

MINI TAKES THE STATES RECAP



Andrew Cutler

Head of Communications, MINI USA

201.307.3784

Andrew.Cutler@miniusa.com

Rob Duda

MINI USA News Bureau

908.347.1243

rduda@peppercomm.com

MINI USA CELEBRATES NATIONAL DAY OF MOTORING, HIGHLIGHTING THE CONCLUSION OF EPIC MINI ROADTRIP, “MINI TAKES THE STATES 2022”

Legendary MINI owners rally raised more than \$90,000 for Best Friends Animal Society™

Woodcliff Lake, NJ – July 22, 2022 – [MINI TAKES THE STATES](#) (MTTS) 2022, the legendary MINI owners rally hosted by [MINI USA](#), came to a close this past weekend in Greenville, South Carolina after kicking off in Burlington, VT July 9th. The rally featured more than 2,000 MINI owners from across the country driving close to 1,000 MINIs over 1,700 miles of back roads and by-ways, through a total of nine states and eight cities, ending with a festival at the BMW Group Performance Center and Plant Spartanburg in South Carolina.

MINI USA is highlighting the successful conclusion of MTTS in celebration of National Day of Motoring. Officially declared in 2021 by MINI USA, **National Day of Motoring** is observed **every July 24** to promote and celebrate the American road trip and encourage people to get out and enjoy driving the open roads across the United States.

In addition to promoting MINI’s “fun to drive” nature, the new holiday highlights the brand’s close-knit community of owners that love to rally on the road at every opportunity they find. With **MINI Together** in 2021, and MTTS this year, MINI fans were able to resume their hallmark, high-energy gatherings, highlighting them through a unique national holiday.

MTTS, as the cornerstone biennial event for MINI USA, raised more than \$90,000 during the trip 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 rally also marked 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.

Following a four-year hiatus, MINI owners came out in droves to make the MTTS trip with 971 owners going “all the way” from Vermont to South Carolina on the nine-day journey. The inland route rarely utilized highways, instead taking owners along state and country roads that passed through scenic towns, national parks, and the famous Back and Tail of the Dragon drives, which boast a staggering 756 curves and switchbacks. Many owners brought their furry copilots along for the ride, as well, with between 80-90 pets joining MTTS on some or all of the route.

“For over a decade, I’ve had the honor of organizing MINI TAKES THE STATES, and each time we hit the road I am reminded just how passionate and welcoming the MINI community really is,” said Caryn Grun, head of experiential marketing at MINI USA. “Being able to make hundreds of new friends on the road, all while supporting animal welfare and adoption, is an experience truly unique to MINI.”

A portion of each MTTS participant’s registration fee was donated to Best Friends Animal Society, and MINI USA hosted an adoption event covering adoption costs in Greenville, South Carolina, on July 16 along with Century MINI, Greenville County Animal Care, and Greenville Humane Society.

MTTS 2022 - Stats at a Glance

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| Days on the road | 9 |
| States traversed | 9 |
| Destination cities | 8 |
| Total cars on drive | 1,000 + |
| Total participants | 2,000 + |
| Total first-time participants | 650 |
| Total participants who traveled the whole way | 971 |
| Total miles driven | 1,723 |
| Total pet participants | 80-90 |
| Total breakfast burritos served | 1,250 |
| Total pancakes flipped | 9,500 |
| Total dollars raised for Best Friends Animal Society | Over \$90,000 |

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

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](https://twitter.com/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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