

MINI USA CHARGES INTO LA WITH GIANT RC CONTROLLER EV CHARGER



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MINI USA SHOCKS LOS ANGELES WITH GIANT RC CAR CONTROLLER THAT CAN CHARGE ELECTRIC VEHICLES

Active EV charging station as an RC controller will be parked close by the Los Angeles Convention Center to bring a fun and memorable MINI moment to electric charging.

Los Angeles, Calif. – November 17, 2022 – Before getting behind the wheel for the first time, many of today’s drivers found their love for cars at an early age with electric remote controlled, or RC, cars. Today, [MINI USA](#) looks to bring back that playful, childhood element to full-sized electric vehicles, many of which are expected at the 2022 Los Angeles Auto Show kicking off this week. Playing on MINI’s small size and fun-to-drive spirit, MINI has erected a giant 240V Level 2 electric vehicle charger in the shape of an attention-getting “MINI-fied” RC controller. The oversized charging station is located in close proximity to the Los Angeles Convention Center, at [698 West Olympic Boulevard](#) at the corner of Flower Street.

The RC controller-shaped charger will be in place and fully functional November 18-19, the first two days of the LA Auto Show. EV owners interested in plugging into the RC charger can look for a parking space with the message “OUT-FUN THE COMPETITION” spray-painted within, as well as signage on either side pointing arrows and the message “CHARGE THIS WAY.”

“At MINI we always like to bring a splash of excitement that reminds people of the fun and creativity inherent to MINI’s culture,” said Rah Mahtani, Brand Communications Manager, MINI USA. “We strive to keep that fun and excitement alive for everyone that loves to drive, and this project unites the ideas of today’s electric vehicles with our collective nostalgia for the electric RC cars of our youth.”

The giant sized charger sits at approximately nine feet tall and is finished in Nanuq White, the newest color offered on the MINI Cooper SE, with a name chosen by MINI fans. The top of the charger is painted in a contrasting black which pays homage to the signature MINI contrast roof, and the giant wheel control on the side is an actual full-size MINI wheel and tire.

In the base of the charger is a 10-inch interactive screen that features video content of MINI USA's most recent "Nanuq the polar bear", campaign spot. A QR code is also displayed that allows people to access the MINI Electric augmented reality filter to explore and have fun learning about the MINI electric while they wait for their EV to charge.

Following its stint at the LA Auto Show, the MINI RC charger will go on tour, with its temporary installation at several local MINI dealers throughout California, before being packed up in a giant cardboard box and stored in the attic at mom's house.

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 105 locations 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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