in London.

“While we didn’t break the world record at this year’s event we were thrilled to see a record number of MINI owners from all over the country motor to northern Michigan just to be a part of this celebration of the MINI community,” said David Duncan, Vice President MINI of the Americas. “We’d like to thank all the owners out there who motored from 38 states and parts of Canada just to be there, as well as the team at MINI of Grand Rapids and St. Ignace Events Committee.”

MINI USA

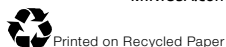
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Now that MINI on the Mack is complete, MINI owners from across the country (and the world!) can start preparing for next summer's [MINI TAKES THE STATES](#) (MTTS) rally. MINI USA recently announced that the biennial cross-country owners rally will kick off on Saturday, July 9, 2016, and finish on Saturday, July 23, 2016. The route will be announced at a later date.

### **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 123 MINI passenger car dealers in 39 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](http://www.miniusanews.com).

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