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MINI USA MARKS NATIONAL DAY OF MOTORING

Holiday officially declared in 2021 celebrates the brand's close knit community that loves to rally on the road at every opportunity

Woodcliff Lake, N.J. – July 24, 2023 – [MINI USA](#) is proud to celebrate [National Day of Motoring](#), an official holiday that 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 holiday highlights the brand's close-knit community of owners that love to rally on the road at every opportunity they find. In an off-year for the brand's legendary, biennial owners rally MINI TAKES THE STATES, we share highlights from some of the annual MINI owners rally, organized by both MINI USA and the owners themselves.

[MINI TAKES THE STATES](#)

Held every other year since 2006, MINI TAKES THE STATES is the cornerstone MINI owners road rally event organized by MINI USA. Over the years, MTTTS has gathered MINI owners from all across the country and around the world to enjoy the backroads and byways of the U.S. Whether it's a full coast-to-coast run, a north to south rally or multiple starting points that meet in the middle, thousands of MINI owners turn out every other summer to participate in the legendary event that not only celebrates the open road and community, but also raises money and awareness for organizations such as Feeding America and Best Friends Animal Society. Visit the MINI USA YouTube Channel for the [MTTS 2022 Recap video](#).

[MINI Together](#)

MINI Together is a nationwide rally experience for MINI owners organized by MINI USA that combines three unique elements, which includes an individual driving experience, a digital app-based experience with tasks, trivia and a scavenger hunt, followed by a national virtual get-together of participants at the end of the day. Through the nationwide network of more than 100 participating MINI dealerships, MINI

Together rally participants check in and start the scavenger hunt-based game experience using a specially developed app. Drivers will complete smile-inducing tasks—such as “get lost and have fun doing it”. The next MINI Together event will be held in November 2023 and will formally announced at a later date.

[MINIs on Top](#)

MINIs on top is an annual MINI owner event that takes place at the base of Mt. Mashington in New Hampshire, where MINI owners meet, greet, and compete for best of show honors, and then make the thrilling ascent up the famous Mount Washington Auto Road to the summit in their customized MINIs of all years and models. Fun is the number one goal of the event but over the years it has raised more than \$130,000 dollars for a multitude of different charities. MINI on Top is run by a small committee with the help of an enthusiastic group of volunteer MINI owners with the support of MINI dealerships and part suppliers nationwide. This years MINIs on Top event was held from June 16-17, 2023.

[MINIs on the Mack](#)

MINIs on the Mack is an event that takes place with over 1,300 MINI Coopers gathered in a parade across the Mackinac Bridge in Mackinaw City, Michigan, in an effort to break the English held record for largest-ever MINI Cooper parade. The parade is organized by MINI of Grand Rapids with the support of MINI USA, and has become an amazing way to bring a community of car owners together. The event begins at Little Bear Arena in St. Ignace Michigan, and moves across the Mackinac Bridge and back, ending back at Little Bear Arena. This year's MINI on the Mack will take place on August 4th-5th, 2023.

[MINIs on the Dragon](#)

MINIs on the Dragon is an event where MINI drivers get together to drive the “Tail of the Dragon”, designated as US 129, a scenic road bordered by the Great Smoky Mountains and the Cherokee National Forest with no intersecting roads or driveways that is considered “the destination” for thousands of motorcycle and sports car fans throughout the spring, summer, and fall. The event includes a food drive, cabin crawl, car show, scavenger hunts, group dinners and more. MINIs on the Dragon 2023 took place between May 3 – 7, 2023. It is a privately run event that is connected to many MINI dealerships in the area and across the country.

[MINIs Take Route 66](#)

MINIs Take Route 66 is an event that brings MINI owners together from all over the country to travel the famed Route 66 from Los Angeles, Calif., to Chicago, Ill., starting from Santa Monica. It is privately owned and organized event that is run solely by the MINI owner community. This year’s MINIs Take Route 66 was held from June 23 - July 2, 2023.

Official news releases, press photos, videos and b-roll for past MINI TAKES THE STATES rallies are available for download on [MINIUSANEWS.com](https://mini.usanews.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 104 MINI full passenger car sales and service dealers 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 [MINIUSANEWS.com](https://mini.usanews.com).

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