



Media Information

07 October 2026

MINI USA Kicks Off First-Ever Rebelle Rally Competition with New 2027 MINI Countryman Untamed Edition.

- MINI's newest adventure-focused model variant takes on 1,500 miles of rugged terrain as the brand begins its inaugural Rebelle Rally campaign.
- MINI Countryman Untamed Edition offers a distinctive, more rugged design and enhanced off-road capability.

Las Vegas, NV. MINI USA officially kicks off its first-ever participation in the Rebelle Rally, with the green flag dropping at Las Vegas Motor Speedway October 8 at 7am PT, opening a new chapter in MINI's legendary motorsport history.

The 2026 Rebelle Rally marks the competitive debut of the new **2027 MINI Countryman Untamed Edition**, an adventure-focused variant created to bring greater capability, versatility, and freedom to explore beyond the pavement. The rally will serve as a demanding real-world proving ground for the new model as it takes on approximately 1,500 miles of rugged terrain across Nevada, California, and Utah.

MINI's entry comes as part of the global introduction of the new MINI Countryman Untamed Edition, connecting the brand's newest expression of adventure with a motorsport heritage built on challenging convention and succeeding where others might not expect it.

A New MINI Built for Adventure

The MINI Countryman Untamed Edition expands the capability of the MINI Countryman with a more rugged design and enhanced all-terrain versatility. In the United States, the Untamed Edition is offered on the **MINI Countryman S ALL4** and all-electric **MINI Countryman SE ALL4**, combining intelligent MINI ALL4 all-wheel drive with a suspension lift, specially developed all-terrain tires, exclusive 19-inch Untamed Edition wheels, and a range of functional and design enhancements.

The suspension lift increases ground clearance by up to 19 millimeters, depending on powertrain and market, while specially calibrated ABS, DSC, and steering systems accommodate the revised suspension and all-terrain tire combination. In the U.S., the factory-installed trailer hitch provides a maximum towing capacity of 3,500 pounds, while roof load capacity reaches up to 165 pounds while driving and up to 661 pounds when stationary.

MINI CORPORATE COMMUNICATIONS

Media Information

Date	07 October 2026
Topic	MINI USA Kicks Off First-Ever Rebelle Rally Competition with New 2027 MINI Countryman Untamed Edition.
Page	2

The Untamed Edition's design reinforces its purpose. Protective matte-black films, Dark Steel exterior accents, an edition-specific mountain logo, and the new 19-inch Untamed Edition Spoke wheels give the Countryman a distinctive, functional character inspired by the outdoors.

The adventure extends beyond the vehicle itself. MINI has partnered with **AUTOHOME** to develop a dedicated roof tent and with **HELINOX** to create an exclusive camping collection, further expanding the Untamed Edition's outdoor lifestyle offering.

"The Countryman has always been about giving people the freedom to go further, and with the Untamed Edition, we wanted that sense of adventure to be immediately visible," said Holger Hampf, Head of MINI Design. "From the rugged details and distinctive wheel design to the outdoor-inspired materials and colors, every element has a purpose. The result is a more adventure-oriented expression of the Countryman that still feels unmistakably MINI."

MINI's First Rebelle Rally Team

Behind the wheel of MINI's inaugural Rebelle Rally entry is **Felicia Killman** of Lacey, Washington, an accomplished rally competitor and longtime MINI enthusiast. Killman competes in the American Rally Association, with experience at both the regional and national level as a co-driver with grassroots rally team Lab Rat Garage, as well as at the national level navigating for the MINI JCW Rally Team

Joining Killman in the navigator's seat is **Erika Ferrer**, a member of the BMW Group Corporate Communications team in Mexico. Ferrer began her motorsport career managing championship rally teams before moving into competition as a co-driver, earning three consecutive regional rally co-driver championships in Mexico. She has also co-driven renowned rally champion Benito Guerra during La Carrera Panamericana.

Together, Killman and Ferrer bring complementary experience in driving, navigation, motorsport, communications, and the MINI community to one of the world's premier off-road competitions for women.

"Bringing MINI to the Rebelle Rally for the first time is an exciting way to connect our motorsport heritage with the next generation of adventure," said Sean Green, Vice President, MINI of the Americas. "Felicia and Erika bring very different experiences to the team but share the same passion for challenge and exploration. Their partnership makes this campaign especially meaningful as we introduce the Countryman Untamed Edition and show what the MINI spirit looks like when the pavement ends."

MINI CORPORATE COMMUNICATIONS

Media Information

Date 07 October 2026
Topic MINI USA Kicks Off First-Ever Rebelle Rally Competition with New 2027 MINI Countryman Untamed Edition.
Page 3

1,500 Miles. No GPS. One MINI.

The Rebelle Rally challenges teams to navigate more than 1,500 miles of demanding western U.S. terrain using traditional navigation skills. Competitors rely on maps, compass, road book, and teamwork, with GPS navigation prohibited.

