

# THE NEW MINI CLUBMAN UNVEILED ON CARNABY STREET AT THE GQ STYLE NIGHT OUT 2015, FEATURING AMBASSADOR MATTHEW ZORPAS.



Media Information

18 September 2015

## **The New MINI Clubman unveiled on Carnaby Street at the GQ Style Night Out 2015, featuring ambassador Matthew Zorpas**

Unveiled in a UK premiere as part of the GQ Style Night out, the new MINI Clubman was officially launched last night (Thursday 27<sup>th</sup> September), by Matthew Zorpas, 'The Gentleman Blogger', as it dazzled in the spotlight on Carnaby Street.

The British car brand and London's most celebrated neighbourhood have a long and stylish history together, dating back to the hedonistic swinging sixties. However, today the partnership is a very different picture, with the sleek and powerful new MINI Clubman demonstrating how much MINI has grown up.

To mark The MINI Clubman's new look, MINI is working with The Gentleman Blogger, Matthew Zorpas, to explore what makes a 'Modern Gentleman' today. Matthew is pictured wearing items from the Pitti Uomo collection, created exclusively for MINI and inspired by the car.

The epitome of style, design and sophistication, the new MINI Clubman is the ultimate accessory for the modern gentleman's armoury and boasts a 0-62 time of 7.2 seconds on the Cooper S, with range pricing starting from £19,995.

On sale nationwide from 31st October 2015, the MINI Clubman was unveiled as part of the GQ Style Night Out to kick start London Fashion week. The evening saw hundreds of stylish guests in attendance where they had the opportunity to see, experience and get photographed with the new MINI Clubman.

Ends

### **The BMW Group**

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In 2014, the BMW Group sold approximately 2,118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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