



MINI USA CORPORATE COMMUNICATIONS

Media Information

3 June 2026

MINI USA Kicks Off MINI Match Day — Nationwide Dealer Event Series Bringing Soccer Culture and Go-Kart Thrills

- *MINI Match Day launched, June 2, 2026, with all-day events rolling out across 98 participating dealers nationwide through July 22.*
- *Each event features exclusive access to the MINI 1965 Victory Edition special edition model, custom jersey personalization, immersive photo experiences, live DJ entertainment, and interactive games.*
- *MINI Match Day is proud to partner with Soccer Shots, a national organization dedicated to youth soccer enrichment, as part of its commitment to the game and the communities it brings together.*

Woodcliff Lake, NJ: [MINI USA](#) announced the launch of MINI Match Day, a nationwide dealer event series bringing soccer-inspired energy, hands-on test drives, and exclusive vehicle access to 98 MINI dealerships across the country. Running from June 2 through July 22, 2026, the program invites fans and drivers alike to experience what MINI does best — on their own turf.

Each MINI Match Day is a one-day, all-day event hosted at a participating dealer. Guests can get behind the wheel and feel MINI's signature go-kart handling firsthand, with exclusive access to the limited MINI 1965 Victory Edition on-site. Beyond the drive, the experience is built for the whole crew.

As part of MINI Match Day, MINI USA is partnering with [Soccer Shots](#), North America's leading youth soccer enrichment program. Through participation at select MINI Match Day events and promotional support, the collaboration will help connect more families with Soccer Shots' mission while creating engaging soccer-inspired experiences that bring communities together.

What to Expect at Match Day Events

- *Jump into the driver's seat* — Experience MINI's signature go-kart handling and enjoy exclusive access to the MINI 1965 Victory Edition.
- *Custom Match Day jersey* — Personalized with your favorite team, colors, number, and more.
- *Immersive photo experience* — Capture your Match Day moment in a one-of-a-kind activation.
- *Live entertainment from DJ MINI* — Kick back to a custom soundtrack all day long.
- *Foosball and interactive games* — Challenge your crew and stay in the game between drives.

To find your nearest participating dealer and register for a Match Day event, visit:

<https://minimatchday2026.miniusaevents.com/?token=PR>.

Company
MINI USA

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Internet
www.MINIUSA.com

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Full MINI Match Day Schedule

Event Date / Dealer	State
<u>Tuesday, June 2, 2026</u>	
MINI of Bedford	OH
MINI of Towson	MD
MINI of Knoxville	TN
<u>Wednesday, June 3, 2026</u>	
MINI of Burlington	MA
MINI of Annapolis	MD
<u>Thursday, June 4, 2026</u>	
MINI of Latham	NY
MINI of Sterling	VA
MINI of the Main Line	PA
MINI of Nashville	TN
<u>Friday, June 5, 2026</u>	
MINI of Montgomery County	PA
MINI of West Chester	PA
<u>Saturday, June 6, 2026</u>	
MINI of Rochester	NY
MINI of Alexandria	VA
MINI of Allentown	PA
Roadshow MINI	CT
<u>Monday, June 8, 2026</u>	
MINI of Pittsburgh	PA
<u>Tuesday, June 9, 2026</u>	

Crown MINI of Richmond	VA
MINI of Edison	NJ
Flow MINI of Winston Salem	NC
<u>Wednesday, June 10, 2026</u>	
Classic MINI	GA
Checkered Flag MINI	VA
MINI of Freeport	NY
Hendrick MINI	NC
<u>Thursday, June 11, 2026</u>	
MINI of Dublin	OH
MINI of Manhattan	NY
<u>Friday, June 12, 2026</u>	
Cincinnati MINI	OH
Flow MINI of Raleigh	NC
Habberstad MINI	NY
Mall of Georgia MINI	GA
<u>Saturday, June 13, 2026</u>	
Dreyer & Reinbold MINI	IN
MINI of Mt Laurel	NJ
Global Imports MINI	GA
<u>Tuesday, June 16, 2026</u>	
MINI of Des Moines	IA
MINI of Charleston	SC
MINI of Morristown	NJ

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MINI of St Louis	MO
<u>Wednesday, June 17, 2026</u>	
MINI of Omaha	NE
MINI of Fairfield County	CT
<u>Thursday, June 18, 2026</u>	
Baron MINI	LA
Tom Bush MINI	FL
MINI of Warwick	RI
MINI of Fort Wayne	IN
<u>Friday, June 19, 2026</u>	
MINI of Wichita	KS
Orlando MINI	FL
New Country MINI	CT
MINI of Grand Rapids	MI
<u>Saturday, June 20, 2026</u>	
Jackie Cooper MINI	OK
Ferman MINI of Tampa Bay	FL
Ray Cantena MINI of Westchester	NY
Motor City MINI	MI
<u>Tuesday, June 23, 2026</u>	
Schomp MINI	CO
MINI of Wesley Chapel	FL
MINI of Rockland	NY
MINI of Madison	WI
<u>Wednesday, June 24, 2026</u>	

MINI of Loveland	CO
MINI of Fort Myers	FL
Herb Chambers MINI of Boston	MA
International MINI	AL
<u>Thursday, June 25, 2026</u>	
MINI of Coconut Creek	FL
MINI of Peabody	MA
<u>Friday, June 26, 2026</u>	
MINI of Murray	UT
MINI of South Miami	FL
Motorwerks MINI	MN
<u>Saturday, June 27, 2026</u>	
Braman MINI of Miami	FL
MINI of Ramsey	NJ
<u>Tuesday, June 30, 2026</u>	
Braman MINI of Palm Beach	FL
<u>Tuesday, July 7, 2026</u>	
Seattle MINI	WA
MINI of Plano	TX
<u>Wednesday, July 8, 2026</u>	
MINI of Portland	OR
MINI of Dallas	TX
MINI of Monrovia	CA
<u>Thursday, July 9, 2026</u>	
MINI of Pensacola	FL
MINI of Fort Worth	TX

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MINI of Universal City	TX
<u>Friday, July 10, 2026</u>	
MINI of Stevens Creek	CA
Bob Smith MINI	CA
<u>Saturday, July 11, 2026</u>	
MINI of San Francisco	CA
MINI of the Woodlands	TX
MINI of Austin	TX
MINI of Downtown Los Angeles	CA
<u>Tuesday, July 14, 2026</u>	
MINI of Berkeley	CA
MINI of Clear Lake	TX
MINI of Glencoe North Shore	IL
South Bay MINI	CA
<u>Wednesday, July 15, 2026</u>	
MINI of Marin	CA
Momentum MINI	TX

Patrick MINI	IL
MINI North Scottsdale	AZ
<u>Thursday, July 16, 2026</u>	
MINI of San Antonio	TX
Bill Jacobs MINI	IL
<u>Friday, July 17, 2026</u>	
MINI of Tempe	AZ
MINI of Escondido	CA
<u>Saturday, July 18, 2026</u>	
MINI of San Diego	CA
Sandia MINI	NM
Chicago - Open Point	IL
<u>Tuesday, July 21, 2026</u>	
MINI of Reno	NV
MINI of Las Vegas	NV
<u>Wednesday, July 22, 2026</u>	
Niello MINI	CA

Corporate Communications Contact:

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MINI USA

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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

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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.

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