

MINI

US Press Information

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HERE WE GO AGAIN! OWNERS DECIDE EVENT DIRECTION FOR MTTTS 2008. MINI ANNOUNCES DATES AND LOCATIONS FOR MINI TAKES THE STATES 2008

Woodcliff Lake, NJ – March 18, 2008... Two years ago, MINI Takes the States (MTTS) rambled coast-to-coast with thousands of MINI owners for a legendary cross-country event. How to top that? For the highly anticipated encore coming this summer, members of the MINI community weighed in to set the direction for MINI Takes the States 2008.

Today, with the announcement of the dates and locations, MINI owners and car clubs as well as dealers nationwide are gearing up for MINI Takes the States 2008. MINIs and their owners will converge in Miami from June 13th-15th, Boston from June 20th-22nd, Chicago from July 25th-27th, and Los Angeles from August 1st -3rd. Event registration will open in April.

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Hosted by MINI USA, the series of events for MINI owners and prospects will celebrate the spirit of the MINI brand in the U.S., and will foster a sense of community among a growing group of passionate owners, enthusiasts and future MINI owners.

The input of MINI owners, gathered via an online survey last October, shaped the regional format of MINI Takes the States 2008. The survey presented the MINI community with three options on which to cast their votes, with the top vote-getter setting the event direction.



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The first option, “The Road Trip to End All Road Trips,” suggested a roving herd of MINI owners motoring along a pre-determined, nationwide route with stops in different locations along the way. This approach, patterned on MINI Takes the States of 2006, allowed for MINI owners to participate in the entire journey or join in for a few legs of the trip.

The second choice, “The Big Bang,” proposed one spectacular festival held over a long weekend, giving MINI owners the opportunity to motor in from across the country to one central location.

Finally, the third alternative, “Closer to Home,” designed to get as much MINI owner participation as possible, suggested staging a series of four smaller weekend events to take place in different regions of the country.

Overwhelmingly, members of the MINI community favored the third choice that allowed them to stay closer to home. Staggered timing of the events will give hardcore motorers the option of attending festivities in more than one city, and in some cases will let them drive from venue to venue as their schedules permit.

The inaugural MINI Takes the States of 2006 drew more than 6,000 MINI enthusiasts to join in a 15-day, 19-state, cross-country road trip from Monterrey, Calif., to Lime Rock, Conn. The 3,904-mile route included major event stops along the way in Nashville, St. Louis, Indianapolis and Jersey City, N.J.

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, an industrial design firm 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 Z4 models and X5 Sports Activity Vehicles and the upcoming X6 Sport Activity Coupe. 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, 142 BMW motorcycle retailers, 82 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwgroupna.com

www.bmwusa.com

www.miniusa.com

www.bmwmotorradusa.com

www.rolls-roycemotorcars.com

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