



MINI TAKES THE STATES.

Contact:

Andrew Cutler
MINI Communications Manager
201.307.3784
Andrew.Cutler@miniusa.com

Rob Duda
Senior Director, Peppercomm
908.347.1243
rduda@peppercomm.com

MINI USA CONFIRMS SPONSORS FOR MINI TAKES THE STATES 2018

Woodcliff Lake, NJ – May 22, 2018... [MINI USA](#) today announced the official list of [sponsors](#) for MINI TAKES THE STATES (MTTS) 2018. The biennial road rally for MINI owners will take place from July 14 – 22, starting simultaneously from Orlando, Fla., and Portland, Ore., and ending at Keystone Resort in Keystone, Colo. Earlier this year, MINI USA announced that [Feeding America](#) is again the Official Charity Partner of MTTS 2018.

This summer's rally will see the return of several sponsors from the 2016 rally, [Shell V-Power® NiTRO+ Premium Gasoline](#), [Pennzoil with PurePlus™ Technology](#) motor oil and [Pirelli®](#), which offers MINI approved star marked tires. New sponsors to the MTTS rally include [KIND® Snacks](#), [MapQuest](#), who will for the first time bring a custom turn-by-turn navigation application to MTTS, and [Harman Kardon](#).

“We are excited to have both returning and new sponsors on board for MINI TAKES THE STATES 2018,” said Patrick McKenna, Department Head, MINI USA Marketing. “Their support plays a vital role in helping us bring the MINI community together to share this amazing experience and help those in need through our #DriveForMore campaign with Feeding America.”

Shell V-Power NiTRO+ Premium Gasoline offers drivers unbeatable protection against gunk and corrosion, and superior protection against wear, giving drivers one more reason to fill up at Shell. MTTS 2018 participants should make sure to download the Fuel Rewards app before they hit the road. Participants should also ensure that their MINI is rally ready by booking a service appointment at their local MINI dealership today and requesting the recommended engine oil for MTTS 2018, MINI Original Engine Oil with Pennzoil PurePlus Technology.

MapQuest, powered by Verizon Location Services, partnered with MINI to develop a custom MTTS 2018 turn-by-turn navigation application. Backed by more than 50 years of location-based expertise and intelligence, the MapQuest Solutions Team built the innovative application to give participants the ability to not only engage in the customized routes designed by MINI and MapQuest, but to also find unique adventures along the way.

The perfect road-trip snack, KIND products are made from nutritionally-dense ingredients like whole nuts, fruits and whole grains, with no secret ingredients and no artificial flavors, preservatives or sweeteners. During MTTS, KIND will share samples of their delicious, KIND minis. Big on taste but mini in size, these bars are made with the same nutrient-dense whole almonds as the full size bar, but with only 100 calories.

Pirelli, offers MINI Approved Tires – easily identified by the star molded into the sidewalls – for the MINI Paceman, MINI Countryman and MINI Clubman models. Participants can save \$70 on an eligible set of MINI spec, star marked Pirelli tires.

Outstanding performance, individuality and lifestyle combined with distinctive design are all endorsed by MINI and Harman Kardon in equal measure. The two cult brands both stand for ground-breaking technology with a big shot of emotion ultimately enriching the dynamic MINI driving pleasure with a fascinating listening experience.

Earlier this year, MINI USA announced that [Feeding America](#), the nation's largest hunger-relief organization dedicated to fighting domestic hunger through a network of food banks, is again the Official Charity Partner of MTTS 2018. Similar to the MTTS 2016 partnership, a portion of the proceeds from each registration fee will be donated to Feeding America. In addition, MTTS 2018 participants will have the opportunity to raise both money and awareness for the fight to end hunger in America.

To be part of this unforgettable rally experience, register now at MINTAKESTHESTATES.com.

For [press images](#) and [video b-roll](#) from MINI TAKES THE STATES 2016 please visit the [MTTS 2016 Newsroom](#) on MINIUSANEWS.com. Browse through a collection of amazing stories from the road captured by the MINI USA team on the [MTTS 2016 Blog](#) on MINIUSANEWS.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 125 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.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com. Follow us on Twitter at [@MINIUSANEWS](https://twitter.com/MINIUSANEWS)
Consumer information about MINI products is available via the internet at:
www.MINIUSA.com.