

MINI X BARRY'S PARTNERSHIP



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MINI USA AND BARRY'S PARTNER TO CELEBRATE COMMUNITY AND INCLUSIVITY

Partnership will provide vehicles for instructors and unique MINI experiences for clients in the Hamptons, Los Angeles and Chicago

Woodcliff Lake, NJ – July 29, 2025 – [MINI USA](#) and global fitness brand [Barry's](#) are thrilled to announce a strategic partnership making the MINI the official car of the summer at Barry's. MINI and Barry's share two common brand attributes – community and inclusivity – which allows this partnership to create a unique and unparalleled fitness and lifestyle experience for customers across the United States like no other brands in their industries.

Through this partnership, MINI USA and Barry's will combine their lifestyle expertise to offer exclusive fitness programs, events, and promotions that integrate the dynamic energy of Barry's workouts with the "fun to drive" community-driven spirit of MINI vehicles. This initiative is designed to inspire and empower individuals to lead healthier, more active lives with a likeminded community.

"We are excited to partner with Barry's, a brand that shares our commitment to community, inclusivity and fun," said Kate Alini, Head of Marketing, Product & Strategy, MINI USA. "Together, we will bring a new level of excitement, fun and engagement to Barry's clients, both in and out of the gym."

This summer, Barry's staff and instructors will drive MINI vehicles as part of their daily life at locations in the Hamptons (Wainscott & Southampton), Chicago and Los Angeles, motoring to and from the studio and anywhere else their adventurous spirit takes them. Barry's will also feature MINI themed classes called "RUN x LIFT: Full Throttle with

MINI" where attendees will receive MINI Swag, along with complimentary Fuel Bar shakes at the Chicago and Los Angeles locations. RUN X LIFT is Barry's signature 50-minute class that combines interval-based cardio routines on the treadmill and strength training on the floor. Barry's Fuel Bars provide their global community with pre-and post-workout shakes that aid in their fitness goals and recovery.

"Barry's has always been about bringing people together and creating an inclusive space where everyone feels empowered," said Dan Rabinovich, Senior Director of Brand Partnerships at Barry's. "Partnering with MINI, a brand that shares our same spirit of community and fun, lets us extend that energy beyond the Red Room and into everyday life. Together, we're giving our Fit Fam a new way to move, connect, and live full throttle."

The partnership initially kicked off in June and runs through September, with additional activations planned for next month. Stay tuned for more fun.

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.

About Barry's

Barry's is the original high-energy cardio and strength interval training workout. Launched in 1998 in Los Angeles, it was the original pioneer in the global boutique fitness movement. Since then, it has grown from "The Best Workout in the World," to become not just a fitness leader, but a community and lifestyle brand with innovative in-studio and digital class modalities, Fuel Bars, retail offerings, and a competitive loyalty program. With 93 studios spanning 16 countries, plus its digital offering, Barry's X, Barry's now brings its global Fit Fam community with its signature Red Room workout experience both virtually and physically. Following the success of the original workout, Barry's expanded its class offerings to include: LIFT (a 50-minute class focusing on strength training) and RIDE (a 50-minute class offering high-intensity

interval training style indoor cycling paired with lifting.) Now a worldwide phenomenon with a cult-like following, Barry's makes working hard and getting strong, fun. For more information, visit: <https://www.barrys.com/>.

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