



For Release: Immediate

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MINI USA NAMES UNITED STATES PARALYMPIC TEAM AS CHARITABLE PARTNER FOR MINI TAKES THE STATES 2012

A Minimum of \$10,000 from MTTS Registration Fee Proceeds Will Be Donated

Woodcliff Lake, NJ – April 3, 2012... In January, MINI USA announced initial plans for MINI TAKES THE STATES (MTTS) 2012, and today the company is proud to name the United States Paralympic Team as the charitable partner for this year's MTTS rally. A portion of the proceeds from each \$30 participant registration fee will be donated to the Paralympic Movement, with a minimum of \$10,000 earmarked to support the Paralympic athletes who will compete in the 2012 Paralympic Games in London as well as 2016 hopefuls as they train.

Michael Johnston, an athlete in Para-Triathlon, will represent the United States Olympics Committee for the duration of the partnership, and will participate in the full MTTS road rally beginning July 4. A below the knee amputee, Johnston competes in Triathlon (Sprint to Half-Ironman), Duathlon, Running, Cycling and Swimming, and is a hopeful competitor to race on behalf of the United States in Para-triathlon during the 2016 Paralympic Games in Rio.

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"BMW Group is a Proud Partner of United States Olympic Committee, and the opportunity for MINI USA to support the Paralympic athletes who will represent our country during the Paralympic Games was a natural choice as the MTTS charity partner," said Jim McDowell, Vice President MINI USA. "While MTTS is perhaps the brand's greatest demonstration of the commitment to the MINI community, the charitable donation made each year highlights the importance that MINI and its owners place on supporting the needs of those in our communities."

MTTS is the brand's single biggest road rally, a bi-annual event with thousands of participants that will kick off in 2012 on the east coast Wednesday, July 4th and will make the cross-country trek to the Pacific Ocean concluding on Sunday, July 15th. Each time the event takes place, a charitable partner is selected to receive a portion of the proceeds from the registration fees. In addition to the \$10,000 minimum that MINI has committed, higher registration numbers will result in additional funds being contributed to the United States Olympic Committee. MINI owners and fans who participate in the rally are also welcome to make individual contributions at hosted activities along the route.

Registration for 2012 MTTS opens Thursday, April 5. Please click on www.minitakesthestates.com to sign up and join a one-in-a-lifetime experience.

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 113 MINI passenger car dealers in 38 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 six unique vehicles.

Journalist note: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.

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

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