

MINI CELEBRATES FOURTH OF JULY



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MINI USA GOES RED, WHITE, AND BLUE TO CELEBRATE HISTORIC SPIRIT OF REBELLION AND INDEPENDENCE THIS FOURTH OF JULY

*While independence has been good to MINI, there are “No hard feelings”
towards MINI’s British heritage by former colony.*

Woodcliff Lake, NJ – July 3, 2025 – MINI USA is celebrating the historic spirit of rebellion and independence this Fourth of July with a boldly colored display of Chili Red, Nanuq White and Blazing Blue MINI models. Highlighting key examples of MINI’s all-new product portfolio launched this year, the colorful trio of MINI models posed on the campus of BMW of North America, LLC, of which MINI USA is a part. This patriotic display also helps highlight BMW of North America’s celebration of its 50th milestone anniversary year in the U.S.

As an iconic and uniquely British brand, life for MINI in the U.S. has been grand, with no lingering “hard feelings” towards the brand’s British heritage by the former colony. In fact, MINI sales are up over 29% for Q2 of this year, thanks in part to the all-new product portfolio which launched over the last 18 months, offering eleven model variants in four body styles, including gas and electric models.

The 2025 models on display in patriotic colors include the all-electric MINI Countryman SE ALL4 in Chili Red – MINI’s first tow-rated SUV, a MINI Cooper S 2-door in Nanuq White, representing the authentic Issigonis-inspired concept, and a MINI Cooper S Convertible in Blazing Blue – the latest new model to launch in the portfolio. It may also be worth noting that the trio of red, white, and blue MINIs not only represent the colors of Old Glory, but the same colors of the Union Jack. ;-)

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 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 www.miniusanews.com.

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