



Media Information

14 October 2026

UPDATE: MINI USA Rebelle Rally Team in Thick of First-Ever Rebelle Rally Competition with New 2027 MINI Countryman Untamed Edition.

- MINI USA Puts New MINI Countryman Untamed Edition to Test in 2026 Rebelle Rally.
- First-time entry highlights MINI's adventure-ready spirit as the #NotSoMINIRebelles navigate challenging desert terrain in the brand's newest off-road-oriented model.

Las Vegas Nevada to Glamis, California - MINI USA is putting its newest adventure-oriented model to the test at the 2026 Rebelle Rally, where the #NotSoMINIRebelles are navigating some of the most demanding terrain in the American Southwest in the new 2027 MINI Countryman Untamed Edition that was just revealed to the world just days before the rally kicked off.

Making its first appearance in the Rebelle Rally, MINI is using the eight-day competition to demonstrate the new Countryman Untamed Edition's off-road capability, durability, and distinctive character in real-world conditions. The rally challenges teams to navigate using traditional tools—including maps, compasses, and roadbooks—without GPS navigation, placing a premium on precision, teamwork, and sound decision-making.

As of the latest published cumulative standings following Day 4, MINI USA's Team #206, the #NotSoMINIRebelles, ranked third in the four-team X-Cross class with 463 points. The team regained third place on Day 4 after navigating a demanding route that included storms and water crossings. Competition remains underway, with final results still to come.

Behind the wheel is Felicia Killman, a rising rally competitor from Washington state, alongside navigator Erika Ferrer, a BMW Group Mexico colleague with extensive rally experience and three co-driver championship titles in her home country. Together, the pair are bringing a combination of fresh perspective, established navigation expertise and a shared determination to the MINI USA campaign.

"The Rebelle Rally is giving us exactly the kind of real-world proving ground we envisioned for the new MINI Countryman Untamed Edition," said **Vikash Joshi, Product Manager, MINI USA**. "As Felicia and Erika work through the demands of challenging terrain and precision navigation, their progress is a testament to the team's preparation and the capability we set out to deliver with this new model. We're excited to see what the team takes on in the final days ahead."

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The Rebelle Rally offers a distinctive environment in which to explore the relationship between vehicle capability and driver skill. Across more than 1,500 miles of demanding terrain, competitors must interpret navigation instructions, identify checkpoints, and adapt to changing conditions. Unlike conventional motorsport, success is determined by navigation accuracy and checkpoint scoring rather than outright speed.

“As the inaugural MINI team in the Rebelle Rally, we’re incredibly proud of our progress. From crossing rivers to tackling steep hills and challenging terrain, the MINI Countryman Untamed has shown us—and our fellow competitors—what it’s capable of.” said **Erika Ferrer, MINI team navigator**. “It’s especially rewarding to hear other competitors say they weren’t sure they could make it through an obstacle until they saw our MINI do it first. While we’re still waiting on the scores from the past few days of competition, we’re focused on navigating to our plotted coordinates, earning as many points as possible, and taking good care of the car.”

“These first few days of the Rebelle Rally have been a really great experience for us as first-time competitors. We’ve worked well together, talked through our strategy, and had a lot of fun along the way.” said **MINI team driver, Felecia Killman**. “The MINI Countryman Untamed Edition has been a fantastic partner on the stages, that we’re getting more comfortable with each day. We know there’s always room to get a little more precise and pick up some speed, but we’re learning so much and feeling good about how we’re working together. We’re heading into the second half of the rally feeling confident, excited, and ready to see what’s next!”

For MINI, the campaign also reflects the brand’s longstanding connection to rally competition and its spirit of adventure. The new Countryman Untamed Edition brings that spirit into a new setting, taking on the varied terrain and unpredictable conditions of one of the country’s most challenging off-road navigation events.

With the rally continuing through October 16, MINI USA and the **#NotSoMINIRebelles** remain focused on the days ahead, gathering valuable experience and demonstrating the Countryman’s capabilities far beyond the pavement.

Follow the team and the latest competition standings at [the official Rebelle Rally live dashboard](#) and on MINI USA’s social channels.

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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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