

#MINICUSTOMIZED



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MINI USA ASKS COMMUNITY TO SHARE THEIR CUSTOMIZED MINI VEHICLES AND THEIR STORIES

With no two MINIs alike, brand celebrates passionate owners who use their MINI as a canvass of individual expression by showcasing customized vehicles across social media channels.

Woodcliff, N.J. – November 11, 2021 – [MINI USA](#) has long been known as a brand that celebrates creativity and self-expression among its community, thanks to its expressive design and wide range of customization options for all MINI models and variants. Whether it's an eye-catching body wrap, custom ground effects, engine tuning, or a whimsical mustache on their grill, the creativity of MINI owners has shown to be endless. MINI is looking to showcase this creativity in a new grassroots story-telling initiative called #MINICUSTOMIZED.

Starting today, MINI USA is asking the MINI community to share their images of their custom MINIs on social media with the hashtag #MINICUSTOMIZED for a chance to have their MINI shared on MINI USA's social media channels. Once it is shared, a member of the MINI team will contact each owner to get more images and capture the story behind their customized MINI creations.

“Since its inception, MINI has always had a creative spirit, attracting generations of owners to express their unique passion in the countless ways they've customized their MINIs.” said Rah Mahtani, Brand Communications Manager, MINI USA. “This initiative is designed to capture that individual style and creativity of our owners and share it broadly as a way to showcase how we can all be different but we're better together.”

Despite the unique and wide-ranging differences among cars and owners, MINI is using this story telling initiative to celebrate the MINI community and their common bond in using their cars as form of fun, creative expression. It also serves to showcase to a broader audience the fun of owning a MINI.

With entries accepted across [Facebook](#), [Twitter](#) and [Instagram](#), the #MINICUSTOMIZED initiative encourages owners of any MINI vehicle to give their ride a photoshoot and strut their on-road stuff.

The #MINICUSTOMIZED initiative will be active for two weeks starting today. The most creative customizations will earn a place on MINIUSA.com and on MINI USA social media channels, offering owners sharing/bragging rights on their own channels.

On October 28, National Immigrants Day, MINI [announced a limited-edition collection of rooftops](#) created in partnership with artists who are first-generation-Americans and immigrants, bringing their voices and stories to MINIs across the country. The commissioned custom art further demonstrates MINIs countless offerings that helps owners customize their MINIs. The rooftop works of art will be sold in the United States for a limited time as a customization options.

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 110 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.

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