



## MINI USA - RAPHA NORTH AMERICA PARTNERSHIP

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### MINI USA AND RAPHA NORTH AMERICA FORM PARTNERSHIP TO BRING TWO LIFESTYLE BRANDS TOGETHER.

Woodcliff Lake, NJ – October 3, 2018 – [MINI USA](#) and [Rapha North America](#) announce a new partnership, bringing two premium lifestyle brands together. The partnership connects both MINI and the cycling apparel brand Rapha - both of whom have a shared British provenance and a passion for getting out on the open road - by offering a number of unique elements to both MINI and Rapha customers.

A key and highly visible element of the partnership is the allocation of customized [MINI Clubman](#) vehicles with roof-mounted bike racks positioned at [Rapha Clubhouses](#) across the U.S. These MINI Clubmans provide “Tour de France” style mobility and support for Rapha’s regular curated cycling adventures with their customers.

Another element of the partnership, Rapha Cycling Club (RCC) members in the U.S. who test-drive and either purchase or lease a new 2019 MINI will receive a \$500 credit. This credit can be used off the MSRP, or applied toward the purchase of a MINI bike rack or other MINI lifestyle or accessory items at the time of vehicle purchase. RCC customers will also receive a special package of co-branded Rapha+MINI accessories including a musette bag, essentials case and cycling cap.

The partnership also offers U.S.-based MINI owners who are interested in Rapha apparel to receive a special discount code for 20% off at [usa@rapha.cc](mailto:usa@rapha.cc) for a limited time only.

“MINI has always been a brand that embraces a strong minded community of active individuals who love to get out and enjoy life’s experiences,” said Thomas Felbermair, Vice President, MINI Region Americas. “In Rapha, I am pleased that we have found a partner that mirrors our brand philosophy and, like MINI, is totally at home both in our metropolitan centers and out on the open roads of the U.S. Our MINI Clubmans will allow Rapha customers a quick escape to reach the delightful rides across the U.S., from the Catskill Mountains of New York and the forested peaks of Washington to the monumental climbs across California. With this partnership MINI once again delivers ‘more of what matters.’”

Rapha’s customers are able to enjoy the support of the versatile MINI Clubman vehicles, equipped with roof-mounted bike racks, at rides and events offered from Rapha’s US Clubhouses in Boulder, Chicago, Los Angeles, New York, San Francisco, Seattle and Washington D.C.

“It’s a natural partnership, as both Rapha North America and MINI are fully committed to the outdoors while remaining deeply rooted at the intersection of design and performance,” said Jake Rosenbloum, North American Marketing Director for Rapha. “The two brands integrate these elements extremely well, and this leads to a rewarding experience for the customer — whether enjoyed on four wheels or two.”

Official press photos of MINI and Rapha apparel and b-roll of the MINI Clubman are also available for download in the [MINI Clubman Newsroom](#) on [MINIUSANEWS.com](#). Media interested in press updates on MINI USA can also follow us on Twitter at [@MINIUSANEWS](#).

### **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 126 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 six unique vehicles.

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

### **About Rapha**

Rapha was established in 2004 to bring more style and performance to cycling clothing. It now provides products for every road cyclist, from urban commuters to

world class professional teams and continues to push the boundaries of innovation in cycling apparel and accessories. Alongside this, Rapha has cultivated a global community of passionate cyclists who come together as members of the Rapha Cycling Club (RCC), the largest club of its kind in the world. Rapha's direct to consumer model and unique brand values come to life in its numerous rides and events around the world, its Rapha Travel offering and in the global network of Clubhouses that combine retail, a cafe and cycling culture under the same roof.

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