

# MINI

## US Press Information



**For  
Release:**

**IMMEDIATE**

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### **THOUSANDS OF MINI OWNERS MOTOR INTO WINTER PARK, COLORADO**

**Woodcliff Lake, NJ - August 11, 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 Thursday, August 12<sup>th</sup> and Friday, August 13<sup>th</sup> in Winter Park, Colorado for special events and MINI-style fun.

"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."

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Upon arrival in Winter Park on August 12, the MTTs rally participants will combine with the MINI owners in town for the MINI In the Mountains (MITM) program, and take a "Cruise of Winter Park," beginning at 5 PM... The group is expected to top several hundred MINI vehicles. The cruise will be followed by a concert, food and other activities in Hideaway Park.

On August 13, MTTs and MITM participants will join together for a lunch BBQ at Sunspot, located at the top of Winter Park Mountain - 10,700 feet above sea level. After lunch, the MTTs



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rally moves on to Denver, arriving in time for the Owners Garage Party at Infinity Park.

Also joining the MTTs rally in Grand Junction will be Savannah Rickli her MINI Cooper S, which she drove while setting a world record during the 2010 Pike's Peak International Hill Climb. At 16 years old, Rickli set the world record as the youngest driver to ever complete the race. Rickli and her MINI will be at all of the Grand Junction events and will join the rally into Denver, Colorado on August 13.

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.

Event Details:

Cruise of Winter Park

Date: Thursday, August 12, 2010

Time: 5:00 PM

Location: Driveoff from Winter Park Hotel (along Winter Park Drive)

81699 US Highway 40, Winter Park, CO 80482

Hideaway Park Activities

Date: Thursday, August 12, 2010

Time: 6:00 PM

Location: Hideaway Park (Highway 40)

MINIs only section - southeast corner of the park

BBQ lunch at the Lodge at Sunspot

Date: Friday, August 13, 2010

Time: 11:30 AM - 2:00 PM

Location: Lodge at Sunspot, Winter Park Mountain

## **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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