



Media Information
30 July 2026

MINI Makes First-Ever Rebelle Rally Debut with New Model Variant at 2026 Competition.

- Championed by an all-women field of drivers and navigators, the rigorous competition covers 1,500 miles of demanding western U.S. terrain.
- Competitive rallyist and MINI enthusiast Felicia Killman to pilot new MINI model with rallyist and BMW Group Mexico PR team member, Erika Ferrer as navigator.

Woodcliff Lake, NJ: MINI USA today announced plans to make the brand's first-ever appearance in the 2026 Rebelle Rally, marking a new chapter in MINI's storied motorsport history. Competing in the longest competitive off-road navigation rally in the United States, MINI take part in the competition with a new model variant that introduces an exciting adventure-oriented expression of the MINI brand during one of the world's premier off-road competitions for women.

Held annually across the deserts of Nevada and California, and for the first time in Utah, the Rebelle Rally is the nation's premier all-women off-road navigation competition, challenging competitors to rely solely on maps, compass, road book, and teamwork as they traverse 1,500 miles of rugged terrain. For MINI, the rally provides the ideal proving ground to demonstrate the capability, durability, and adventurous spirit of its newest model variant.

"The Rebelle Rally represents the competitive spirit of adventure, resilience, and confidence that also defines MINI," said [Sean Green, Vice President, MINI of the Americas](#). "Making our debut in the event while simultaneously introducing an exciting new addition to our model portfolio is a fitting way to celebrate MINI's rally heritage while delivering authentic driving experiences on and off the pavement."

The new model variant will present a more rugged and adventure-oriented interpretation of the MINI lineup, designed for those eager to venture beyond the pavement and confidently follow wherever the journey may lead. More details will be revealed this fall in conjunction with the vehicle's global reveal.

An Accomplished All-Women Team

Campaigning MINI's newest model variant in the rally will be an accomplished two-woman team whose combined experience in motorsports, navigation, and storytelling reflects the adventurous spirit of both the vehicle and the rally.

- **Erika Ferrer:** A member of BMW Group Corporate Communications team in Mexico Erika of Morelia, will serve as navigator. Ferrer brings both professional communications expertise and an impressive competitive rally résumé. After beginning her motorsports

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career managing championship rally teams, she transitioned into the co-driver's seat, earning three consecutive regional rally co-driver championships while competing throughout Mexico. Ferrer has also co-driven renowned rally champion Benito Guerra during La Carrera Panamericana. Representing MINI at the Rebelle Rally combines her passion for motorsport with her role in communicating the brand's latest innovations, making her uniquely positioned to share the story of MINI's inaugural Rebelle Rally campaign.

- **Felicia Killman:** Driving the MINI entry will be **Felicia Killman** of Lacey, Washington. A mortgage professional, military spouse, mother, and dedicated rally competitor, Killman has built a reputation for embracing challenges both on and off the course. An active competitor in the American Rally Association, she has experience as a navigator and campaigns a specially prepared MINI in stage rally competition. A passionate advocate for the MINI community, Killman views motorsport as an opportunity to inspire others to pursue ambitious goals through preparation, perseverance, and teamwork. Her hands-on experience competing in MINI vehicles makes her a natural choice to help introduce the brand's newest adventure-focused offering.

"The Rebelle Rally is the ideal stage to demonstrate the capability of our newest MINI while celebrating the adventurous spirit of women in competitive motorsport," said [Kate Alini, Head of Marketing, Product, and Strategy, at MINI USA](#). "We're especially proud that our two-woman team unites one of our own BMW Group colleagues with a passionate MINI enthusiast, creating an authentic partnership that embodies the confidence, resilience, and adventurous spirit at the heart of the MINI brand, and among our employees and owners alike."

MINI Continues BMW Group Rebelle Rally Legacy for 2026

MINI's inaugural entry continues BMW Group's ongoing commitment to the Rebelle Rally, which began in 2019 with the entry of a Rolls-Royce Cullinan. Since then, BMW Group has demonstrated the capabilities of its vehicles through successive entries from BMW, including the BMW X2 in 2023, the BMW X3 in 2024, and the BMW X5 in 2025.

In 2025, a nearly production-specification BMW X5 captured the coveted Bone Stock Award while finishing second overall in the X-Cross class for all-wheel-drive vehicles. Piloted by veteran driver Rebecca Donaghe and navigated by Rebecca Dalski, Product Manager for BMW of North America, the team completed more than 1,700 miles over eight demanding days of desert navigation. Competing with virtually no modifications beyond aftermarket tires—a change

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permitted in the Bone Stock category—the X5's performance highlighted the capability and durability of a vehicle that closely reflected what customers can purchase off the showroom floor.

Now, MINI brings its own personality and motorsport heritage to the Rebelle Rally, using the event as the stage for the global debut of an exciting new model variant while writing the next chapter in the brand's long tradition of rally competition.

MINI Carries on its Rally Heritage

MINI's participation in the Rebelle Rally builds upon one of motorsport's most celebrated rally legacies. The original Mini Cooper S earned legendary status by claiming overall victories at the Monte Carlo Rally in 1964, 1965, and 1967, using its compact dimensions, agile handling, and innovative engineering to outperform significantly more powerful competitors. More recently, MINI achieved international success in the Dakar Rally, reinforcing the brand's reputation for capability in the world's toughest off-road competitions.

With its first appearance in the Rebelle Rally and the global debut of an exciting new model variant, MINI begins a new chapter that honors its rally heritage while embracing the next generation of adventurous driving.

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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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