

MINI X RED BULL PARTNERSHIP



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MINI USA Partners with Red Bull to Drive Creativity and Culture at the 2025 Red Bull Dance Your Style World Final in Los Angeles

Woodcliff Lake, NJ – October 10, 2025 – MINI USA is proud to announce its sponsorship of the 2025 Red Bull Dance Your Style World Final, taking place for the first time in the United States at the Intuit Dome in Los Angeles on October 11. As part of MINI's ongoing commitment to champion individuality, creativity, and community, the partnership celebrates the energy and self-expression that define both street dance and the MINI brand with the energy of Red Bull.

The Red Bull Dance Your Style competition, the world's biggest all-styles street dance event, brings together the planet's best freestyle dancers for an electrifying global showdown where the audience decides who rules the dance floor. This year's World Final marks a milestone moment as it arrives in Los Angeles—an international hub of dance, music, and movement innovation.

"MINI has always stood for more than driving—it's about creativity, connection, and the joy of self-expression," said Kate Alini, Head of Marketing, Product & Strategy at MINI USA. "Partnering with Red Bull Dance Your Style allows us to celebrate those same values through the universal language of movement. Just like every MINI is built with personality and spirit, every dancer on this stage embodies originality and passion."

As an official sponsor, MINI USA will bring its signature playful energy and design innovation to the World Final experience, including an interactive opportunity to Express Your (Dance) Style and four custom display cars designed by Red Bull Ambassadors: [Jen Mika](#), [Kara Cannella](#), [CapJay](#) and [Phoebe Hines](#).

For many years, MINI has been at the heart of one of the most iconic Red Bull promotions, those unforgettable MINIs topped with giant cans of Red Bull that turned

heads everywhere they went. The MINI and Red Bull collaboration has always been built on creativity, fun, and unmistakable style.

The Red Bull Dance Your Style World Final caps off an exciting U.S. season that spanned 25 cities and culminated in the National Final in San Francisco, hosted by celebrity choreographer Charm La Donna. Now, all eyes turn to Los Angeles, where the world's top freestyle dancers will battle for the title of global champion in front of thousands of fans and a live global audience.

Tickets for the Red Bull Dance Your Style World Final at the Intuit Dome are available now at <https://win.gs/DanceYourStyleLA>.

Follow the excitement on social media at @RedBullDance and @MINIUSA on Instagram, TikTok, and YouTube.

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 RED BULL DANCE YOUR STYLE

Red Bull Dance Your Style is the world's largest all-styles street dance event series with a unique battle format. From hip hop to house, to locking to popping – dancers participating in Red Bull Dance Your Style will need to 'wow' the crowd and ultimately win their vote. Testing freestyle and musicality skills through unpredictable mainstream tracks ranging from recent global hits to classic beats, Red Bull Dance Your Style will have the crowd deciding who will rule the dance floor.

SOCIAL

Instagram: @redbulldance

Facebook: @redbulldanceyourstyle

YouTube: <https://win.gs/RedBullDance>

TikTok :<https://www.tiktok.com/@redbulldance?lang=en>

Hashtag: #RedBullDanceYourStyle

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