

MINI + META CREATE MINIVERSE



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MINI USA CREATES VIRTUAL “MINIVERSE” RACING EXPERIENCE IN META HORIZON WORLDS

MINI is the first automotive brand to collaborate with Meta’s Creative Shop to launch an immersive 3D experience in Horizon Worlds, bringing MINI’s signature fun-to-drive thrill and customization to the virtual space.

Woodcliff, N.J. – June 21, 2022: [MINI USA](#) and its creative agency, [Pereira O’Dell](#) have teamed up with [Meta Horizon Worlds](#) creators to bring a virtual MINI experience called the MINIVERSE to life. The MINIVERSE gives fans the virtual thrill of customizing and racing a MINI with others in a whole new way.

This is the first time an automotive brand has teamed up with Meta’s Creative Shop to create a presence in Meta Horizon Worlds, and MINI is currently one of only a handful of global consumer brands to pioneer a virtual brand experience with Horizon Worlds creators.

“The MINI brand is all about fun and has always stood apart from others in how it brings this fun to life in cheeky and unconventional ways,” said [Rah Mahtani](#), Brand Communications Manager, MINI USA. “MINI is excited to collaborate with Meta’s Creative Shop as the first automotive brand to create a virtual experience in Horizon Worlds, offering the fun of customizing and racing MINIs in this groundbreaking virtual reality.”

Debuting at the 2022 [Cannes Lions: International Festival of Creativity](#), the MINIVERSE experience will be available in Meta Horizon Worlds as of June 21, 2022 to all Meta Quest 2 headset users in the United States, Canada and the United Kingdom. Upon

entering the MINIVERSE, fans can engage with others and select their own unique MINI for competitive head-to-head racing.

Players will have fun customizing their own unique MINI for the track, including changing its colors, adding bonnet stripes, and topping it with a contrast roof – one of MINI's signature design features. Players can also try on different racing suits just like the ones worn by the [MINI John Cooper Works Race Team](#) in real life, and unlock other MINI vehicles, including a special EV model as they win more races in their quest to top the leaderboard and challenge their friends.

Up to four drivers at a time can feel the rush of driving a MINI as they zip around an exhilarating, gravity defying track. To add to the challenge and fun, there is room for spectators to engage and either help or create chaos - press buttons to flick cars off a ramp, or to block them with “whack-a-mole” style pins, or even to help friends with timely speed boosts.

People can also experience the MINIVERSE on their mobile phone through a new Facebook and Instagram AR effect that brings the racing experience to the palm of their hand.

Launched in 2021, Meta Horizon Worlds is a free social experience that allows people to explore, play and connect in new and extraordinary ways with immersive virtual reality. People can discover new places with friends, compete in action-packed games and interactive experiences, and design worlds of their own or be inspired by others. In Horizon Worlds, people are more than just visitors — they're part of what makes it great.

“We're excited for people to jump into the MINIVERSE and connect with fellow MINI drivers in this new Horizon World,” said [Nicky Bell](#), VP, Global Head of Creative Shop. “As more brands think about how they will show up in these new immersive spaces, the MINIVERSE is a great example of how brands can partner with these pioneering VR creators to bring a community together and drive value for the brand.”

“MINI has always been one of the most creatively surprising brands in the universe. Now, we can add the Metaverse to that.” said [Nick Sonderup](#), Executive Creative Director, Pereira O'Dell. “We were thrilled to help bring the most fun car on the road, to a racetrack in a virtual world. Then we drove it, and wow – it's a blast,”

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 114 locations

comprised of 105 MINI full passenger car sales and service dealers and 9 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.

About Pereira O'Dell

Founded in 2008 by Andrew O'Dell and PJ Pereira, Pereira O'Dell, is a full-service creative agency with global capabilities and offices across the United States. Clients include Adobe, IHOP, Fifth Third Bank, MINI, Stella Artois, Corona, Estrella Jalisco, Dreyer's, Intel, and several brands under the General Mills umbrella. Pereira O'Dell has amassed over 100 respected Advertising and entertainment awards including numerous Cannes Lions, Clio's, D&AD, One Show Pencils, Effie's, and an Emmy win. For more information, please visit: www.pereiraodell.com.

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