

2026 MINI MOTORSPORT CONTINGENCY PROGRAM

OVERVIEW:

The Motorsport Awards program (by MINI USA) is specifically tailored to recognize the accomplishments of private MINI entrants in U.S. rally competition. Awards can be earned by placing in any of the series and classes highlighted below.

GUIDELINES:

The Motorsport Awards program is open to all participant driving entries permitted by this program and specified in these regulations.

Eligible vehicles include:

- All factory-built MINI models since 1959.

Please check with your sanctioning body in regards to factory or dealer-installed John Cooper Works (JCW) kits and how they fit in their respective classes.

- Drivers must be holders of current competition licenses as required by the race organizers and sanctioning bodies for participation in their respective events.
- Permissible entries must consist of integral MINI vehicles with original MINI powertrains and cannot be a vehicle of other make or origin merely enhanced by MINI parts.

IN ORDER TO BE ELIGIBLE FOR MOTORSPORT AWARDS:

- Entrants must be running at the finish and be deemed compliant with post event technical inspections.
- “MINI USA” or “MINIUSA.COM” must be prominently displayed in capital letters in MINI Serif font on both sides as well as centered on the front of the vehicle in a highly visible location, at least 15 inches wide and 5 inches high.
- All MINI race teams competing must provide MINI USA, a Division of BMW of North America, LLC with photographs of the team trailers, racecars, and any other significant racing equipment.
- All items such as, but not limited to, decals, magnets, and the digital assets and their digital assets and files are created by the racer and their production vendor to best fit their car and are not supplied by MINI USA.

TO CLAIM YOUR AWARD PAYMENT:

- If you are claiming your **first** award, you must complete and “sign” the attached **Vendor Form** with all necessary bank information to be established in our system & receive awards. Please check which form of payment you prefer. This information will be held in strict confidence.
- Please provide a copy of the **Official Race Results** indicating your standing.
- Please forward **digital pictures of the car** displaying “MINI USA” and/or “MINIUSA.com” Please keep pictures under 100Kb in file size.
- Fill out the Submission claim form completely:
 - Your name and mailing address so we can send you the award
 - Statement of the race name, location, date and the place you finished as well as a copy of the race results*
 - The dollar amount of the award as listed in the schedule below (if there are multiple awards please complete a separate form for each award)

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- The VIN of your vehicle
- Your phone number and e-mail in case we need to contact you should there be a problem
- Send **e-mail to motorsportusa@miniusa.com** within **thirty days** of the race date to be considered for payment.
- Please allow **6 weeks** to receive your awards payment.

MINI USA reserves the right to withhold awards payments to teams that do not support MINI brand standards and values deemed appropriate by MINI. Cars, race suits, trailers, and other gear must not display any nude, obscene or offensive words, diagrams, drawings, images, or abbreviated versions of the aforementioned or text or anything of a racist nature or purposely offensive messaging. Nor are any words or imagery deprecating the MINI or BMW brands allowed. Note that any use of “MINI USA” and “MINIUSA.COM” is subject to review and must be displayed tastefully and appropriately. In the event race teams fail to do so, MINI USA reserves the right to withhold award payments. MINI USA is in direct contact with all racing sanctions and we will find out.

AMERICAN RALLY ASSOCIATION RACING EVENTS (EXCLUDES ALL NON-ARA RACES):

- Finishers in each class that podium for National events are eligible for contingency awards.
 - 1st place - \$1,000
 - 2nd place - \$ 500
 - 3rd place - \$ 250
- Finishers in each class that podium for Regional events are eligible for contingency awards.
 - 1st place - \$ 500
 - 2nd place - \$ 250
 - 3rd place - \$ 125
- All cars must be class-legal at the time of the win and race results must be published, final, and verified by ARA.

MULTIPLE VEHICLES:

Please note that private MINI teams with multiple vehicles can collect more than one award payment per race depending upon the final results.

- For example, if a team fields three MINIs with three different drivers in a race and finishes 1-2-3, the team is eligible for all three Motorsport Awards payments. The only points used in determining the year end champion will be that of the sanctioning body of each series.

