

THE MINI INTERNATIONAL

The MINI Summary of Urban Life, Culture and Design Vol. 33

MINI COUNTRY

Our little skyscraper farm

Agriculture conquers the city.

» p.10

DEALER TALK

How's business going, Davide?

Talking about customers, trends and MINI.

» p.14

EVENTS

Uber parties

The world's wildest rock fests.

» p.28

AUTO TEST 2.0

3-D glasses and data gloves

Driving MINI on the virtual test track.

» p.34

RUSTIC REVIVAL

Johnny Rotten goes rural

Trendsetters discover country life.

» p.62



MINI COUNTRYMAN. GETAWAY.

TAKE IT AWAY AND GO TO
www.MINI.com/countryman



p.04



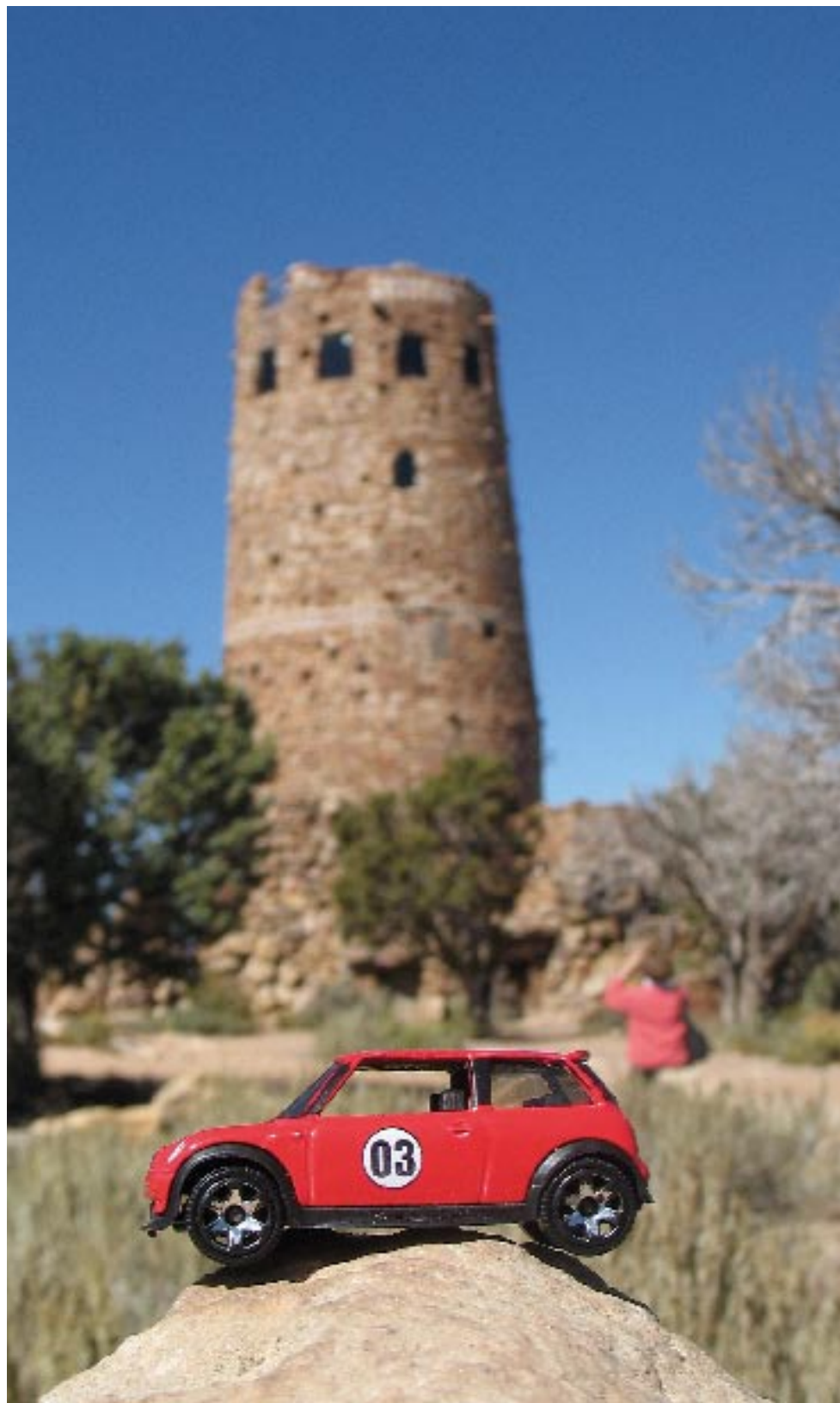
p.48



p.52

Connections

Ryan's MINI adventure: a journey of remembrance



Ryan's MINI in front of the Desert View Watchtower, Grand Canyon.

A special MINI connection helps a family find comfort in the wake of a tragic loss.

Ryan Boykin always seemed to be smiling, especially when she played with her favorite toy, a red Matchbox MINI that accompanied her everywhere she went. Ryan was a happy and healthy three-year-old until the last week of her life. Following a weekend spent laughing and playing, she was suddenly afflicted by exhaustion, followed in short order by fever and nausea. She was sent to the nearest hospital and, within hours, airlifted to Georgetown University Medical Center. The following day she was diagnosed with acute lymphoblastic leukemia. After just five days in the hospital, Ryan passed away in her mother's arms as her father held her hand.



Stopover at the Tower of London.

As a way of coping with their loss, Ryan's parents replicated her favorite toy, the red Matchbox MINI. They added the numbers 03 to the door panels, placed her name on the bonnet and added a custom roof graphic with Ryan's handprint and the message, "Little girls can do big things." The family asked the MINI community to take Ryan with them on their journeys and allow Ryan to see the world she never had the chance to visit, by photographing these little cars in all the places she might have gone. They never asked for money to pay for these Matchbox MINIs. They only asked that participants share the moment with Ryan and post the pictures to ryansminiadventure.com. Photos have been posted from all over the world and continue to arrive today.

The Boykin family's connection to the MINI family became even stronger when they bought their own full-size MINI, specified just like Ryan's in Chili Red with a body-colored roof. This new, somewhat larger Ryan's MINI has given the family a way to ensure that Ryan's



Prickly encounter in Sedona.



Ryan's MINI braves the gator's jaws.



Hovering over the Hoover Dam.

memory lives on and serves as a daily reminder of her adventurous spirit. The Boykins have never asked for any kind of assistance, but in

“Little girls can do big things.”

light of their unique connection with the brand, MINI USA launched a special fundraiser in order to give this special family a gift from the MINI family. And thanks to the generosity of

many friends, Ryan's family will be the guest of MINI for a special tour of the factory in Oxford, England. In addition, their real-size MINI will receive graphics that match Ryan's smaller MINI. It is a small gesture, but one that will hopefully help the Boykins always remember that, by touching the hearts of so many, Ryan showed everyone that little girls really can do big things.

To learn more visit ryansminiadventure.com

Photos: Bruce (1) and Julie Boykin (3), Trudy Hardy (1)



Ryan Marie Boykin, 2004–2007.