

MINI

US Press Information



For Release: **IMMEDIATE**

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THOUSANDS OF MINI VEHICLE OWNERS MOTOR INTO LAS VEGAS

Woodcliff Lake, NJ – August 6, 2010... MINI TAKES THE STATES (MTTS) has officially begun and thousands of MINI owners are making their way along the western route. The rally will stop Monday, August 9th in Las Vegas 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.”

MINI owners, executives and media guests will enjoy a special night in Las Vegas, cooling off from the day’s desert driving at the MINUS5 PARTY, hosted by Desert MINI of Las Vegas at the minus5 Ice Lounge. The following morning, they will gather as a group at Palace Station for a Rise and Shine Rally, and then head off toward Salt Lake City, Utah.

The all-new 2011 MINI Countryman will be on display at each of the MTTS stops as it makes its American motoring debut along each of the five official MTTS routes to Denver. The Countryman’s journey provides participants and guests alike the opportunity to view the latest addition to the MINI line-up for the first time outside of auto show displays. MINI USA dealers are already taking orders for the Countryman, which will arrive in US dealerships early next year.

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

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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 includes thousands of participants will motor 8,000 combined miles while traveling across 19 states.

Local Event Details:

MINIUS5 PARTY at the minus5 Ice Lounge

Date: Monday, August 9, 2010

Time: 6:00 – 9:00 p.m.

Location: Inside the Shoppes at Mandalay Place - 3950 Las Vegas Blvd. South
Las Vegas, NV 89119

Rise and Shine Rally – group drive off from Las Vegas

Date: Tuesday, August 10, 2010

Time: 8:00 – 9:00 a.m.

Location: Palace Station - 2411 W. Sahara Ave, Las Vegas, NV 89102

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

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