

MINI USA CONFIRMS MINI TAKES THE STATES, ANNOUNCING OFFICIAL ROUTE FOR 2024



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MINI USA CONFIRMS MINI TAKES THE STATES 2024, ANNOUNCING OFFICIAL ROUTE ACROSS WESTERN U.S.

MINI kicks off the new year with updates on its biennial rally, uniting enthusiasts in an exciting journey through diverse terrains and iconic landmarks

Woodcliff Lake, N.J. – January 5, 2024 – [MINI USA](#) today unveiled the official route for [MINI TAKES THE STATES](#) (MTTS) 2024. The iconic MINI owner rally commences its journey from Albuquerque, N.M., on July 13, heading north to Seattle, Wash., concluding with a Rally Finale on Sunday evening, July 21. The on-road adventure will traverse five states and nine cities with participants cruising through diverse landscapes including the desert plains of New Mexico and the mountainous forests of Washington state.

After departing Albuquerque on the first day, the caravan of MINIs will head north through Colorado and Utah to Salt Lake City, UT. From there drivers will have the opportunity to explore-on-own nearby national treasures including Yellowstone and Grand Teton National Park. Continuing through Big Sky country, MTTS 2024 will stop in Bozeman and Missoula, Mont., then head west to Spokane, Wash. From there, drivers will cruise southwest passing through the scenic mountains and fruit-filled valleys of Yakima, Wash. Participants will then finish the final leg heading west to Seattle complete with vistas of legendary Mount Rainier.

“We’re excited to reconnect with our MINI owners nation-wide to foster current relationships, forge new friendships and make lasting memories, this time in some of our incredible and majestic western states” said Mike Peyton, Vice President and Chief Motorer, MINI of the Americas. “Knowing the special nature of this event for our community, we’ve curated an extraordinary adventure that promises an unforgettable experience.”

The most recent MTTS saw a remarkable turnout, with over 2,000 enthusiastic MINI owners amassing a diverse fleet of more than 800 MINI vehicles, each showcasing unique shapes, sizes, and colors. The group covered more than 1,700 miles down an inland route from Vermont to South Carolina, traversing through eight cities along state and country roads.

To see the latest updates on MTTS 2024, visit [MINITAKESTHESTATES.com](https://www.minitakesthestates.com). To view highlights from MTTS 2022, please visit the [MINI USA YouTube](#) channel.

For [press images](#) and [video b-roll](#) from MINI TAKES THE STATES 2022, please visit the [MTTS 2022 Newsroom](#) on [MINIUSANEWS.com](https://www.miniusanews.com). Browse through a collection of amazing stories from the road captured by the MINI USA team on the [MTTS 2022 Blog](#) on [MINIUSANEWS.com](https://www.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 authorized MINI USA dealer organization is represented by a network of 104 MINI full passenger car sales and service dealers located throughout the US. 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 [MINIUSANEWS.com](https://www.miniusanews.com). To learn more about the new all-electric 2025 MINI family, visit [MINI USA.com](https://www.mini-usa.com).

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