

MINI USA CONFIRMS MINI TAKES THE STATES, ANNOUNCING OFFICIAL ROUTE FOR 2026



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ICONIC BIENNIAL RALLY, “MINI TAKES THE STATES” RETURNS IN 2026 WITH THREE-WEEKEND, NINE-CITY ADVENTURE ACROSS THREE STATES

– *MINI USA Celebrates 20th Anniversary of open road fun with boldest,
most accessible rally yet in three regions of the country.*

Woodcliff Lake, NJ – February 19, 2026 – [MINI USA](#) is revving up for its 20th year with the boldest MINI TAKES THE STATES (MTTS) yet – a trio of long-weekend rallies stretching from the iconic PCH to the legendary Adirondacks to the scenic Florida Keys. The three state, nine-city adventure will cruise some of the country’s most unforgettable roads in the west, northeast and the south, celebrating MINI’s spirited community that knows how to have fun and motor on in three city-to-city rally events. The three events include:

- California (October 2–4), Monterey to Sonoma to Lake Tahoe
- New York (October 23–25), Buffalo to Syracuse to Lake Placid
- Florida (November 13–15), Fort Myers to Miami to Key West

“For 20 years, MINI TAKES THE STATES has been a celebration of community, curiosity and excitement in the road less traveled,” said Kate Alini, Head of Marketing, Product, and Strategy, MINI USA. “Having participated in multiple MINI TAKES THE STATES including very first one in 2006, I know first-hand that MINI owners love adventure, and this year, we wanted to remix things in true MINI fashion – three states and three cities each, over three long weekends, all with completely different backdrops. This fresh format offers greater accessibility to more MINI owners and fans alike.”

A New Chapter for a Legendary Event

The first MINI TAKES THE STATES launched in 2006 as a cross-country road rally to celebrate the debut of the very first MINI GP. Held every two years, it has since grown into one of the most celebrated recurring road trips in the United States. In 2024, nearly 2,000 MINI owners joined at least a portion of the nine-day journey through the western U.S., with an average of 650 MINIs setting off each morning to the sound of music, cheers, and the rev of engines.

The new 2026 format preserves that energy in full while opening the doors wider for more to participate. This year, each day closes with a community gathering where drivers reconnect, share stories from the road, compare routes, and celebrate the spontaneous discoveries that have always defined MTTS.

Three Weekends, Three States, Three Cities Each

Each weekend will follow MINI's signature Rise & Rally format. Participants will gather every morning for a light breakfast, live music, activities, and a send-off before setting off on a curated scenic route. Evenings will feature food/beverage and headline events at iconic venues.

- **California | October 2–4:** The California weekend launches from Monterey to Sonoma, crossing the vineyards of Napa and Carson Pass, and closing with a loop around Lake Tahoe. Route highlights include the Pacific Coast Highway and the Golden Gate Bridge. Evening events at the SOMO Event Center and Palisades Tahoe.
- **New York | October 23–25:** The New York weekend departs Buffalo and heads east through Syracuse into the heart of the Adirondacks, finishing at Lake Placid. The route traces the shores of Lake Ontario, Niagara Falls, and the Adirondack Mountains. Evening events at NBT Bank Stadium and Mt. Van Hoevenberg.
- **Florida | November 13–15:** The Florida weekend sets off from Fort Myers, sweeps across the state to Miami, then heads south along the iconic Overseas Highway and Seven Mile Bridge to Key West. Route highlights include the Tamiami Trail and Florida's coastline with an evening event at the Key West Amphitheatre.

Registration

Registration for MINI TAKES THE STATES 2026 is expected to open in April, and participation is open to all MINI owners who wish to register for one, two, or all three weekends. For more information and updates on MTTS 2026, visit <https://minitakesthestates.com/> or follow MINI USA on social media.

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 note: Media information about MINI and its products is available to journalists on-line at www.press.bmwgroup.com/usa.