MINI TAKES THE STATES.

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MINI USA OPENS REGISTRATION FOR MINI TAKES THE STATES 2016 AND ANNOUNCES OFFICIAL CHARITY PARTNER

- Registration for the 10th anniversary of the cross-country rally now open
- Feeding America® named Official Charity Partner

Woodcliff Lake, NJ – March 17, 2016... MINI USA today announced that registration for MINI TAKES THE STATES 2016 (MTTS) is now officially open. MINI owners looking to participate can now register at MINITAKESTHESTATES.com. The adult registration fee is $40 for a single city ticket, which includes an evening and morning event in one city, or $75 for a multi-city ticket, which includes access to any and all MTTS events. Children under 12 are free. Information regarding hotel accomodations is also available on the site.

In addition, MINI USA has named Feeding America, the nation's largest hunger-relief organization dedicated to fighting domestic hunger through a network of food banks, as the Official Charity Partner of the legendary cross-country road rally. Similar to years past, a portion of the proceeds from each registration fee will be donated to Feeding America.

"MINI TAKES THE STATES is the most anticipated event in the MINI community and we couldn't be happier to have Feeding America on board as our charity partner," said David Duncan, Vice President MINI of the Americas. "The rally will give the MINI community a chance to motor with purpose through our #DefyHunger campaign while raising the visibility of the charity and helping to defy the labels that are placed on people facing hunger in America."

Through the Feeding America partnership, those participating in MTTS 2016 will have the opportunity to contribute in various ways, including:

- Raise funds and awareness for Feeding America as they motor across the country;

- Bring food donations directly to on-site registration in each city, where a local MINI dealer will collect donations and deliver to a local Feeding America food bank;
- Volunteer activations at food banks in their own community or along the MTTS route.

"The Feeding America network helps to provide food for Americans in need across the U.S. Teaming up with MINI and their enthusiastic community as they tour the country is a fitting way to spread awareness and engage more people in the fight to end hunger," said Nancy Curby vice president of corporate partnerships at Feeding America. "We hope with more support and collaboration from partners like MINI we can continue to #DefyHunger in America."

Activation around the partnership with Feeding America will begin in early April during the company's annual spring sales event. From Friday, April 15, to Sunday, April 24, customers can receive a special offer on new MINI models by registering at MINI dealerships. Each dealership will then donate $20 to Feeding America for every registration at their location. MINI dealers will also host events across the country to raise money for Feeding America.

MTTS 2016 kicks-off at Atlanta Motor Speedway in Georgia, on July 9. From there, participants will make a cross-country journey through 15 cities, finishing the epic Motoring adventure at the Thermal Club motorsports complex in Palm Springs, California.

About 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, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 125 MINI passenger car dealers in 39 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops.

About Feeding America

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on Facebook or follow us on Twitter.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com. Follow us on Twitter at @MINIUSANEWS

Consumer information about MINI products is available via the internet at: www.MINIUSA.com.