

MINI TOGETHER RALLIES 3,000 OWNERS, TEASES MTTS 2024 ROUTE



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MORE THAN 3,000 MINI OWNERS RALLY ON THE ROAD FOR NATIONWIDE MINI TOGETHER EVENT

*On the heel of a successful one-day adventure, MINI announces MINI TAKES THE
STATES 2024 will start from Albuquerque*

Woodcliff Lake, N.J. – November 2, 2023 – More than 3,000 drivers rallied together on October 21 as part of the latest iteration of MINI Together, a one-day event by [MINI USA](#) that encourages owners across the United States to motor for a cause. MINI owners gathered at their local dealerships to kick off an early morning, app-based road trip followed by an evening virtual event connecting this year's theme of showing "Big Love" for the planet with interactive activities including seed planting and more.

Also during the evening festivities, the starting location for the 2024 MINI TAKES THE STATES owner rally was revealed to be Albuquerque, New Mexico. A big change from the East Coast-centric 2022 MINI TAKES THE STATES route, this kickoff from the southwestern United States gives owners a sneak peek at the potential route that can be expected next summer.

"Wherever they are, MINI enthusiasts made sure to come out in full force this year to support MINI Together, joining dealers and fellow owners in celebrating the wonderful community we're all part of while supporting our charity partner ~~in~~ Keep America Beautiful," said Alexia Kurz, Head of MINI USA Experiential Marketing. "We never take these moments for granted, and with so many 'MINIacs' gathered in one virtual space, we saw it as the perfect opportunity to get the anticipation and excitement rolling for MINI TAKES THE STATES in 2024."

The nationwide MINI Together event, in conjunction with 102 participating MINI dealers, focused on sustainability with recycled cotton gift bags distributed to participating owners that included several eco-friendly items. MINI Together's charity partner, Keep America Beautiful, also received donations in excess of \$14,000 so far

from owners, with donations still open for those willing to contribute to efforts of improving and beautifying communities everywhere.

To learn more about Keep America Beautiful and donate, visit <https://kab.org/>.

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.

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