

MINI DEBUTS NEW ALL-ELECTRIC FAMILY ON SPHERE IN LAS VEGAS



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ALL NEW MINI FAMILY DEBUTS WITH LARGER-THAN-LIFE ADVERTISEMENT ON SPHERE IN LAS VEGAS.

*MINI brand independently creates unique visual content highlighting the new
MINI Countryman Electric, its largest new model, on the world's largest LED screen*

Las Vegas, NV – November 29, 2023 – A historic automotive debut requires a venue of a similar caliber, and Sphere in Las Vegas was just the right venue for a unique reveal of the next generation of the New MINI Family. To showcase its innovative next-generation models, [MINI USA](#) partnered with independent creative agency [Pereira O'Dell](#) to launch a creative campaign with Spike, MINI's Intelligent Personal Assistant and digital companion within the New MINI family's cutting-edge technology experience. Showcasing the all-new 2025 MINI Countryman Electric as part of brand's forward looking vehicle line-up, it was only fitting to debut the largest ever MINI model on the world's largest LED screen.

The campaign's content kicked off on Sphere on November 27, featuring Spike's playful interaction with the 2025 MINI Countryman Electric, running across the 366-ft. high and 516-ft. wide screen. The display also included the vibrant Las Vegas backdrop and all the spectators inside and outside of Sphere to highlight the interactive nature of the space. MINI's takeover of Sphere will run until December 2, with a special four-hour takeover on December 1.

"The MINI brand represents playfulness and fun, and presenting Spike, our beloved unofficial mascot, is the perfect way for us to show up on Sphere," said Sebastian Beuchel, Head of MINI Global Brand Management. "Sphere is a truly unique Out-Of-Home opportunity, and we're excited to activate there in a big way."

The campaign will also spotlight MINI's next generation advanced technology stack, a quantum leap in technology for MINI vehicles. This ground-breaking technology

includes the first ever round, high resolution OLED screen in a passenger vehicle, and features personalized Experience Modes that create an immersive and engaging driving experience. The iconic circular OLED display of the New MINI Family is perfectly suited for Sphere's unique canvas, providing a larger-than-life platform for this next-generation launch.

“Sphere presented us with a new kind of creative challenge. Both in a physical sense, and a contextual one. We wanted to think of this campaign as an art piece, not as an ad. People are coming to Sphere to have fun and be entertained, so we needed to integrate MINI in the least intrusive way possible,” said Rob Lambrechts, Chief Creative Officer at Pereira O’Dell.

To learn more about the new all-electric 2025 MINI family, visit [MINI USA.com](https://www.miniusa.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://www.mini.usanews.com).

About Pereira O’Dell

Pereira O’Dell is an independent creative agency that brings big ambitions to life. For the past 15 years, we’ve been pioneers at the intersection of technology, advertising and entertainment. We believe that when these cultures collide, incredible things happen. Founded in 2008 by Andrew O’Dell and PJ Pereira, Pereira O’Dell is a full-service creative agency, part of the Serviceplan Group network, serving clients globally. Brand partners include Zelle, IHOP, MINI, Midea, Adobe, and several brands under the General Mills umbrella. Pereira O’Dell has amassed over 100 respected Advertising and entertainment awards including Cannes Lions, Clios, D&AD, One Show, ANDY, Effie, and an Emmy Award.

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