For Killman and Ferrer, preparation has included intensive field training across dunes, rocky terrain, and loose surfaces, along with extensive practice in map-and-compass navigation and decision-making under pressure.

“Being part of MINI’s first Rebelle Rally is an incredible opportunity, and now that we’re at the starting line, the excitement is real,” said Felicia Killman, MINI team driver. “We’ve put in the work to prepare for the terrain, the navigation and everything the rally can throw at us. Erika and I know there will be challenges along the way, but that’s exactly what makes this experience so exciting. We’re ready to put the new MINI Countryman Untamed Edition to the test and see where the adventure takes us.” For Ferrer, the rally’s unique navigation requirements represent an equally important challenge.

“The Rebelle Rally is as much a test of judgment and teamwork as it is of the vehicle,” said Erika Ferrer, MINI team navigator. “Out here, every decision matters, from choosing the right line to staying on course when the terrain doesn’t look anything like the map. Felicia and I have every confidence in the development and engineering behind the MINI Countryman Untamed. Its capabilities will be a major asset as we tackle low-grip surfaces, steep inclines, and the dunes. I’m excited to put our preparation—and the vehicle’s capabilities—to the test when the rally begins.”

Engineering the MINI for the Rebelle

A dedicated BMW Group engineering team led by **James Wallace, Dennis Heaphy, and Eran Garma** has prepared the MINI entry for the demands of the competition, balancing their regular engineering responsibilities with the unique requirements of a vehicle that must operate far from paved roads and conventional support.

“For every bracket, every mount, every panel, we gave thought to what happens when it’s in such rigorous conditions forty miles from pavement,” said James Wallace, BMW Group Engineer. “That’s only something you can solve by testing, adjusting, and testing again.”

MINI CORPORATE COMMUNICATIONS

Media Information

Date	07 October 2026
Topic	MINI USA Kicks Off First-Ever Rebelle Rally Competition with New 2027 MINI Countryman Untamed Edition.
Page	4

The vehicle preparation has also been supported by a group of technical and outfitting partners, including **Thule, MINI Tire Center, Pelican Cases, Morimoto Lighting, Heinlein Racing Development, Peak Design, and GoPro**, with MINI Motoring Protection providing funding support for travel, vehicle shipment, media support, and campaign giveaways.

A New Chapter in MINI's Rally Heritage

MINI's Rebelle Rally debut adds a new chapter to one of motorsport's most celebrated rally legacies.

The original Mini Cooper S earned its place in rally history with overall victories at the Monte Carlo Rally in **1964, 1965, and 1967**, using its compact dimensions, agile handling, and innovative engineering to challenge significantly more powerful competitors. More recently, MINI has achieved international success in the Dakar Rally, reinforcing the brand's reputation for tackling some of the world's toughest off-road competitions.

The 2026 Rebelle Rally campaign also continues BMW Group's participation in the event, which began in 2019 with a Rolls-Royce Cullinan. BMW subsequently entered the competition with the BMW X2 in 2023, BMW X3 in 2024, and 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.

Now, MINI is taking its turn.

With the green flag falling at Las Vegas Motor Speedway, the MINI Countryman Untamed Edition moves from global reveal to real-world competition, putting its adventure-focused character to the test across 1,500 miles of demanding terrain.

MINI Countryman Untamed Edition Coming to the U.S. in 2027

Production of the new MINI Countryman Untamed Edition begins in November 2026 at BMW Group Plant Leipzig, with U.S. customer deliveries expected in early 2027.

In the United States, the 2027 MINI Countryman S ALL4 Untamed Edition will start at \$43,900, while pricing for the MINI Countryman SE ALL4 Untamed Edition will be announced at a later date. Prices exclude destination and handling. The new Untamed Edition demonstrates that adventure is not simply a destination for MINI – it is part of the journey. As the MINI team begins its first Rebelle Rally, the brand is putting that philosophy into motion.

MINI CORPORATE COMMUNICATIONS

Media Information

Date 07 October 2026
Topic MINI USA Kicks Off First-Ever Rebelle Rally Competition with New 2027 MINI Countryman Untamed Edition.
Page 5

How to Follow the Excitement

Fans can follow MINI's inaugural Rebelle Rally campaign throughout the competition with live tracking, daily updates, and coverage across Rebelle Rally digital and social channels.

- **Live tracking:** Follow the MINI team's progress beginning October 9 through the live tracking page at <https://www.rebellerally.com/home/live>.
- **Live coverage:** Watch the action and follow live social updates at [rebellerally.com/live](https://www.rebellerally.com/live) and through the Rebelle Rally [YouTube](#), [Instagram](#) and [Facebook](#) channels.
- **Daily updates:** Sign up for competition highlights and updates via e-mail alerts at [rebellerally.com/#email-signup](https://www.rebellerally.com/#email-signup). Regular updates will also be shared on MINI USA's [Instagram](#) and [TikTok](#) feeds.

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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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