

MEET@MINI



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MINI USA LAUNCHES "MEET@MINI" VIRTUAL EVENT SERIES TO HELP MINI COMMUNITY OF OWNERS AND FANS STAY CONNECTED.

During time of social distancing restrictions, MINI USA offers fun and unique ways to virtually bring MINI owners together and engage with the brand.

Woodcliff Lake, N.J. – June 24, 2020 – [MINI USA](#) has launched Meet@MINI, a series of live virtual events that help bring members of the MINI community together to enjoy the company of other like-minded MINI owners and to share their affinity for the MINI brand.

The Meet@MINI series includes unique virtual events around three themes and formats – Live Q&A, Show & Tell and Self Customization. The launch of the series follows two pilot events over the past few months which included the [virtual screening of the iconic film The Italian Job](#), that was attended by over 350 MINI owners, and last week's [live Q&A session on Instagram](#) with [MINI John Cooper Works Race Team driver Mark Pombo](#) hosted by MINI USA Head of Product Planning and Consumer Events, Patrick McKenna.

The Meet@MINI series will include live Q&A sessions with members of the MINI community and the MINI USA organization, including Mike Peyton, Vice President, MINI Americas (June 25, 7PM ET, and Renzo Vitale, MINI Sound Engineer (June 30) The series will also include Show & Tell

events where members of the community, including famous owners, club members and MINI USA team members, will be invited to show off any cool, personal MINI artifacts and tell their backstory. Lastly, Meet@MINI will also include education sessions on customization, where MINI owners can learn new skills from professionals and other members of the community.

"MINI owners love to come together and share their passion for our brand - for many it's why they drive a MINI." said Patrick McKenna, Department Head, Product Planning & Consumer Events. "We believe that MINIs are the only cars that come standard with friends, and Meet@MINI is another way we can support our MINI community when they can't gather in person."

As a result of COVID 19, most large physical gatherings in the U.S. remain on hold for the time being. While both MINI USA and MINI owners clubs across the country have had to postpone or cancel events, including [this summer's MINI TAKES THE STATES](#) owners rally, Meet@MINI is creating opportunities for the MINI community to continue to virtually celebrate their love #ForTheDrive - and MINI.

For more information on the Meet@MINI series of virtual events, visit MINI USA social channels including [Twitter](#), [Facebook](#) and [Instagram](#) .

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 119 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.

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

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