MULTIPLE DRIVERS:

Only one driver/co-driver per vehicle per event is eligible for payment. A race team will earn one MINI award payment (no individual payments to driver/co-driver) unless he or she is the sole representative of the team.

PUBLICITY:

MINI USA may offer publicity support to any individual or race team that campaigns a MINI, or classic Mini in the following events:

- ARA National Championship

GENERAL

Any questions pertaining to the Motorsport Awards program shall be decided upon and interpreted solely by MINI, a Division of BMW of North America, LLC. Your participation in this awards program is voluntary and as such, your participation constitutes an agreement to abide by these rules and regulations and to waive any and all rights of appeal. MINI, a Division of BMW of North America, LLC, reserves the right to change, modify or cancel the terms and conditions stated herein at any time without prior notice. By participating in this program, the team and its drivers grant MINI all rights to use their likeness, name, team and racecar for advertising and/or promotional purposes. In addition, racers understand that participating in competitive, timed motorsport activities may void the MINI new vehicle warranty and/or MINI no cost maintenance program.

Participant acknowledges that motorsports and driving are inherently risky activities. Participant affirms that he/she has expertise in motorsports and driving. As such, participant will hold MINI harmless from and against any and all injuries resulting from his/her participation in the MINI Motorsports Awards Program.

INDEMNIFICATION AND INSURANCE

Participant will at all times indemnify and hold MINI and its respective agents and licensees harmless from and against any and all third party claims, damages, liabilities, costs and expenses (including attorneys' fees) (collectively, "Claims") arising out of any material breach by participant of any representation, warranty or agreement made by participant arising out of participation in the MINI Motorsports Awards Program or any motorsports or driving activity. Participant will indemnify and hold MINI and its respective agents and licensees harmless from and against any and all drivers' or other participants' injuries, including injuries to participant, as a result of participation in MINI Motorsports Awards Program or any motorsports or driving activity. Participant agrees to maintain, at his/her own expense, general liability insurance as well as applicable motorsport insurance covering racing activities throughout participant's involvement in the MINI Motorsports Awards Program.

To claim your awards payment, **please e-mail to motorsportusa@miniusa.com**.

Please use the sample format attached at the end. You will need to provide the following:

- Your name and mailing address so we can send you the award
- Statement of the race name, location, date and the place you finished as well as a copy of the race results*
- The dollar amount of the award as listed in the schedule below (if there are multiple awards please complete a separate form)
- Pictures of your car displaying "MINI USA" and/or "MINIUSA.com" if required
- The VIN of your vehicle
- For First Time Entries: Include a completed & "signed" vendor form with required banking information
- Your phone number and e-mail in case we need to contact you should there be a problem

SERIES AND CLASSES INCLUDED WITHIN THE MINI MOTORSPORT AWARDS PROGRAM:

ARA National Events	1 st	2 nd	3 rd
Eligible Classes (per event)	\$1,000	\$500	\$250
ARA Overall National Driver's Championship	1 st	2 nd	3 rd
Overall Series Champion (season end)	\$3,000	\$2,000	\$1,000
ARA Regional Events	1 st	2 nd	3 rd
Eligible Classes (per event)	\$500	\$250	\$125

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2026 MINI USA MOTORSPORTS CONTINGENCY PROGRAM PAYOUT REQUEST FORM.

Please complete this application in full and forward via email to: motorsportusa@miniusa.com

FIRST NAME: _____ LAST NAME: _____

DATE OF SUBMISSION: _____ (date must be within thirty days of event)

CURRENT ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

TELEPHONE: _____ EMAIL: _____

CIRCLE YOUR PAYOUT REQUEST BELOW

ARA National Events	1 st	2 nd	3 rd
Eligible Classes (per event)	\$1,000	\$500	\$250
ARA Overall National Driver's Championship	1 st	2 nd	3 rd
Overall Series Champion (season end)	\$3,000	\$2,000	\$1,000
ARA Regional Events	1 st	2 nd	3 rd
Eligible Classes (per event)	\$500	\$250	\$125

