



WE MOBILIZED A CURATED RALLY APP FOR MINI USA



Objective

Create a user-friendly native navigation app for iOS and Android that enables rally event participants to remain on track throughout the multi-day event.

Solution

Seisan created native mobile applications, enabling users to fully utilize the road rally app, access directions to specific locations, view event information, and receive assistance in case of emergencies.

LEVERAGED TECHNOLOGIES

- Swift (iOS)
- Kotlin (Android)
- MapQuest API
- HERE SDK
- REST API Integration
- Offline Maps & Preloaded Data

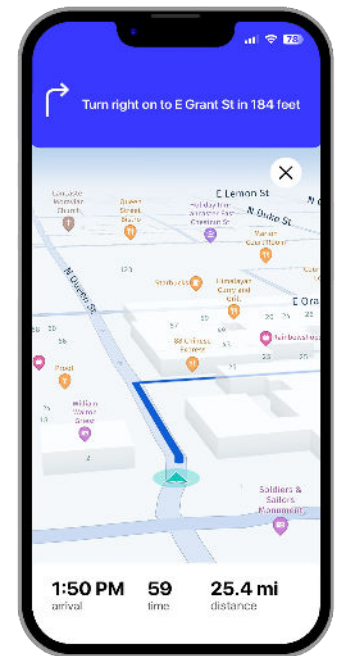
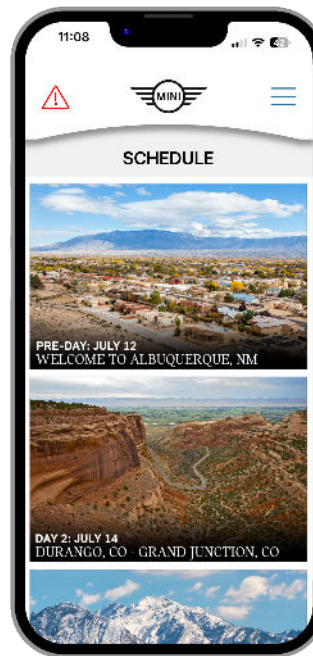
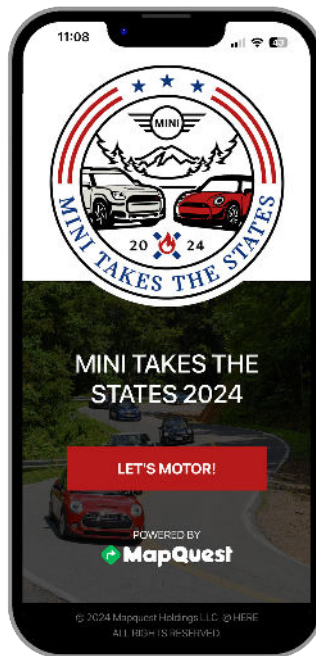
PLATFORM INTEGRATION

- iOS and Android Native Apps
- Dynamic Route Updates
- Preloaded Map Data
- Offline Map Support
- GPS Navigation
- Real-Time Event Notifications

CORE CAPABILITIES

- Curated Route Navigation
- Offline Navigation & Preloaded Maps
- Dynamic Routing System
- Seamless Turn-by-Turn Navigation
- Real-Time Event Updates
- Modern UX/UI Design

Seisan collaborated with MINI USA and Mapquest to create a native navigation app that included specially selected routes for the MINI Takes The States road rally, which ran from New Mexico to Seattle.



Every two years, the MINI community hits the road for MINI Takes The States (MTTS). MTTS is a consumer-based loyalty event where MINI owners rally together sharing a communal adventure on some of the best roads in America.

Seisan teamed up with their partner Mapquest to develop a native navigation app featuring tailored routes for the MTTS road rally. The Seisan tech team participated fully in the expedition to answer any technical questions, and ensure a seamless experience throughout the journey.

SEISAN'S APPROACH / MOBILE APP DEVELOPMENT

PROJECT OVERVIEW

Seisan collaborated with MapQuest to develop a native mobile navigation app for MINI Takes The States (MTTS), an iconic cross-country rally event where MINI owners embark on a multi-day scenic journey. The app was designed to guide participants through carefully curated routes, ensuring a custom driving experience rather than defaulting to the fastest or shortest route. Users could follow the pre-set daily routes, access event details, and receive real-time updates, all within the app.

