



Media Information
4 July 2026

MINI USA Celebrates America's 250th Birthday with a Cheeky British Salute to a Friendship 250 Years in the Making.

Woodcliff Lake, NJ: Happy 250th Birthday, America!

Two hundred and fifty years ago, you declared your independence. We took it... remarkably well. ...Eventually.

Today, MINI USA joins millions in celebrating one of history's greatest success stories—the United States of America—and the extraordinary relationship that has evolved between two nations once divided by revolution and now united by culture, creativity, commerce, and a healthy appreciation for doing things differently.

As an iconic British brand that has spent the last 25 years writing an unlikely American success story. Celebrating our own 25th Anniversary in the U.S. this year, MINI knows a thing or two about thriving where conventional wisdom says otherwise.

In a nation that's the undisputed homeland of muscle cars and full-size pickup trucks, a small British original somehow found millions of fans by proving that fun, personality, and individuality never go out of style. Sometimes the biggest statement comes in the smallest package.

Not bad for a former member of the opposition.

Our American adventure actually began even earlier.

The iconic Mini first landed on American shores in 1960, charming drivers with its revolutionary design, ingenious packaging, and giant-killing driving dynamics. However, by 1968, America's evolving safety regulations meant the original Mini was simply a wee too small to stay. Like any good British guest, it quietly packed its bags and headed home.

But good stories deserve a second chapter.

In 2002, the all-new MINI returned to America, reimagined for a new generation while remaining unmistakably true to the original's irrepressible character. It brought back the

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legendary go-kart handling, unmistakable design and cheeky British spirit that had made the classic Mini a global icon, wrapped in a package purpose-built for the modern era. The rest, as they say, is history.

What began as a single two-door model in 2002 has grown into a diverse family of 11 model variants across five distinctive body styles. Yet whether it's the nimble Cooper, a versatile Countryman or an all-electric model leading us into the future, every MINI still delivers the same smile behind the wheel that made people fall in love with the original over six decades ago.

And yes, if you're feeling especially patriotic this Fourth of July, you'll be pleased to know the color palette we offer proudly includes shades of Red, White and Blue – and not to be a spoiler, but a special edition variant in the very near future may include all three shades.

"America's 250th birthday is a celebration of independence, optimism and possibility, all values that have inspired MINI for the past 25 years in the U.S.," said Andrew Cutler, Head of Communications for MINI USA. "As a proudly British brand that's found a second home in America, we're honored to celebrate this milestone with millions of drivers who have proven there's always room for a little British wit, individuality and fun on American roads."

For generations, America and Britain have shared far more than history. We've traded ideas, innovation, humor, literature, design, fashion and, perhaps most famously, music. Long after the Revolutionary War ended, another British Invasion quietly conquered America, this one armed with guitars instead of red coats.

British bands filled American airwaves. British actors stole Hollywood scenes. British style found its way onto Main Street. British humor became part of American popular culture. James Bond, The Beatles, The Rolling Stones, punk, Britpop, Premier League football on Saturday mornings, afternoon tea, the occasional obsession with baking competitions... and somewhere along the way, a cheeky little British car with spirit and grit rolled into American driveways and never really left.

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Turns out the second British Invasion was a lot more fun.

MINI has always celebrated the wonderfully unconventional. Since returning to America in 2002, the brand has championed people who zig when everyone else zags, who value experiences over excess, and who understand that optimism, creativity, and a sense of humor are universal languages.

Those happen to be values both our countries understand remarkably well. As America celebrates 250 years of independence, MINI is proud to celebrate something equally enduring: the friendship between two nations that have spent centuries proving that great ideas travel well in both directions.

- We've shared history.
- We've shared culture.
- We've shared music.
- We've shared innovation.
- We've shared values.

And for the past quarter century, we've shared the fun of motoring on the back roads and byways across the United States!

Here's to the next 250 years of friendship, collaboration, good humor and occasionally reminding everyone that small can be mighty.

Happy Birthday, America!

Love, your slightly cheeky British friend, MINI USA

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About MINI in the U.S.

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 104 MINI full passenger car sales and service dealers located throughout the U.S. 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 online at www.press.bmwgroup.com/usa.

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