



For Release: **IMMEDIATE**

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HUNDREDS OF MINI VEHICLES MOTOR INTO DODGE CITY

Woodcliff Lake, NJ – August 11, 2010... MINI TAKES THE STATES (MTTS) is officially underway and thousands of MINI vehicles are making their way along the eastern route. In typical MINI-style fun, the rally will “pit-stop” tomorrow in Dodge City, Kansas for a dinner event held at the historic Boot Hill Museum.

“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.”

After motoring from Kansas City, Missouri, MTTS participants will enjoy a dinner full of surprises at the historic Boot Hill Museum - built on the original Boot Hill Cemetery, which gained its name given people were typically buried in their boots. The dinner event, sponsored by MINI USA, will also include an interactive tour of the Boot Hill Museum.

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 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 MTTS includes thousands of participants motoring 8,000 combined miles while traveling across 19 states.

MINI USA

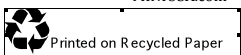
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Event Details:

The Boot Hill Museum event takes place on Thursday, August 12th from 7 p.m. - 9 p.m. at the Boot Hill Museum, 500 Front Street, Dodge City, KS 67801.

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.

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