

# MINI

## US Press Information



**For Release:**       **IMMEDIATE**

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### **THOUSANDS OF MINI OWNERS MOTOR INTO SAINT LOUIS**

**Woodcliff Lake, NJ – August 7, 2010...** MINI TAKES THE STATES (MTTS) has officially begun and thousands of MINI owners are making their way along the eastern route. The rally will stop Tuesday, August 10<sup>th</sup> in Saint Louis, Missouri for a “Taste of Saint Louis” event featuring local food favorites.

“MTTS 2010 is our largest rally endeavor yet, and is sure to be a great experience for everyone involved,” said Jim McDowell – Vice President, MINI USA. “MINI owners who are motoring along the route, and friends of the brand who meet us at rally stops, are guaranteed life-memorable experiences as well as new friendships and great stories to take back home.”

MINI of St. Louis is hosting the “Taste of Saint Louis” event, where MTTS participants will gather and enjoy local delicacies such as Gus’s Pretzels, Fitz’s Root Beer, Dad’s Cookies, Ted Drew’s Ice Cream and Goopy Butter Cakes.

MTTS has steadily grown into a motoring enthusiast phenomenon since 2006, with this year’s rally including “pit stops” for MINI owners at the legendary Indianapolis 500 Speedway and Utah’s Bonneville Salt Flats. MTTS caps off with a weekend-long festival in Denver, Colorado, August 13-15, 2010. This year’s program includes thousands of participants who will motor 8,000 combined miles while traveling across 19 states.

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Event Details:

The "Taste of Saint Louis" event

Date: Tuesday, August 10, 2010

Time: 3:00 p.m. - 6:00 p.m.

Location: The Lindberg Room at the Hilton Saint Louis at the Ballpark

1 South Broadway

Saint Louis, MO 63102

Rise and Shine Rally – group drive off from Saint Louis, Missouri

Date: Wednesday, August 11, 2010

Time: 8:00 - 9:00 AM - drive off 9:00 AM

Location: Ball Park Parking - Star Lot

611 S. 7th Street (at the corner of Cerre and 7th Street)

St. Louis, MO 63101

**MINI in the US**

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 which has been present in the United States since 1975. Rolls Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 99 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com)

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