EVENT NAME COMPLETED: _____
EVENT LOCATION: _____
EVENT DATE: _____ RACE CLASS: _____
PLACED: 1ST / 2ND / 3RD
AWARD SUBMISSION: \$ _____
VIN#: (LAST 7 DIGITS): _____
CLAIMS MUST STILL BE ACCOMPANIED BY A COPY OF OFFICIAL RACE RESULTS
ONLY ONE DRIVER PER VEHICLE PER EVENT IS ELIGIBLE FOR PAYMENT

For first time award submissions only:

- (1) Please include three photographs of your vehicle with MINIUSA or MINIUSA.com decals clearly visible. MINIUSA and MINIUSA.com decals must be prominently displayed in CAPITAL letters on both sides of the vehicle, as well as centered on a visible front surface. Please reference the subsequent ARA Logo Usage & Guidelines for compliance.
- (2) Complete the vendor form with all required information to receive payment.
 - Be sure to check the form of payment you prefer.
 - Provide signature on vendor form before submitting.

I understand that this will be kept strictly confidential and will only be used to create a new account to allow payment of award.

Initials: _____

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AMERICAN RALLY
ASSOCIATION®

LOGO USAGE & GUIDELINES

20
26

Photo by: Austin Shimek

ABOUT THESE GUIDELINES

This information has been designed and presented to ensure that the American Rally Association brand is represented in an appropriate and consistent manner.

It is essential that the quality and reliability of the American Rally Association brand is upheld and adhered to in all circumstances. Please read these guidelines carefully and ensure that they are implemented as rigorously as possible.

Thank you in advance for your cooperation.

STANDARD LOGO

The Standard Logo is the preferred logo and should be used whenever possible. This version of the logo should never be converted to grayscale. Please see Alternate Color Variations for proper usage where colors are limited.

The Standard Reversed logo uses white text for use on dark backgrounds.



STANDARD LOGO



REVERSED LOGO

AMERICAN RALLY ASSOCIATION COLORS

We have created the following American Rally Association color palette to present a uniform look for the brand.

Although the selection of colors appear simple, we should by no means take them for granted.

Users of these guidelines should be aware that colors are and can be dramatically different when applied to a variety of materials. Care must be taken when quality controlling any of the many forms of print and color outputting.

TYPOGRAPHY

As with our logo, consistent use of our corporate typefaces reinforces ARA's brand identity.

Primary Typeface - Eurostile Extended

Secondary Typeface - Helvetica Neue Condensed

Canva Compatible - Montserrat, Open Sans Condensed

PRIMARY COLORS

Black
Process Black 100%
C0 M0 Y0 K100
R0 G0 B0
Web-safe 000

ARA Red
Pantone 185 C
C0 M100 Y100 K0
R237 G28 B36
Web-safe ED1C24

SECONDARY COLORS

Gray
Pantone Cool Gray 4
C C0 M0 Y0 K30
R188 G190 B192
Web-safe #BCBEC0

Orange
Pantone Bright Orange C
C0 M76 Y100 K0
R255 G95 B0
Web-safe #FF5F00

EUROSTILE EXTENDED

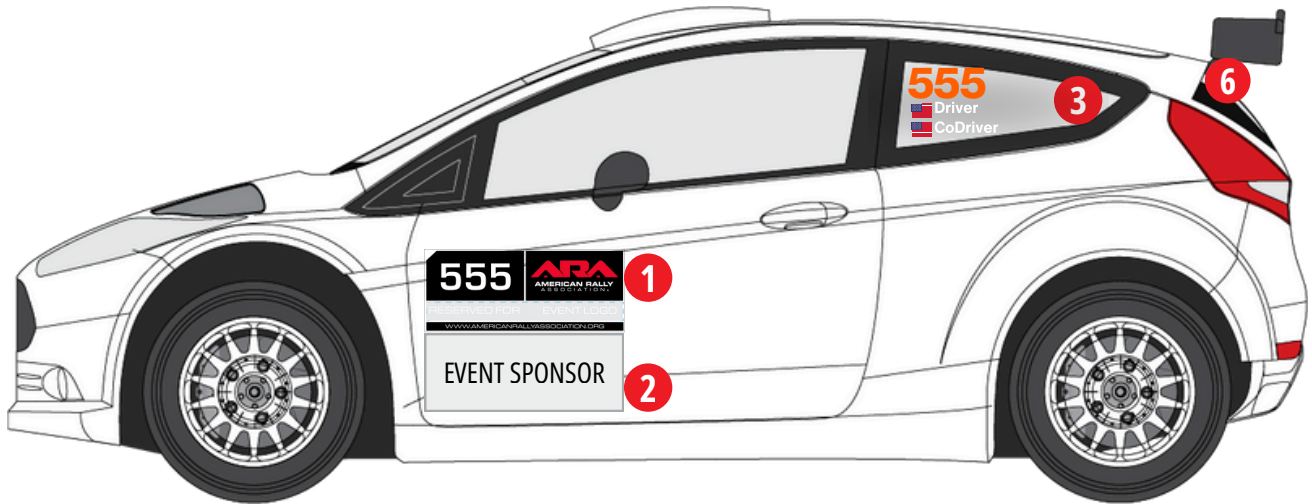
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HELVETICA NEUE CONDENSED

