

## MINI DECLARES NATIONAL DAY OF MOTORING



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## MINI USA DECLARES JULY 24 AS NATIONAL DAY OF MOTORING

*Celebrates day with “MINI Together,” a nationwide owner rally*

- Declaration officially approved by the National Day Archives
- Nationwide rally for owners on July 24 to celebrate their love for the drive

Woodcliff Lake, N.J. – Wednesday, June 2, 2021 – [MINI USA](#) today announced the official declaration of July 24 as [National Day of Motoring](#) to celebrate the American road trip and encourage people to get out and enjoy the open road. To celebrate this declaration, MINI USA will host a nationwide rally experience for MINI owners called **MINI Together**. The event combines three unique elements, which includes an individual driving experience, a digital app-based experience with tasks, trivia and a scavenger hunt, followed by a national virtual get-together of participants at the end of the day.

The rally will take place on July 24, 2021 – the first official **National Day of Motoring**. The **MINI Together** event will rally MINI owners from across the U.S. to drive a self-curated road trip. The event is designed to give the MINI community an opportunity to rally while also complying with national and local guidelines to reduce the risk of COVID-19.

“Our customers buy a MINI because it’s fun to drive and comes standard with friends,” said Patrick McKenna, Department Head of Marketing, Product and Strategy, MINI USA. “With **MINI Together**, we felt this was the perfect opportunity to provide a modern twist to the traditional road rally so that our beloved MINI Community can come together safely.

Through the nationwide network of participating MINI dealerships, **MINI Together** rally participants will check in and start the scavenger hunt-based game experience using a specially developed app. Drivers will complete smile-inducing tasks—such as “get lost and have fun doing it”. At the end of the day, the community will come back together for a virtual evening event hosted by Mike Peyton, Vice President and Chief Motorer of MINI USA.

With 65% of all MINI owners as pet owners, MINI USA is also working with Best Friends Animal Society as its charity partner for **MINI Together**. A charity partner with MINI USA since 2013, Best Friends Animal Society is a leading animal welfare organization dedicated to ending the euthanizing of dogs and cats in American animal shelters. Participants of **MINI Together** will have the opportunity to fundraise, with prizes awarded for top fundraisers and the scavenger hunt, will include “Best Friends” tasks and trivia.

The **National Day of Motoring** has been established as a day to celebrate the institution of driving and getting out to enjoy the open road with family and friends. For over 60 years, MINI has made cars that are fun to drive. In fact, “fun to drive” is the number one reason people buy a MINI according to customer shopping data. The MINI owner community is another draw to the brand. Many owners are known to join together through MINI clubs and dealer driving events to enjoy motoring in the company of like-minded MINI fans.

The submission by MINI USA to the [National Day Archives](#) was approved earlier this month and other national day calendar applications are in progress. Registration for **MINI Together** will open on June 15, 2021. Learn more at <https://minitogether.miniusaevents.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 116 MINI passenger car dealers. 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).