

#MINILOVESTORIES



Contact:

Andrew Cutler
Head of Corporate Communications
MINI USA
201.307.3784
andrew.cutler@miniusa.com

Rob Duda
MINI USA News Bureau
908.347.1243
rduda@peppercomm.com

MINI USA HIGHLIGHTS COUPLES WHO FOUND LOVE THROUGH MINI AS PART OF #MINILOVESTORIES INITIATIVE

Social media campaign that kicked off on Valentine's Day, to highlight five MINI love stories, starting Great Lovers Day, April 2 through April 7 on Facebook and Instagram.

Woodcliff, N.J. – April 5, 2021 – [MINI USA](#) is sharing the stories of five happy couples who met and fell in love thanks to their shared love for MINI. Last month, MINI USA kicked off the unique story-telling campaign on **Valentine's Day**, putting out the call to the brand's loyal owner community to share their love stories on social media using #MINILoveStories. Since then, owners have been submitting their heart-warming stories. Now on the occasion of **Great Lovers Day, April 2**, MINI USA has begun highlight a few of these unique stories which will over the next several days on the brand's [Facebook](#) and [Instagram](#) channels.

"People really love their MINIs, so when people find love for one another that runs stronger than their shared passion for MINI, it is a really special moment to celebrate," said Rah Mahtani, Brand Communications Manager, MINI USA. "MINI brings people together, and as we say, it's the only car that comes standard with friends. Sometimes you even find love!"

- The first couple, [Melinda and Josh](#), featured on Friday, April 2, as part of Great Lovers Day, met at a MINI meetup in New Hampshire facilitated by one of the many MINI clubs across the country and ended up getting engaged at MINI Takes Vermont. They are now currently living happily married in Utah.
- Another couple, [Haley and Matt](#), featured over the weekend, met virtually from different sides of the Pacific – Matt in Australia and Haley in Arizona. The

couple met when Mat spotted Haley's Instagram account for Jax – her new MINI. The couple hit it off and are now planning to get married later this year.

- The most recent couple to featured, [Ashley & Nick](#), who met when Nick noticed Ashley's dating profile featured a lot of MINIs (she currently owns 5!) Nick sent her a message about his MINI and many drives and dates later, they are happily married and love their MINIs.

For stories on the next two couples who found love through MINI, keep an eye on MINI USA's social channels ([Facebook](#) and [Instagram](#)). The #MINILoveStories social media campaign will continue all this week. Of course, MINI USA encourages more fans and owners to continue sharing their unique love stories!

An overarching theme of the #MINILoveStories initiative is that while we're all different, we are better when we unite together. This supports MINI's ethos which remains centered around the idea of celebrating individuality while creating a strong, passionate community of people, united by a common bond to MINI. At the center of this MINI Community is a strong connection to love: just look at some [stories](#) from [past MINI TAKES THE STATES events!](#)

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 116 MINI passenger car dealers. 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 five unique vehicles.

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

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