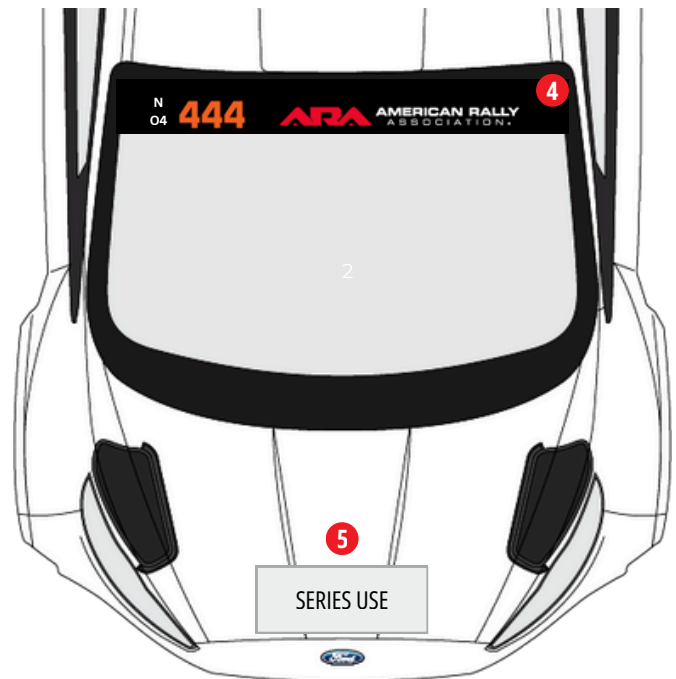
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

COMPETITOR VEHICLE APPLICATIONS

Every vehicle competing must follow the ARA Brand Standards for vinyl graphics being displayed during the event. These guidelines provide approximate positions for each of the required graphics. Not all vehicles have the same spaces available so use best judgment in keeping in mind consistency for the benefit of timing and safety personnel.
RTR 3.2 - Identification of Vehicles



- 1 Door Placards: 24"w x 10"h
- 2 Event Sponsor: 24"w x 10"h
- 3 Rear Window Decals
- 4 Windshield Banner
- 5 Series Sponsor Space: 24"w x 10"h
- 6 Rear Windshield Banner



Competitor Vinyl Packages are available, visit AmericanRallyAssociation.org for details

DOOR PLACARDS 1

The notch element on the placard is used to signify the forward motion. This element helps identify which of the graphics is placed on the driver's side vs. the co-driver's side. The notch should be oriented towards the front of the vehicle.

