

NATIONAL MINI WTF DAY



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MINI USA ANNOUNCES NATIONAL MINI WTF DAY

MINI USA proclaims “WTF” (Wave to Friends) Day with effort to bring back the friendly wave tradition among MINI owners on the birthday of the brand.

Woodcliff Lake, N.J., August 9, 2021 – In an effort to promote a renewal of friendly waving among MINI owners, [MINI USA](#) announced today the creation of National MINI Wave to Friends (WTF) Day, which will join an already significant date in MINI’s history - August 26 – the birthday of MINI back in 1959. Over the past few years, the MINI Wave has fallen out of common use, prompting many owners and even MINI headquarters to proclaim: “WTF!”

The new national holiday with its attention-grabbing acronym - which actually doesn’t mean what some may initially think - encourages MINI owners of any tenure to “be the waver” by gesturing to fellow MINI drivers on the road – not only on National MINI WTF Day but every day of the year going forward. An age-old tradition in the MINI community, the friendly and welcoming “MINI Wave” has been a signature gesture among MINI owners that reinforced a sense of camaraderie that came with buying a MINI.

“We believe that MINI is the only car that comes standard with friends,” said Mike Peyton, Chief Motorer & Vice President, MINI of the Americas. “This initiative is designed to renew that friendly and welcoming spirit and show our MINI owners how many other MINI friends they have out on the road.”

The social and digital media campaign supporting National MINI WTF Day starts today, with the messaging to remain an important brand theme moving forward. The campaign was teased earlier this month on MINI USA’s social media handles by featuring actual

social posts from owners showing their frustration with other owners not reciprocating the wave when waved upon.

“The wave is just another way of showing that while we’re all different, we’re even better together,” added Peyton. “MINI has always been a unique and iconic brand that welcomes and invites anyone and everyone into the community with a friendly wave and open arms.”

MINI WTF Day adds to a long list of community holidays and events, including [MINI TAKES THE STATES](#), [MINI Together](#) and the new [National Day of Motoring](#), that provide owners a nationwide, active and inclusive network for sharing their love for the drive and the MINI brand.

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 114 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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