

# MODERN MINI MARKS 25 YEARS GLOBALLY



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## **MINI CELEBRATES 25 YEARS OF THE MODERN MINI BRAND, WITH 24 YEARS IN AMERICA, SURPASSING 1 MILLION U.S. SALES.\***

**Woodcliff Lake, NJ – March 19, 2026** – The modern MINI brand marks its 25th anniversary worldwide, celebrating a quarter century of distinctive design, driving excitement, and passionate community around models that now include the MINI Cooper, MINI Cooper S, MINI Countryman, and the MINI Convertible.

The milestone year also marks 24 years of MINI in the United States since the brand's official relaunch in the market. As of March 2026, MINI USA has surpassed 1 million vehicles sold in the United States since the brand went on sale here on **March 22, 2002**, underscoring the enduring appeal of MINI's "go-kart feeling" and unmistakable personality.\*

"The United States has played a vital role in the success story of MINI over the past quarter century," said Kate Alini, Head of Marketing, Product, and Strategy for MINI USA. "From our first public debut to passionate owners and enthusiast communities across the country, the U.S. has been central to some of the brand's most memorable moments, and we look forward to growing the MINI spirit for generations to come."

### **A Strong U.S. Connection from the Beginning**

The modern MINI brand first captured American attention with its U.S. debut at the North American International Auto Show on January 8, 2001, where the reborn icon introduced a new generation of drivers to the brand's blend of heritage and innovation.

Even before that debut, the United States helped create one of MINI's most memorable publicity moments. On August 25, 1999, MINI enthusiasts in New York City packed 25 people into a classic Mini, breaking the previous Guinness World Records mark and demonstrating the playful spirit that has long defined the brand and its fans.

Momentum continued into 2002 when the high-performance MINI Cooper S made its U.S. debut at the Los Angeles Auto Show in January 2002, further cementing MINI's reputation for delivering engaging performance in a compact package.

### **A Dramatic Convertible Debut in New York**

The MINI Convertible made its U.S. debut on April 7, 2004, at the New York International Auto Show, during a first-of-its-kind outdoor press conference staged in front of the Jacob K. Javits Convention Center.

In true MINI fashion, the reveal featured two MINI Convertibles performing high-speed parking brake stops before sliding into position in front of the venue, creating one of the most memorable and unconventional vehicle debuts in auto show history.

### **Celebrating the MINI Community**

This year also marks 20 years since the first MINI TAKES THE STATES, which debuted in 2006. Since then, MINI USA has celebrated the spirit and passion of MINI owners and fans by hosting epic road trips across different regions of the United States.

Held every two years, MINI TAKES THE STATES has grown into one of the most celebrated recurring road trips in the country, bringing together thousands of MINI enthusiasts for unforgettable journeys across America.

During the most recent event in 2024, nearly 2,000 MINI owners participated in at least part of the nine-day journey through the western United States. Each morning, an average of 650 MINIs set off together, greeted by music, cheers, and the unmistakable sound of engines revving, creating a colorful rolling celebration of the MINI community.

### **The First MINI Sold in the U.S.**

When sales officially began on March 22, 2002, the first retail MINI sold in the United States was a MINI Cooper delivered by MINI of Peabody to a car collector in the Boston area.

The buyer had been captivated by the car since seeing it during its Detroit auto show debut and placed an early order. His MINI was finished in the brand's classic red body with a white roof, a tribute to the legendary victory of the classic MINI in the 1964 Monte Carlo Rally.

### **25 Years of Driving Fun**

Since the launch of the modern MINI in 2001, the brand has grown from a single model into a diverse lineup spanning 2-doors, 4-doors, convertibles, and versatile SUVs. Throughout its evolution, MINI has remained true to its original philosophy: iconic design, clever use of space, and the unmistakable fun-to-drive character that defines every MINI.

With over 6.5 million MINIs sold world-wide including the more than one million vehicles now sold in the United States, MINI's enthusiastic owner community and distinctive vehicles continue to make the brand one of the most fun and recognizable names in the automotive world.

As MINI celebrates 25 years of the modern brand in 2026, the company looks ahead to a new era of innovation while staying true to the playful spirit that has defined MINI for generations.

*\* Based on Experian Automotive US registration data for all new MINI vehicle registrations 2002 to-date. Includes personal, commercial, small business, and fleet registrations.*

### **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](http://www.press.bmwgroup.com/usa).

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