- Car Numbers are Eurostile Bold - White - 380pt or 4"H
- Event Logo - will be provided by each event - Size is 22.5" x 2" and should be placed in the open space on placards
- RTR 3.2.2



(Driver's Side)



(Passenger's Side)

EVENT SPONSOR 2

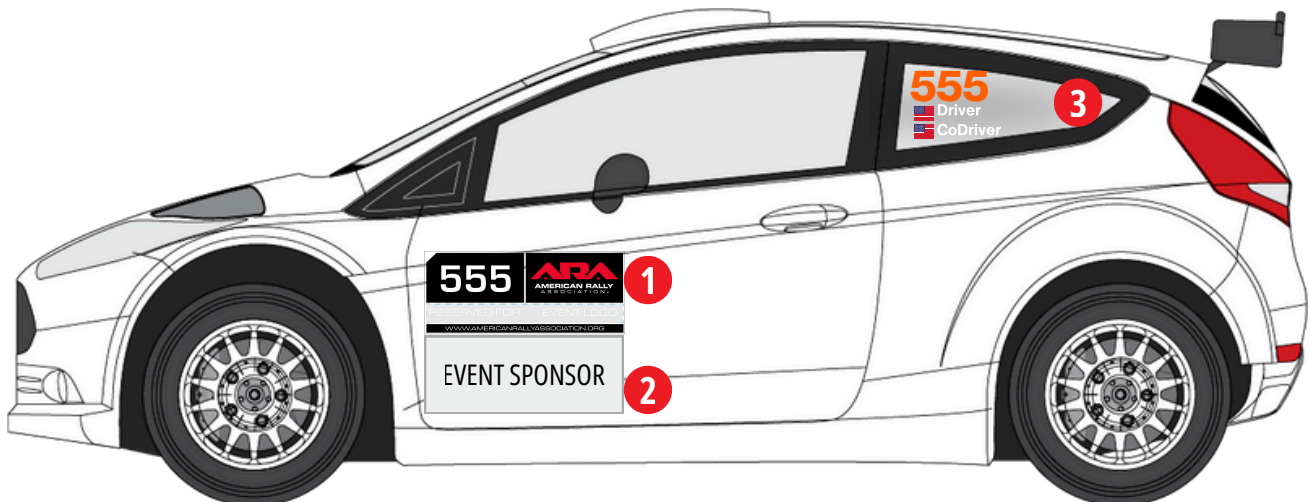
The area just below the Door Placards is reserved for event sponsor logos

- Size is 24"L x 10"H
- This decal will be provided by the event

REAR SIDE WINDOW 3

The rear window on both sides of the car should have:

- Car Number - Eurostile Bold - Orange - 4"H
- Driver & Co-Driver Names - Helvetica Bold - Upper/Lower Case - White - 2"H
- Driver & Co-Driver National Flags - 2"H - Placed toward front of car from names
- The Top Name should be the Driver on the Driver Side and the Co-Driver on the Passenger Side
- RTR 3.2.3



Windshield Banner 4

The top 4 inches of the windscreen is reserved for use by ARA and/or its sponsors. No other advertising is permitted anywhere on the windshield. RTR 3.2.4

- Decal is 60"L x 6"H to accommodate all vehicles
- Decal should be centered on windshield
- Competitor may trim the SIDES and TOP of the decal to fit.
- Car Number - Eurostile Bold - Orange - 3"H
- Car Number - placed to the LEFT of ARA Logo
- Group - Eurostile Bold - White - 1.5"H N = National, R=Regional
- Class - Eurostile Bold - White - 1.5"H O4, O2, L4, L2, N4, RC
- Group and Class Designators - placed to the LEFT of the Car Number

60" L



SERIES SPONSOR

An area at the front center of the hood and on the rear windshield is reserved for the exclusive use of the ARA Series Sponsors

- 5 • Hood Size is 24"L x 10"H - RTR 3.2.5
 - If applicable: will be provided by ARA
- 6 • Rear Windshield is 60" x 6" - it should be centered on the window and can be trimmed on the sides and top - RTR 3.2.4
 - Will be in use for 2026
 - Available for purchase
 - ***New - Car Numbers will be required on Rear Windshield**
 - Same Font, Color and Size as Front Windshield
 - Placement on Rear Windshield banner preferred, but other locations of rear windshield allowed if banner is obscured
 - Must be visible by marshalls
 - 2025 Competitors with the Rear Windshield decal already installed can get one free set of these numbers at Tech



