

MINI USA CELEBRATES FIRST NATIONAL DAY OF MOTORING



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MINI USA SET TO CELEBRATE FIRST EVER NATIONAL DAY OF MOTORING WITH “MINI TOGETHER” OWNER EVENT.

*Thousands of MINI owners will rally on July 24 for MINI Together at over 100
MINI dealerships across the U.S.*

Woodcliff Lake, N.J. – Thursday, July 22, 2021 – [MINI USA](#) is ready to celebrate the first ever [National Day of Motoring](#) this weekend, as more than 4,000 MINI owners will rally in their local communities as part of [MINI Together](#), a nationwide MINI owners rally. MINI Together will take place on Saturday, July 24, 2021, which also marks the first official National Day of Motoring. MINI owners will start their self-curated motoring adventures at more than 100 MINI dealerships across the U.S.

Earlier this year, MINI USA officially declared July 24 as National Day of Motoring via the [National Day Archives](#). Going forward, National Day of Motoring will be designated as a day for anyone, regardless of the car they drive, to celebrate the American road trip and to encourage people to get out and enjoy the open road.

To celebrate the first ever National Day of Motoring, 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.

“We’re truly excited to join over one hundred of our dealers in hosting our passionate MINI community for a fun day of motoring,” said Caryn Grun, Manager, Experiential Marketing at MINI USA. “As we like to say, MINI comes standard with friends, and **MINI Together** is a great opportunity to help strengthen these friendships.”

Through the nationwide network of more than 100 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.

MINI Together was 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.

As 65% of all MINI owners have a pet, MINI USA has chosen 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 through MINI clubs and dealer driving events to enjoy motoring in the company of like-minded MINI fans.

NOTE: High-resolution photos and ready-for-TV video segments are available for viewing and immediate download in this [multi-media news release](#).

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 115 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.