

Mini Mania Inc. Announces La Carrera Panamericana 2007 Race Entry - The first late model MINI entry for the event

Mini Mania Inc. announces the entry of the first BMW MINI Cooper S entry to the La Carrera Panamericana 2007 Mexican road race driven by Colin and Eric Herrick.

August 28, 2007 (FPRC) -- Nevada City, CA -- Mini Mania Inc. announces the entry of a 2005 MINI Cooper S entry to the La Carrera Panamericana 2007 Mexican road race held between October 26, 2007 to November 1. Driven by the son and father team of Colin and Eric Herrick, Mini Mania expects their entry loaded with Mini Mania performance products will be the first late model MINI Cooper S to start and finish this prestigious race.

The La Carrera Panamericana is a 50 year-old vintage car race with over 100 entries for this year's event. For only the second year, the Unlimited category will allow late model cars such as the Mini Mania 2005 MINI Cooper S to participate. The course is a grueling seven day, 1935 mile route that starts from Oaxaca in the tropical Southern Mexico and travels north through altitudes rising from sea level to almost 10,000 ft. with temperatures ranging from near freezing into the 90's. The race finishes in Nuevo Laredo at the Texas Border. The changing environment is an added technical challenge to the already difficult route.

"This will be a true test of Mini Mania products on this extremely challenging and technical event," said Don Racine, president of Mini Mania Inc. "Despite the high attrition rate for the Pan Am, our goal is to finish the race in the top 10 for our category."

About Mini Mania, Inc.

Established in 1974, Mini Mania Inc., is the leading supplier of aftermarket performance and accessory products for the BMW MINI and Classic Mini. Mini Mania products are available from dealers throughout the U.S. and abroad and on the company's extensive web site. MiniMania.com is an information portal for Mini Cooper enthusiasts containing over 50,000 pages of unique content augmented with 1000's of part numbers, technical articles and community forums.

Mini Mania is headquartered in a 16,000 square foot state-of-the-art facility in Nevada City which is nestled in the Northern California foothills outside of Sacramento, California.

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