CONTACTS

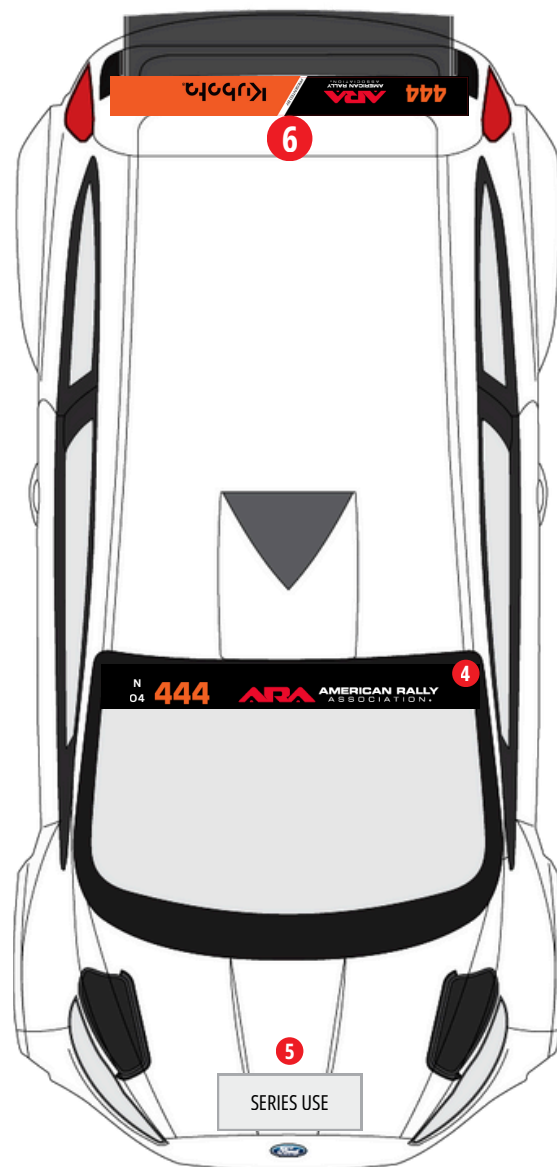
Series Manager	Business Manager
Preston OSBORN	Marni NAGY
preston@ara-rally.com	marni@ara-rally.com

LOGO & FILES DOWNLOADS

All logo files and support graphics described in this guide are available for download.

www.americanrallyassociation.org/branding

Please feel free to contact ARA for any questions regarding logo usage or special artwork requests.



ALTERNATE LOGO COLORS

These color variations are available as substitutes for the standard version of the logo when color or sizing limitations favor a simplified version.

1-Color Black:

For use where application is limited to one color.
Must be printed in solid black.



1-Color Red:

For use where application is limited to one color.
Must be printed in PMS 185.



1-Color Reverse:

For use over dark backgrounds.



HORIZONTAL LOGO

When available space and proportion are appropriate (such as pens) the horizontal variation of the logo is available and preferred. All color variations are available in this version.



Horizontal Standard



Horizontal Reversed



Horizontal Red



Horizontal Black



Horizontal White

The American Rally Association logo and all associated logos must never be altered or recreated without the permission of The American Rally Association. The logo should only be reproduced from master digital artwork supplied specifically for this purpose by The American Rally Association Marketing department.

SPECIFICATIONS

SPACING:

When placing the logo please observe a safe distance from other logos and art assets. The letter E taken from the word "AMERICAN" in the logo is used to measure a safe distance around the logo and is also the distance between the logomark and the wordmark.



MINIMUM SIZE:

In order to maintain readability a minimum size must be followed.

0.25"
(6 mm)



1.25"
(32 mm)

INCORRECT USE

Do not alter the ARA logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions.

