

Media Information
2 October 2026

MINI TAKES THE STATES 2026 KICKS OFF IN CALIFORNIA, LAUNCHING 20TH-ANNIVERSARY CELEBRATION WITH A “REMIX.”

- MINI owners hit the road for the first of three fall rally weekends, featuring scenic California roads, community and live music with Sugar Ray at Lake Tahoe.

Woodcliff Lake, NJ: MINI USA officially kicked off **MINI TAKES THE STATES (MTTS) 2026** today, sending off a caravan of MINI owners to hit the open road from Monterey, California, for the first of three long-weekend events celebrating the **20th anniversary of the iconic biennial rally**.

The California weekend, taking place October 2–4, launches a remixed version of MTTS that will bring several thousand MINI owners together across **three states, nine cities and three unforgettable weekends** this fall. Participants will travel from **Monterey to Sonoma and on to Lake Tahoe**, taking in some of California’s most celebrated roads and scenery along the way.

The 2026 rally puts a fresh spin on the traditional MTTS experience with a “**remix**” **music theme**, pairing curated driving routes and MINI community celebrations with live performances at signature destinations. The **YouTube Music Foundry Concert Series** will headline each weekend, with **Sugar Ray** taking the stage in Lake Tahoe on Saturday, October 3, following opener **The Paradox**.

“MTTS is officially underway,” said **Kate Alini, Head of Marketing, Product and Strategy, MINI USA**. “For 20 years, MINI TAKES THE STATES has brought our community together through a shared love of the open road, adventure and having fun along the way. This year, we’re remixing the experience with three distinct weekends, three different parts of the country and a soundtrack that celebrates the spirit of MINI. We’re thrilled that so many of our MINI owners, old and new, are joining us in California for the start of what will be an epic journey.”

A 20-Year Tradition Takes a New Route

The first MINI TAKES THE STATES launched in **2006** as a cross-country road rally celebrating the debut of the first MINI GP. Held every two years, MTTS has evolved into one of the most celebrated recurring road trips for MINI owners in the United States.

Now, 20 years after the inaugural event, MTTS 2026 introduces a new format designed to make the rally accessible to more MINI owners while preserving the community, camaraderie and spontaneous discovery that have defined the event since its beginning.

MINI CORPORATE COMMUNICATIONS

Media Information

Date 2 October 2026

Topic **MINI TAKES THE STATES 2026 KICKS OFF IN CALIFORNIA, LAUNCHING 20TH-ANNIVERSARY CELEBRATION WITH A MUSICAL “REMIX.”**

Page 2

Rather than one continuous journey, this year’s rally unfolds over **three long weekends in three regions of the country**, allowing participants to register for one, two or all three events. The California adventure begins in Monterey before heading north along the **Pacific Coast Highway to Sonoma**, followed by a route east through Northern California toward **Lake Tahoe**. Along the way, participants will experience iconic scenery and roads including the PCH, the Golden Gate Bridge, the vineyards of Napa and the climb through Carson Pass.

Each rally day follows MINI’s signature **Rise & Rally** format, bringing owners together for breakfast, activities, music and a morning send-off before they hit the road. Each evening provides another opportunity for the MINI community to reconnect over food, beverages, entertainment and live music.

The Soundtrack of MTTS: Sugar Ray Headlines Lake Tahoe

The first weekend’s celebration culminates Saturday evening, October 3, at **Lake Tahoe**, where the YouTube Music Foundry Concert Series will bring the MTTS “remix” theme to life. **The Paradox** will open the evening before **Sugar Ray** takes the stage as the weekend’s headliner. The performance adds a live soundtrack to a weekend built around driving, discovery and the shared experiences of the MINI community.

The YouTube Music Foundry Concert Series will continue throughout MTTS 2026, with additional performances planned for the rally’s signature stops in New York and Florida.

Two More Weekends, Six More Cities

The MTTS adventure continues later this fall with two additional regional rallies:

New York | October 23–25

- The second weekend begins in **Buffalo**, travels through **Syracuse** and concludes in **Lake Placid**. Participants will follow routes along the shores of Lake Ontario, past Niagara Falls and into the Adirondack Mountains. The weekend’s headline concert at Lake Placid on October 24 will feature **Smash Mouth**, with **Momo Boyd** opening.

Florida | November 13–15

- The final weekend starts in **Fort Myers**, heads across the state to **Miami**, and then turns south along the iconic Overseas Highway and Seven-Mile Bridge before finishing in **Key West**. The Florida route will showcase the Tamiami Trail and Florida coastline,

MINI CORPORATE COMMUNICATIONS

Media Information

Date 2 October 2026

Topic **MINI TAKES THE STATES 2026 KICKS OFF IN CALIFORNIA, LAUNCHING 20TH-ANNIVERSARY CELEBRATION WITH A MUSICAL “REMIX.”.**

Page 3

with **Fitz and The Tantrums** headlining the November 14 concert in Key West following opener **8RO8**.

Together, the three weekends create a 2026 MTTS route spanning **California, New York and Florida**, with stops in Monterey, Sonoma, Lake Tahoe, Buffalo, Syracuse, Lake Placid, Fort Myers, Miami and Key West.

MINI Takes the States Rally for a cause.

oMTTS 2026 will also support pet advocacy and welfare with **Best Friends Animal Society** who will join the rally as the nation’s largest sanctuary dedicated to ending animal homelessness. MINI owners will have opportunities to support the organization’s lifesaving mission at rally stops throughout the three-event series.

MINI owners who want to join the adventure at upcoming stops can still register for the remaining weekends at **MINITAKESTHESTATES.com** where more information and the latest updates on MINI TAKES THE STATES 2026 are available.

Corporate Communications Contact:

Andrew Cutler, Head of Communications

MINI USA

Phone: 201-376-4962

E-mail: Andrew.cutler@miniusa.com

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.

#