

# MINI

## U.S. Press Information



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**Contact:**

Mariella Kapsaskis  
MINI Communications Manager  
201-930-3166  
[Mariella.Kapsaskis@miniusa.com](mailto:Mariella.Kapsaskis@miniusa.com)

Rob Duda  
Peppercomm  
908-347-1243  
[rduda@peppercomm.com](mailto:rduda@peppercomm.com)

### MINI USA ANNOUNCES OFFICIAL DATES FOR MINI TAKES THE STATES 2016

**Woodcliff Lake, NJ –July 9 2015...**It's one year away but start planning now! MINI USA today officially announced the dates for the popular cross-country owners' rally, MINI TAKES THE STATES (MTTS). MTTs 2016 will kick off on Saturday, July 9, 2016, and finish on Saturday, July 23, 2016. The route will be announced at a later date.

In 2014, MINI owners and MINI USA team members motored into Boston's Back Bay after completing a 5,142-mile journey from San Francisco that covered 15 cities and 18 states in 14 days. A portion of that year's event registration fees were donated to Best Friends Animal Society, the charity partner for the rally. A charity partner for the 2016 event will be announced at a later date.

"MINI TAKES THE STATES 2014 was such an amazing experience that we couldn't wait to announce the dates for 2016," said David Duncan, Vice President MINI of the Americas. "I also personally wanted the community to know that I am standing by the promise I made in Boston at the end of our last adventure together. We will motor again in 2016!"

MTTS 2014 attracted close to 4,000 MINI owners from around the world, including two men who drove their MINI from Germany as part of a quest to drive around the world. Nothing about MTTs 2014 was small; in fact, close to 500 MINI owners and staff went "all the way" from coast-to-coast. Others joined in for just a few days of fun, with each of the day's events averaging more than 900 participants.

MTTS will make the now legendary cross-country trip for the sixth time in 2016, with thousands of MINI owners and enthusiasts expected to join the rally, or a leg of it.

MINI USA

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 930-3166

Fax  
(201) 307-3607

Internet  
MINIUSA.com



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Along the way, MINI USA will provide its loyal owners and enthusiasts with genuine, once-in-a-lifetime motoring experiences. Stay tuned for more updates or visit [MINITAKESTHESTATES.com](http://MINITAKESTHESTATES.com). For blog posts and press images from MINI TAKES THE STATES 2014 please visit the [MTTS 2014 page](#) on MINIUSANEWS.com.

Can't wait until 2016? Join MINI owners from all over the country in Mackinaw City, MI, August 1, for a second attempt at the world record for the largest parade of MINI vehicles. The current record is 1,450 MINIs set by the London & Surrey MINI Owners Club on May 17, 2009. Help us bring the record to the United States as we cross one of America's longest suspension bridges, the Mackinac Bridge. Join the fun by registering today at [MINIONTHEMACK.com](http://MINIONTHEMACK.com).

### **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 123 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. Since then, the MINI Brand in the U.S. has grown to encompass a model range of seven unique vehicles.

**Journalist notes:** Media information about MINI and its products is available to journalists at [MINIUSANEWS.com](http://MINIUSANEWS.com).

Consumer information about MINI products is available at [MINIUSA.com](http://MINIUSA.com).