Don'ts

- Don't distort, skew or alter the logo proportions in any way
- Don't change the font or attempt to recreate any element of the logo
- Don't recolor the logo
- Don't reposition the elements of the logo
- Don't place the logo over backgrounds or patterns which will compete with the readability of the logo
- Don't apply any effects.
- Don't remove the ARA logomark



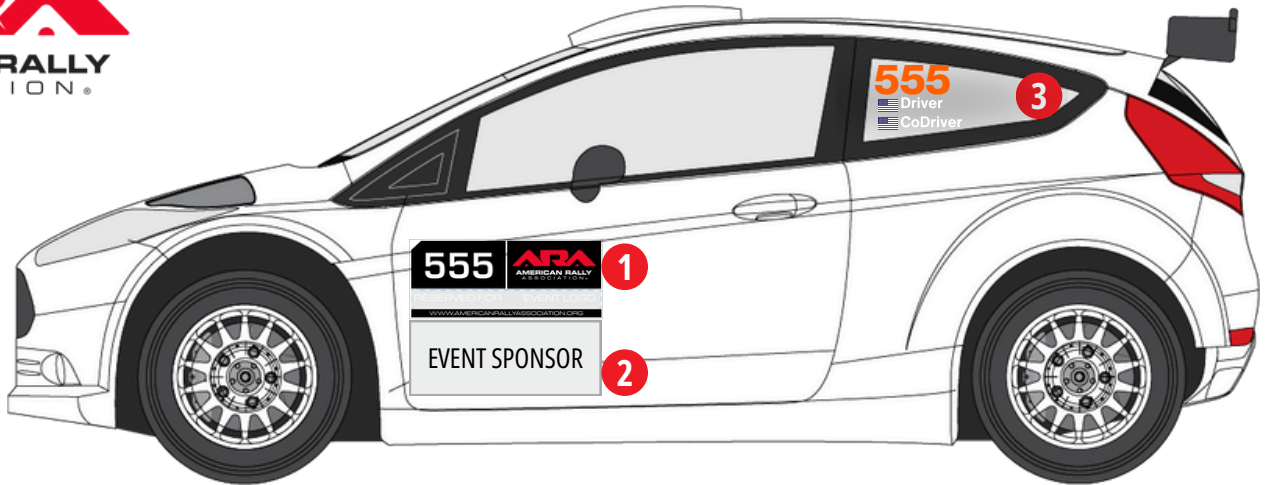
Not shown:

- Don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.
- Don't display the logo in a way that suggests that a product or third party is affiliated with the American Rally Association.

ARA 2026 VISUAL PACKAGE - QUICK REFERENCE GUIDE



RTR 3.2



- 1** Door Placards: Area reserved on both doors
 - 24"w x 10"h
 - Notch toward front of car
 - Door Numbers - White - Eurostile Bold - 4"H
 - Event will provide Event Logo Strip
- 2** Event Sponsor:
 - Area just under Door Placards is reserved
 - 24"w x 10"h - Event will provide if required
- 3** Rear Window Decals:
 - Number - Orange - Eurostile Bold - 4"H
 - Names - White - Helvetica - 2"H
 - Flags - 2" H
 - Driver Side: Driver Name on Top
 - Passenger Side: Co-Driver Name on Top
- 4** Windshield Banner:
 - 60"w x 6"h - oversized to allow for trim to fit
 - Number - Orange - Eurostile Bold - 3"H
 - Group/Class - White - Eurostile Bold - 1.5"H
- 5** Series Sponsor Space:
 - Reserved Space on Hood - 24"w x 10"h - ARA Will provide if required
- 6** Rear Windshield Banner AND numbers (*New for 2026)
 - 60"w x 6"h - oversized to allow for trim to fit
 - Number - Orange - Eurostile Bold - 3"H
 - Number placement - preferred on banner, allowed elsewhere
 - Number MUST BE Visible
 - Banner available for purchase
 - Numbers will be provided at tech for competitors with a 2025 rear banner



FONTS: Numbers = Eurostile Bold Names = Helvetica

Black
 Process Black 100%
 C0 M0 Y0 K100
 R0 G0 B0
 Web-safe 000

ARA Red
 Pantone 185 C
 C0 M100 Y100 K0
 R237 G28 B36
 Web-safe ED1C24

Gray
 Pantone Cool Gray 4
 C C0 M0 Y0 K30
 R188 G190 B192
 Web-safe #BCBEC0

Orange
 Pantone Bright Orange C
 C0 M76 Y100 K0
 R255 G95 B0
 Web-safe #FF5F00

Competitor Vinyl Packages are available, visit AmericanRallyAssociation.org for details