

Media Information

20 October 2026

MINI USA Celebrates Historic Rebelle Rally Debut with Third-Place Podium Finish and Two Team Awards.

- The **#NotSoMINIREbelles** earn third place in the X-Cross class, Rookie of the Year honors, and the “Challenge Accepted” Award
- MINI’s first-ever appearance at one of the longest all-women’s off-road rallies in the United States highlights brand’s adventure-ready spirit
- **#NotSoMINIREbelles** successfully navigated challenging desert terrain in the brand’s newest off-road-oriented model.

Glamis, California - MINI USA is celebrating a remarkable debut at the 2026 Rebelle Rally, where driver and MINI enthusiast Felicia Killman along with navigator Erika Ferrer a member of the BMW Group Corporate Communications team in Mexico earned a third-place podium finish in the X-Cross class, along with two additional team awards, in the all-new 2027 MINI Countryman Untamed Edition.

In MINI’s first-ever entry in the Rebelle Rally, one of the longest off-road navigation rallies of its kind in the United States, the duo known as the **#NotSoMINIREbelles** demonstrated determination, teamwork, and a fearless spirit while putting MINI’s newest adventure-focused model to the test across some of the most challenging terrain in the American West.

As an all-women’s competition, the Rebelle Rally celebrates the skill, resilience, and resourcefulness of women in motorsport. Over eight days and more than 1,500 miles of rugged terrain across Nevada, California, and Utah, competitors navigate desert trails, rocky climbs, sand washes, and river crossings using traditional tools rather than GPS. For Killman and Ferrer, the demanding competition presented an opportunity to make MINI history while demonstrating the capabilities of the newly introduced MINI Countryman Untamed Edition.

The team earned three distinguished honors recognizing its competitive performance, rookie achievement, and positive impact on the Rebelle Rally community:

- **Third Place – X-Cross Class:** A podium finish for the team in MINI’s inaugural appearance at the competition.
- **Rookies of the Year – X-Cross Class:** Recognition of Killman and Ferrer’s outstanding first campaign, demonstrating the value of preparation, perseverance, and teamwork.

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- **“Challenge Accepted” Award – Presented by Stryten Energy:** Voted on by fellow competitors and event staff, this special team honor recognizes those who embrace challenges with an exceptional attitude and inspire others through their example.

Together, the three awards mark a milestone for Killman and Ferrer and a memorable first appearance for MINI USA at the Rebelle Rally. While the honors recognize the team and its accomplishments, the competition also provided a demanding real-world proving ground for the newly revealed MINI Countryman Untamed Edition.

“MINI’s first Rebelle Rally has been an incredible demonstration of what happens when bold engineering meets determination, teamwork, and a willingness to take on the unexpected,” **said Sean Green, Vice President, MINI of the Americas.** “Felicia and Erika delivered an outstanding result, earning a podium finish and two additional team awards while demonstrating the capability of the new MINI Countryman Untamed Edition. We couldn’t be prouder of their accomplishments and the way they represented MINI.”

Three Awards. One Unforgettable Team.

Unlike traditional motorsport competitions that reward outright speed, the Rebelle Rally challenges teams to find checkpoints and accumulate points through precise navigation, strategic decision-making, and teamwork. With GPS navigation prohibited, competitors must rely on maps, compass, and a roadbook to chart their routes across more than 1,500 miles of demanding terrain.

The 2026 competition pushed teams to their limits, with temperatures approaching 100 degrees Fahrenheit, powerful storms, rain, river crossings, steep climbs, and challenging sand dunes. In the final stages, wind gusts reaching 50 mph sent blowing sand across the course, creating whiteout conditions and dramatically reducing visibility.

Through it all, Killman and Ferrer persevered, strengthening their partnership and adapting to the challenges of the course. Their third-place finish in the X-Cross class marked a significant achievement in their first Rebelle Rally campaign. The Rookie of the Year honor recognized their impressive debut, while the “Challenge Accepted” Award reflected the respect of fellow competitors and event staff for the team’s attitude, determination, and ability to inspire others.

