

MINI USA CORPORATE COMMUNICATIONS



Media Information
24 April 2026

MINI USA Officially Opens Registration for MINI Takes The States 2026.

- *MINI remixes iconic event, held over three weekends, visiting nine-cities, across three states.*
- *Fans can take their pick of routes for 20th Anniversary of biennial rally – the boldest most accessible MINI road trip yet.*

Woodcliff Lake, NJ: [MINI USA](#) has officially opened the registration site for MINI TAKES THE STATES (MTTS) 2026. This year represents 20 years since the first MTTS in 2006. Held every other year, MINI owners looking to register can visit www.MINITAKESTHESTATES.com to secure their spot on the tenth running of what has become a legendary event for MINI owners to rally together.

This year's MTTS will be 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

The registration fee is \$150 per person for each long-weekend event. Single-day passes are also available for purchase at \$50 per person. All registration fees include an official event goody bag while supplies last.

A New Chapter for a Legendary Event

The first MTTS 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, hosted and coordinated by an automotive OEM. 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.

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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.

To get the latest updates on MTTS 2026, visit www.MINITAKESTHESTATES.com.

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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.

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

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