

# MINI USA CONFIRMS MINI TAKES THE STATES, ANNOUNCING OFFICIAL ROUTE FOR 2022



**Contact:**

Andrew Cutler  
Head of Corporate Communications  
MINI USA  
201.307.3784  
[andrew.cutler@miniusa.com](mailto:andrew.cutler@miniusa.com)

Rob Duda  
MINI USA News Bureau  
908.347.1243  
[rduda@peppercomm.com](mailto:rduda@peppercomm.com)

## MINI USA CONFIRMS MINI TAKES THE STATES, ANNOUNCING OFFICIAL ROUTE FOR 2022 EVENT

*Legendary MINI owners rally marks its return after four years with epic north to south adventure in the eastern US.*

**Woodcliff Lake, N.J. – January 20, 2022** – [MINI USA](#) today announced the official route for [MINI TAKES THE STATES](#) (MTTS) 2022. The legendary MINI owners rally will kick off from Burlington, Vermont on July 9, 2022, and travel south to Spartanburg, South Carolina, culminating in a weekend of MINI fun ending July 17, 2022. The epic nine-day adventure will explore a total of nine states and eight cities. Participants will motor through magnificent mountain ranges, zig through small towns, zag past iconic roadside attractions and even get to slay a dragon or two.

After departing Farr's Field in Waterbury, Vermont just outside of Burlington, MTTS 2022 will stop just east of the Finger Lakes region of Upstate New York in Vernon before heading south to Long Pond, Pennsylvania, home of the [Pocono International Raceway](#). From there the caravan of MINIs will again head south to historic Frederick, Maryland and Roanoke, Virginia in the Blue Ridge Mountains. With just two days left on the journey, MTTS will travel to Bristol, Tennessee, home of the last great coliseum, [Bristol Motor Speedway](#), before travelling the legendary [Tail of the Dragon](#) scenic highway to the vibrant Blue Ridge hotspot Asheville, North Carolina, the final leg of the trip before arriving at the [BMW Performance Center](#) in Spartanburg, South Carolina on July 17, for a weekend of MINI fun and community activities.

"We are thrilled to REUNITE & RALLY with our owner community, connect with old friends and make new ones," said Caryn Grun, head of experiential marketing at MINI USA. "We know how important these events are to our owners and we have put together an epic adventure they will never forget."

MINI USA also confirmed in July that [Best Friends Animal Society](#) will once again be the Official Charity Partner of MTTS. A charity partner with MINI USA since 2013 and

[the official charitable partner](#) for MINI TAKES THE STATES in 2014, Best Friends Animal Society is a leading animal welfare organization dedicated to ending the euthanizing of dogs and cats in American animal shelters by 2025.

Last month MINI USA [covered all adoption fees](#) at Best Friends locations for a week prior to the holiday season, and earlier last year helped to raise over \$18,000 in conjunction with the [MINI Together](#) virtual owner event July 24. Fundraising efforts will continue up to and through the conclusion of MTTS 2022.

MINI owners have waited a long time for the return of one of the most anticipated events amongst the MINI community, which normally occurs every other summer since the first event in 2006. MTTS 2020 was postponed twice to ensure safe rallying and gathering during the COVID19 pandemic.

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, Florida, and the other in Portland, Oregon, converging in Keystone, Colorado 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 1,200 owners and 800 vehicles of all shapes, colors and sizes on each route.

Stay tuned for more updates or visit [MINITAKESTHESTATES.com](http://MINITAKESTHESTATES.com). Media interested in updates on MINI USA can also follow us on [Twitter at @MINIUSANEWS](#). To view a recorded video message from Mike Peyton, please visit the [MINI USA YouTube](#) channel. For [press images](#) and [video b-roll](#) from MINI TAKES THE STATES 2018, please visit the [MTTS 2018 Newsroom](#) on [MINIUSANEWS.com](http://MINIUSANEWS.com). Browse through a collection of amazing stories from the road captured by the MINI USA team on the [MTTS 2018 Blog](#) on [MINIUSANEWS.com](http://MINIUSANEWS.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 authorized MINI USA dealer organization is represented by a network of 115 locations comprised of 105 MINI full passenger car sales and service dealers and 10 service exclusive outlets located throughout the US. 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).