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MINI TAKES THE STATES RETURNS IN 2022



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MINI USA CONFIRMS MINI TAKES THE STATES 2022 WILL TAKE PLACE FROM JULY 9-17,2022

- Legendary MINI owner's road rally held every other year since 2006 returns for 2022 following two pandemic-related postponements
- Best Friends Animal Society once again named as Official Charity Partner of MTTS

Woodcliff Lake, N.J., July 29, 2021. – MINI USA is pleased to announce the return of MINI TAKES THE STATES in 2022 (MTTS), which is scheduled to take place from July 9-17 of next year. This news was announced to the MINI fan community during the virtual meet-up that concluded the MINI Together event, celebrating the National Day of Motoring. The much-anticipated road rally for MINI owners was postponed in 2020 and 2021 out of an abundance of caution and concern for the health of the MINI community.

"The eighth MTTS rally is promising to be the biggest one yet," said Caryn Grun, Manager, Experiential Marketing, MINI USA. "After being home-bound for so long, our team at MINI USA is excited to get out on the road and rally together with our MINI community."

MINI USA also confirmed that <u>Best Friends Animal Society</u> will once again be the Official Charity Partner of MTTS. 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. <u>Best Friends was the charitable partner</u> for MINI TAKES THE STATES in 2014 and over the past few years, MINI USA has hosted Strut Your Mutt events at dealers across the country. MINI USA also raised over \$16,000 over the past few months leading up to and during the MINI

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STATES 7/2021 page 2 Together virtual event. Fundraising efforts will continue up to and through the conclusion of MTTS 2022.

"We know that 65% of all MINI owners have a pet so this continued partnership with Best Friends aligns well with our customers and our brand," added Grun. "We feel it is important for us to do everything we can to support the drive in helping to find pets happy homes and save them all."

As the Official Charitable Partner of MTTS, Best Friends will receive a portion of the proceeds from the event registration fees. MINI owners, MTTS participants and fans are also encouraged to make individual contributions online.

The upcoming MTTS will kick off and end at the same cities planned for the 2020 rally, leaving from Burlington, Vermont, and ending at the BMW/MINI Performance Center in Spartanburg, South Carolina. The route will follow a similar path to what was planned for 2020 with a few extra twists and turns possible to accommodate the event. The final route with stops will be confirmed at a later date.

The last MTTS in 2018 attracted more than 3,600 MINI owners who took part in the Rally to the Rockies, with 1,000+ MINIs on the road each day. The two groups drove on two separate routes, one starting in Orlando, Fla., and the other in Portland, Ore., converging in Keystone, Colo., for a three-day festival of all things MINI. The group of loyal MINI owners travelled a total of more than 5,000 miles through 15 cities and 14 states. At times the group swelled to more than 1,000 owners and 500 vehicles of all shapes, colors and sizes on each route.

Stay tuned for more updates or visit <u>MINITAKESTHESTATES.com</u>. Media interested in updates on MINI USA can also follow us on Twitter at <u>@MINIUSANEWS</u>. To view a recorded video message from Mike Peyton, please visit the <u>MINI USA YouTube</u> channel.

For <u>press images</u> and <u>video b-roll</u> from MINI TAKES THE STATES 2018, please visit the <u>MTTS 2018 Newsroom</u> on <u>MINIUSANEWS.com</u>. Browse through a collection of amazing stories from the road captured by the MINI USA team on the <u>MTTS 2018</u> <u>Blog</u> on <u>MINIUSANEWS.com</u>.

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 in 39 states. MINI USA began selling vehicles in the U.S. in 2002

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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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