A standout feature of the MTTS app was its preloaded offline map support, allowing users to continue navigation without an internet connection. This was crucial for remote areas with limited cellular service, ensuring drivers could stay on course at all times. Additionally, the app supported dynamic route updates, meaning event organizers

could push new rally routes via API whenever the app was opened, ensuring participants always had the latest course information. By integrating MapQuest for map data and the HERE SDK for navigation, Seisan delivered an intuitive, high-performance rally experience tailored to MINI drivers.

TECHNOLOGY DETAILS

The MINI Takes The States app was developed as a fully native mobile solution, utilizing Swift (iOS) and Kotlin (Android) to ensure fast, reliable performance on each platform. The application integrated MapQuest APIs for map data visualization, while the HERE SDK provided turn-by-turn GPS navigation, dynamic routing, and offline support.

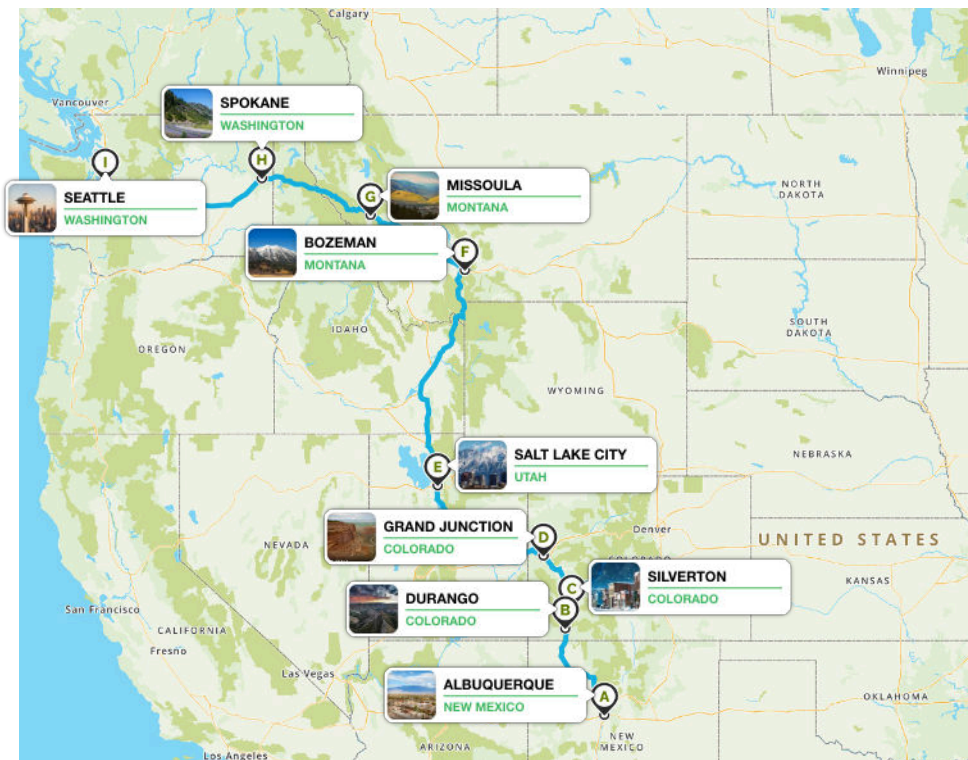
To account for remote driving areas with poor connectivity, the app utilized preloaded map data, allowing users to navigate seamlessly without cellular service. This ensured that rally

participants could follow their designated routes regardless of signal strength. Additionally, real-time event notifications were implemented to provide users with schedule updates, route modifications, and key rally information. The modern UX/UI design ensured ease of use while driving, making navigation and event participation seamless for all users.

RESULTS

For both iOS and Android users, Seisan released a completely redesigned and cutting-edge navigation app that enables rally participants to download offline maps in order to get support and directions in the event of no reception.

Users responded favorably to the app, which made it possible for thousands of MINI owners to travel the most picturesque highways in the nation worry-free.



CURATE MAPPING ROUTES

In order to prevent the shortest distance or fastest route from being taken into consideration, Seisan created unique routes to guarantee that rally participants stayed on the correct course.

FULL TECH SUPPORT

To make sure that any problems or questions could be addressed immediately, Seisan dispatched two of their own team members to take part in the road rally.

