

## NATIONAL MINI WTF DAY & 63<sup>RD</sup> BIRTHDAY



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### MINI USA CELEBRATES SECOND ANNIVERSARY OF 'WTF' DAY ON 63<sup>RD</sup> BIRTHDAY

*National MINI Wave to Friends Day marks its second year running, as MINI strives to popularize the friendly wave tradition among MINI owners on its birthday*

Woodcliff Lake, N.J., August 26, 2021 – There are plenty of friendly waves to go around on the road today, as [MINI USA](#) celebrates both its 63<sup>rd</sup> birthday and the second anniversary of National MINI Wave to Friends (WTF) Day. Following its creation in 2021, MINI looks to make WTF Day a fixture in the owner community in order to further solidify the longstanding tradition of waving to fellow MINI drivers on the road.

MINI owners everywhere know that the brand considers the social aspects of vehicle ownership to be just as important as maintaining the fun-to-drive and zippy feel of getting behind the wheel of a MINI. The car's vibrant and storied 63-year history as a rally champion lends itself to MINI's plans for the present and future. In 1959, Alec Issigonis lent his keen eye and creative use of space to create the iconic MINI design, while John Cooper pushed that design to its limits of handling and performance to shock the world both on the track and on the road. These two elements have stayed consistent over the years, with a creative use of space inspiring the unique and eye-catching designs of each new MINI, while performance and handling outdoing itself year over year to provide the most fun-to-drive experience possible.

This has helped MINI establish itself as a forward-thinking and innovative challenger to the top automotive manufacturers over the years. Tapping into that heritage, MINI's sights are set on a future of electrification as it intends to phase out gas-powered vehicles in the 2030s.

This attitude extends beyond the research and development department, with social engagement receiving as much attention as technical advancement. [MINI TAKES THE STATES](#), a one-of-a-kind rally that brought 971 MINI owners along a 1,700-mile journey from Vermont to South Carolina in July, showcased the wide-reaching yet close-knit community bonded together by their love of driving a MINI.

“MINI is unique, in that the moment you purchase your vehicle, you instantly make thousands of friends at once,” said Rah Mahtani, Brand Communications Manager, MINI USA. “We all share, both the brand and its customers, in the fun and creative spirit that makes MINI what it is today. WTF Day means that we can cement that bond and make sure that we always have each other’s backs on the road.”

For additional information on WTF Day, and for MINI owners and outsiders alike who respond with “WTF!” – the MINI Waver’s Guide provides additional information on the celebration [here](#).

#### 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).

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