



## SAVE THE DATE: MINI TAKES THE STATES 2018

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Woodcliff Lake, NJ – September 5, 2017- [MINI USA](#) announced today what the MINI community has been anticipating for more than a year, [MINI TAKES THE STATES 2018](#) (MTTS) will indeed happen next summer, beginning July 14, and ending on July 22. Next year's rally will be the seventh MINI TAKES THE STATES adventure for MINI owners and enthusiasts, with previous rallies taking place every other summer since 2006. The route for MTTS 2018 will be announced at a later date.

“At the end of MINI TAKES THE STATES 2016 I stood at the Thermal Club in front of thousands of MINI owners and promised that we would rally again in 2018,” said Thomas Felbermair, Vice President, MINI Americas Region. “Today, together with the MINI USA team, we are delivering on that promise and it is going to be an epic adventure.”

In 2016, MINI owners rallied with a purpose, making an epic 14-day, 4,397 mile adventure that started at [Atlanta Motor Speedway](#) on July 9 and ending at [The Thermal Club](#) in Palm Springs, Calif., all in the name of raising money to #DefyHunger with charity partner [Feeding America](#). By the time the rally had come to a close at the Thermal Club, the group had raised enough money to provide more than one million meals to help people facing hunger through their fundraising efforts, easily topping the initial goal of 800,000 meals. A charity partner for MTTS 2018 will be also be announced at a later date.

MINI TAKES THE STATES 2016 travelled through two national parks and eight race tracks and attracted a record 4,000 plus MINI owners over the two weeks, with more than 900 owners going “all the way”. At times the group swelled to more than 1,500 owners and 700 MINI vehicles of all shapes, colors and sizes.

Stay tuned for more updates or visit [MINITAKESTHESTATES.com](http://MINITAKESTHESTATES.com). Media interested in updates on MINI USA can also follow us on Twitter at [@MINIUSANEWS](https://twitter.com/MINIUSANEWS).

For [press images](#) and [video b-roll](#) from MINI TAKES THE STATES 2016 please visit the [MTS 2016 Newsroom](#) on [MINIUSANEWS.com](http://MINIUSANEWS.com). Browse through a collection of amazing stories from the road captured by the MINI USA team on the [MTS 2016 Blog](#) on [MINIUSANEWS.com](http://MINIUSANEWS.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 128 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 four unique vehicles.