

SAVE THE DATE: MINI TAKES THE STATES 2020



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DATES ANNOUNCED FOR MINI TAKES THE STATES 2020 - MINI USA KICKS OFF THE NEXT 60 YEARS WITH ANOTHER EPIC ROAD RALLY.

MINI USA to hold Eighth Biennial MINI owners' road rally

Woodcliff Lake, NJ – November 1, 2019 – The day MINI owners have been waiting for since July 2018 has finally arrived. [MINI USA](#) today announced the return of [MINI TAKES THE STATES](#) (MTTS) in 2020. The legendary MINI owners rally will take place from July 18 – 26, 2020. MTTS is one of the most anticipated events amongst the MINI community, with previous rallies occurring every other summer since 2006. The route for MTTS 2020 will be announced at a later date.

“The MINI community is the lifeblood of our brand, so we are extremely excited to once again host this amazing rally experience,” said Mike Peyton, Vice President, MINI of the Americas. “MINI owners love two things, in particular – driving and being part of the MINI community. There is no better way to celebrate the drive in all of us, than to rally once again through America’s backroads and byways. We’re looking forward to another epic gathering of passionate motorers, dedicated miniacs, and good friends.”

MTTS 2018 attracted more than 3,600 MINI owners who took part in the Rally to the Rockies, with 1,000+ MINIs on the road each day. The two groups drove on two separate routes, one starting in Orlando, Fla., and the other in Portland, Ore., converging in Keystone, Colo., for a three-day festival of all things MINI. The group of loyal MINI owners travelled a total of more than 5,000 miles through 15 cities and 14 states. At times the group swelled to more than 1,000 owners and 500 vehicles of all shapes, colors and sizes on each route.

For years the MINI community has rallied together with purpose, working with a number of charity organizations to give back to the communities where we live, work and drive, including Best Friends Animal Society and Feeding America. A charity partner for MTTS 2020 will be announced at a later date.

Stay tuned for more updates or visit MINITAKESTHESTATES.com. Media interested in updates on MINI USA can also follow us on Twitter at [@MINIUSANEWS](https://twitter.com/MINIUSANEWS).

For [press images](#) and [video b-roll](#) from MINI TAKES THE STATES 2018, please visit the [MTTS 2018 Newsroom](#) on MINIUSANEWS.com. Browse through a collection of amazing stories from the road captured by the MINI USA team on the [MTTS 2018 Blog](#) on MINIUSANEWS.com.

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 122 MINI passenger car dealers in 39 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 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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