

MINI USA OPENS REGISTRATION FOR MINI TAKES THE STATES 2024



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MINI USA OFFICIALLY OPENS REGISTRATION FOR MINI TAKES THE STATES 2024

Camp MINI is the theme for the upcoming MINI owners rally in the western U.S.

Woodcliff Lake, N.J. – April 8, 2024 – [MINI USA](#) has officially opened the registration site for [MINI TAKES THE STATES \(MTTS\) 2024](#). MINI owners looking to register can visit www.minitakesthestates.com to secure their spot on the ninth running of the legendary MINI owners rally held every other summer since 2006. MINI USA has also declared the theme for this summer’s event as “Camp MINI”, which promises to bring MINI owners together in a big way to deliver stunning natural sights and foster new friendships along the western route.

The Camp MINI theme for MTTS 2024 will be visible throughout the nine-day rally through a number of digital and “in real life” (IRL) experiences for the whole MINI family. Special evening events are planned for, Salt Lake City and Seattle.

Registration fees will vary between \$40 for a single day to \$200 for “going all the way”. Leg 1 tickets, from Albuquerque to Salt Lake City, are available for \$100. Leg 2 tickets, from Bozeman to Seattle, are available for \$125. All registration fees also include an official event goody bag.

MTTS 2024 kicks off in Albuquerque, N.M., on July 13, and concludes with a Rally Finale on Sunday evening, July 21 in Seattle, Wash. The on-road adventure will traverse five states and nine cities. After departing Albuquerque, 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.

The most recent MTTS in 2022 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.mini.com/mtts2024). To view highlights from MTTS 2022, please visit the [MINI USA YouTube](https://www.youtube.com/channel/UC...) 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.com).

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