

## MINI + PAPER MAGAZINE CELEBRATE INTERNATIONAL WOMEN'S DAY



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### MINI USA and PAPER Magazine Partner to Celebrate International Women's Day

*Iconic Automaker and Pop Culture Magazine Join Forces with #DoItForTheDrive Campaign*

**Woodcliff Lake, N.J., March 6, 2020.** [MINI USA](#) has partnered with [PAPER Magazine](#) to launch an impactful digital campaign, #DoItForTheDrive, to celebrate International Women's Day 2020.

In 1962, MINI – a longtime champion of women before mainstream embracement – welcomed legendary female rally driver Pat Moss to the Tulip Rally. It was there that Moss, whose mother, father and brother were also accomplished racers, delivered the first victory for MINI. This win was instrumental in helping MINI truly take the rally world by storm, leading to wins at three Monte Carlo Rallies.

“Women have long been engrained in the rich history of MINI,” said Steve Ambeau, Head of Marketing and Brand Communications for MINI USA. “As we approach International Women's Day, we wanted to complement our new ‘For the Drive’ platform with a celebration of the drive of women today alongside our heritage and highlight the success of one in particular who helped start it all, Pat Moss.”

The digital and social campaign will feature video showcasing Pat's story, which will be narrated by her daughter Susie. Additionally, other prominent women throughout history will be highlighted. The campaign will include a dedicated editorial on PaperMag.com, along with organic and paid social content across PAPER channels. MINI and PAPER will also engage influencers to share content profiling a woman in their life who #DoItForTheDrive.

The #DoItForTheDrive campaign launches on March 7, 2020, just in time for International Women's Day on March 8. Content can be found at [MINIUSA.com](http://MINIUSA.com), [PaperMag.com](http://PaperMag.com), and on both MINI USA's and PAPER's social channels.

### **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 121 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 five 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).

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