ALWAYS
PARK NEXT
TO ANOTHER MINI.

RULE 1
ONE MINI IS GREAT, BUT TWO?
NOW, THAT’S A PARTY.
WAVE
HELLO TO FELLOW MINI DRIVERS.

RULE 2
FRIENDS DON’T IGNORE FRIENDS.
GIVE YOUR MINI A NAME.

TREAT IT LIKE FAMILY. TEACH IT SOME TRICKS, AND PAT IT WHEN IT’S GOOD.
NO TWO MINI SHOULD BE ALIKE.

RULE 4
IT'S AN EXTENSION OF YOUR PERSONALITY. MAKE YOURS AS UNIQUE AS YOU ARE.
TREAT SUV DRIVERS WITH COMPASSION.

RULE 5 THEY’LL NEVER KNOW THAT GO-KART FEELING.
PUT AWAY THE MIDDLE FINGER.

RULE 6 AND LAY OFF THE HORN, TOO. WE’RE LOVERS, NOT FIGHTERS.
EMBRACE
THE MINI COMMUNITY.

RULE 7
EVERYONE IS WELCOME HERE.
WE MAY BE DIFFERENT, BUT WE’RE BETTER TOGETHER.
FIND A COPILOT WHO’S READY FOR ADVENTURE.

RULE 8

HUMAN, KITTEN, OR CANINE, THEY SHOULD ALWAYS BE READY TO RIDE.
AMIRE
YOUR MINI.

RULE 9
AN OVER-THE-SHOULDER GLANCE, AS YOU WALK AWAY, IS PERFECTLY NORMAL.
ALWAYS BE READY TO RALLY.

RULE 37: DO IT FOR FUN. DO IT FOR A GOOD CAUSE. TIKYK.