

MINI USA CONFIRMS SPONSORS FOR MINI TAKES THE STATES 2022



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SiriusXM, MINI Card and MINI Value Service to join the legendary MINI owners rally when it returns in July

Woodcliff Lake, NJ – July 6, 2022 – [MINI USA](#) today announced its official list of sponsors for [MINI TAKES THE STATES](#) (MTTS) 2022. The biennial road rally for MINI owners will take place from July 9 – 17, kicking off in Burlington, Vermont, and ending in Spartanburg, South Carolina. As the first rally since 2018, this year's MTTS will welcome [SiriusXM](#) as a new sponsor, in addition to the MINI card and MINI Value Service. MINI USA also announced last year that [Best Friends Animal Society](#), a leading animal welfare organization dedicated to ending the euthanizing of dogs and cats in American animal shelters by 2025, is once again the charity partner for the event.

"The support of our sponsors and charity partner have played a vital role in the return of MINI TAKES THE STATES," said Patrick McKenna, Department Head, MINI USA Marketing, Product and Strategy. "We're excited to have our partners along for what is sure to be a legendary ride."

Crucial for any road trip, SiriusXM offers an unparalleled variety of entertainment. As the Audio Entertainment Sponsor of MTTS, SiriusXM is offering attended 90 days of free listening on the SXM app. Channels include ad-free music, plus live play-by-play from every major sport, original talk, exclusive comedy, news covering every angle and more. [SiriusXM is also standard equipment for all MINI models](#) in the lineup since Model Year 2022.

The MINI Card rewards MINI drivers by offering points for MINI purchases as well as gas and electric vehicle charging stations. Special cardmember rewards will be available at Rise & Rally events throughout MTTS.

With MINI Value Service, MINI owners can be sure they're ready to motor with complimentary multi-point inspection at participating MINI dealers through July 9. During these inspections, MINI Trained Technicians will check cars' vitals and provide an exclusive MINI TAKES THE STATES window decal for the completion of any recommended services.

As a charity partner with MINI USA since 2013, and the official charitable partner of MTTS 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. MINI owners, friends and family are welcome to donate to Best Friends on behalf of MINI TAKES THE STATES by clicking the "Fundraise Now" button on MINITAKESTHESTATES.com.

To be part of this unforgettable rally experience, register now at MINITAKESTHESTATES.com.

For [press images](#) and video b-roll from MINI TAKES THE STATES 2022, please visit the [MTTS 2022 Newsroom](#) on 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.

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