

MINI TAKES THE STATES KICKS OFF



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MINI TAKES THE STATES 2022 HITS THE ROAD FOR ANOTHER EPIC ADVENTURE

Company announces formation of the MINI Motoring Club of America - the first national MINI owners club

Woodcliff Lake, NJ – July 11, 2022 – [MINI TAKES THE STATES](#) (MTTS) 2022, the legendary MINI owners rally hosted by [MINI USA](#), kicked off this weekend from Farr's Field in Waterbury, Vermont. Over the next five days, over 2,000 MINI owners with over 600 MINI Cooper vehicles from across the model range will explore a total of nine states and eight cities, raising money for [Best Friends Animal Society](#), a leading animal welfare organization dedicated to ending the euthanizing of dogs and cats in American animal shelters by 2025. The kickoff also marks the debut of the [MINI Motoring Club of America](#) (MMCA), a new national MINI car club for MINI owners and enthusiasts open to MINI owners from across the country.

Making its return after four years, the biennial MTTS trek will cover more than 1,700 miles in total. MINI owners will be traveling down an inland route from Vermont to South Carolina on state and county roads, stopping in eight cities along the way, with more than 80 pets and their owners coming along for the ride.

"We're so excited to be back for another unforgettable MINI TAKES THE STATES experience," said Caryn Grun, head of experiential marketing at MINI USA. "After 4 long years, we have provided the MINI Community an epic road trip to Reunite and Rally together."

A portion of each MTTS participant's registration fee is donated to Best Friends Animal Society, and MINI USA will be hosting an adoption event at in Greenville, South Carolina, along with Century MINI, Greenville County Animal Care, and Greenville Humane Society. MINI owners, friends and family can also donate to Best Friends on

behalf of MINI TAKES THE STATES at [this link](#) or by clicking the “Fundraise Now” button on MINITAKESTHESTATES.com.

With the all new MMCA, MINI fans will be able to connect more broadly with each other and with the MINI brand, taking advantage of a host of member benefits and activities. The MMCA will be present at the morning Rise & Rally events in all eight cities where MTTS will be stopping during the week-long road trip. MINI enthusiasts in attendance can learn more about the club and sign up for more information as the club prepares to launch its official membership drive in the fall of this year. More information on the club can be found at minimotoringclub.org.

In 2018, 3,600 MINI owners took part in a Rally to the Rockies, taking an adventure of over 5,000 miles through 15 cities and 14 states. Two groups drove on two separate routes for a three-day festival of all things MINI.

MINI owners looking to join in on the fun can still register at MINITAKESTHESTATES.com or on-site the day of the event in each city.

Videos and photos, as well as broadcast quality video, from the kickoff event are available for download on MINIUSANEWS.com. You can download broadcast quality b-roll by clicking [here](#) and images by clicking [here](#). Media interested in updates on MINI USA can also follow us on Twitter at @MINIUSANEWS.

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.

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