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MINI USA LOOKING FOR #MINILOVESTORIES WITHIN MINI OWNER COMMUNITY

- *The #MINILoveStories initiative looks to reach couples that met because of MINI or MINI has been a part of their love story – like MINI weddings!*
- *MINI USA to celebrate couples on Great Lovers Day on April 2 and throughout 2021 as part of a broader campaign*

Woodcliff, N.J. – February 12, 2021 – On the occasion of Valentine’s Day, [MINI USA](#) is calling on couples who met because of MINI to share their stories as part of the #MINILoveStories initiative. MINI USA, a brand known for bringing people together through its passionate owner community, is interested in collecting these stories to highlight the MINI spirit and community is all about love: love of driving, love of each other and love of the road.

From February 14th to March 14th, MINI USA is asking MINI owners who met because of MINI, or MINI has played a significant role in their relationship, to share their stories via social media with the hashtag #MINILoveStories. A member of the MINI USA team will be in touch shortly after to hear more about their story.

“At MINI, love runs deep. Our owners are passionate about their cars, they love to drive, they love to get together and rally, and sometimes they even fall in love with each other! Their mutual love of MINI brought them together and keeps their bond strong,” said Rah Mahtani, Brand Communications Manager, MINI USA. “We’ve even had several weddings take place at our owner events throughout the years. We know there are a lot of these stories out there and we want to hear them!”

MINI couples can share anecdotes by video, photos or text. These stories will be collected and showcased to the MINI community on Great Lovers Day on April 2 and

later this year as part of a broader campaign that highlights the joy and happiness that comes with of being part of the MINI community.

An overarching theme of the #MINILoveStories initiative is that we are all different, but we are better together. The ethos of MINI has always been to express individuality, which has built a strong community of people with their own perspectives united by a common interest, their MINIs. And MINI has always had a strong connection with love: just look at some [stories](#) from [past](#) MINI TAKES THE STATES [events](#)!

Submissions for #MINILoveStories kicks off on Valentine's Day, Sunday, February 14, and will be accepted through March 14. The couples will then be highlighted in conjunction with Great Lovers Day on April 2. Keep an eye on MINI USA's social channels for updates.

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 116 MINI passenger car dealers nationwide. 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.

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