

# MINI TAKES THE STATES 2024 RECAP



Andrew Cutler  
Head of Corporate Communications, MINI USA  
201.307.3784  
[Andrew.Cutler@miniusa.com](mailto:Andrew.Cutler@miniusa.com)

Rob Duda  
MINI USA News Bureau  
908.347.1243  
[rduda@peppercomm.com](mailto:rduda@peppercomm.com)

## **MINI TAKES THE STATES 2024 COMES TO AN END AFTER EPIC JOURNEY THROUGH THE WESTERN U.S.**

*Nearly 2,000 MINI owners from around the country rallied over 1,600 miles from  
Albuquerque, NM. to Seattle, Wash.*

**Woodcliff Lake, NJ – July 25, 2024** – [MINI TAKES THE STATES](#) (MTTS) 2024, an iconic MINI owners rally hosted by [MINI USA](#), came to close this weekend in Seattle, Wash., after making an epic nine-day journey from Albuquerque, N.M. The highly anticipated event held every other summer attracted nearly 2,000 MINI owners who rallied more than 1,600 miles through five states and nine cities in the western U.S. Of those nearly 2,000 owners, 958 went “all the way” and 517 were “first timers”. On the road each day was an average of 650 MINI vehicles and a grand total of over 900 participating MINI vehicles, that number includes every Model Year and model type from the entire MINI lineup since 2002, as well as a few Classic Mini cars from pre-2000.

This year’s “Camp MINI” themed event rallied in support of both the American Camp Association and Keep America Beautiful, two organizations dedicated to promoting an adventurous spirit and stewardship for the environment, while also demonstrating the importance of gathering as a community for a purpose. While a portion of each MTTS participant’s registration fee is donated to these organizations, MINI owners were encourage to participate in peer-to-peer fundraising and volunteer activations along the way.

In what has become one of the most legengary reoccurring road trips in the U.S., MINI owners rallied through winding mountain passes, scenic byways, and state and county roads while passing through small towns and making overnight stops in Colorado, Utah, Montana and Washington. The rally also passed through several National Parks, including Mount Rainier and Yellowstone. MTTS 2024 capped off with an evening celebration at the Museum of Flight in Seattle, Wash.

In 2022, more than 2,000 MINI owners took part in the previous MINI TAKES THE STATES, which traversed nine states and stopped in eight cities along the eastern

United States between Vermont and South Carolina. More than 1,000 MINI vehicles were driven as part of the rally, with 971 owners going “all the way” for the full 1,723-mile journey.

Videos, images and broadcast quality b-roll are available for download on [MINIUSANEWS.com](http://MINIUSANEWS.com). Media interested in updates on MINI USA can also follow us on Twitter at [@MINIUSANEWS](https://twitter.com/MINIUSANEWS).

### **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 114 locations comprised of 105 MINI full passenger car sales and service dealers and 9 service exclusive outlets 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 [www.miniusanews.com](http://www.miniusanews.com).

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