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“We achieved our mission: to show everyone what MINI is capable of,” said **Erika Ferrer**, MINI team navigator and a member of the BMW Group Corporate Communications team in Mexico. “Reaching the finish line with a podium finish in the debut of the new MINI Countryman Untamed Edition was incredibly rewarding, especially after overcoming everything from river crossings to some of the toughest off-road challenges imaginable. It was just as meaningful to see fellow competitors inspired by what our team and MINI could accomplish.”

For Killman, the achievement represents both a personal milestone and a new chapter in MINI’s motorsport story.

“It was an honor to take on the Rebelle Rally with Erika for MINI,” said **Felicia Killman**, MINI team driver and longtime MINI enthusiast from Lacey, Washington. “Earning a podium finish after all the challenges we faced is a surreal feeling, and knowing we’ve added to MINI’s motorsport history makes it even more meaningful. One of the most rewarding parts was seeing our MINI tackle obstacles that other competitors weren’t sure they could overcome—and realizing that watching us helped inspire them to take on those same challenges.”

The MINI Countryman Untamed Edition: Adventure, Proven.

Revealed to the world just days before the competition began, the 2027 MINI Countryman Untamed Edition made its competitive debut on one of the most demanding real-world proving grounds imaginable.

Designed to bring a more rugged, adventure-oriented character to the MINI Countryman, the Untamed Edition combines distinctive styling with enhanced all-terrain versatility. U.S. models include MINI ALL4 all-wheel drive, a suspension lift, specially developed all-terrain tires, and exclusive 19-inch Untamed Edition wheels. Together, these features support confident exploration beyond paved roads while preserving the distinctive personality and driving character of MINI.

The Rebelle Rally provided an opportunity to put those capabilities to the test in constantly changing conditions, from loose sand and rocky trails to water crossings and steep, uneven terrain. The team’s performance demonstrated the vehicle’s versatility in demanding conditions while reinforcing the idea that capability is not simply a matter of size.

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Beyond their competitive results, Killman and Ferrer encouraged fellow competitors to reconsider what they could accomplish, demonstrating how witnessing another team overcome a difficult obstacle can inspire others to take on challenges of their own. Their recognition with the “Challenge Accepted” Award underscored that impact, celebrating the team’s attitude and the inspiration it provided to the wider rally community.

A New Chapter in MINI’s Rally Heritage

MINI’s Rebelle Rally debut builds on a motorsport legacy that spans generations. The original Mini Cooper S secured overall victories at the Monte Carlo Rally in 1964, 1965, and 1967, challenging more powerful competitors with its compact dimensions, agile handling, and innovative engineering. More recently, MINI has established an international reputation for tackling demanding off-road competition, including the Dakar Rally.

The 2026 campaign also continues BMW Group’s participation in the Rebelle Rally, which began in 2019 with a Rolls-Royce Cullinan and continued with BMW entries in 2023, 2024, and 2025. MINI’s debut brings a fresh personality to that legacy, pairing a new adventure-focused model with a team whose performance reflects the determination and collaborative spirit shared across BMW Group.

The successful campaign was made possible through the dedication of BMW Group engineering colleagues and the MINI USA Product Planning team, alongside the contributions of technical partners, sponsors, and supporters who helped prepare and support the vehicle throughout the competition. MINI USA also recognizes BMW Group Financial Services for its sponsorship support, along with other sponsors who contributed specialized equipment and support to the team including:

- **Thule** — Roof rack and cargo solutions.
- **MINI Tire Center** — All-terrain tires and spares.
- **Pelican Cases** — Protective cases for essential rally gear.
- **Morimoto Lighting** — Auxiliary lighting for improved visibility.
- **Heinlein Racing Development (HRD)** — Skid plate and interior mounting systems.
- **Peak Design** — Bags and luggage.
- **GoPro** — Cameras and equipment to document the rally.
- **MINI Motoring Protection** — Funding support for travel, vehicle shipment, media support, and campaign giveaways.

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A Milestone for MINI USA and the #NotSoMINIRebelles

With a third-place podium finish in the X-Cross class, Rookie of the Year recognition, and the “Challenge Accepted” Award, Killman and Ferrer have made MINI’s first Rebelle Rally a milestone for both the team and the brand. Their achievement celebrates the competitive spirit of an extraordinary all-women’s motorsport event, showcases the capabilities of the new MINI Countryman Untamed Edition in demanding real-world conditions, and adds a memorable chapter to MINI’s rally heritage.

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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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