

For Immediate Release
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"Coast to Coast"

Lords, Ladies, Gentlemen, Sheikhs, skaters, eccentrics, wannabees, the 11th annual **Gumball 3000** Rally from Los Angeles to Miami is officially over!

Attracting 'rock stars' to 'royalty', the entry grid of 135 amazing cars and participants in this year's **Gumball** was nothing short of spectacular! From NBA legend **Dennis Rodman** to screen stars **David 'The Hoff' Hasselhoff**, *Heroes* star **Jimmy Jean-Louis**, *Jackass's* **Chris 'Party Boy' Pontius** and **Loomis Fall**, the entry grid was packed full with actors, rock stars and action sports legends including; **Tony Hawk**, **Rick Thorne**, **Paul Thacker**, **Danny Kass**, **Trigger Gumm**, **Rooftop Escamilla**, **Felix Arguelles** and **Dave Mirra** driving tricked out BMW's, Cadillac's, Jeeps, trucks and RV's; next to **Cypress Hill's DJ Muggs**, Blink 182s **Travis Barker**, **Mario**, British indie stars **The Enemy**, the hilarious **Cuban Brothers** and the fire-breathing **Fuel Girls** together with **Avenged Sevenfold** – driving everything from customised 60s **Cadillac's** to **Nissan** drift racers, the entry grid was about as eclectic as is possible. Add to the above **Matthew Pritchard** from MTV's **Dirty Sanchez**, supermodel **Caprice** and **Duane 'Master of Disaster' Peters** – this year's Gumball was a recipe for all kinds of craziness!

A showcase for all automobiles – just about every year, make and model of **Bugatti Veyron**, **Lamborghini** and **Ferrari** were there on display – participating alongside Low Riders, classic American muscle cars – and an electric, lightning fast 1972 BMW - the Gumball is unique in every sense of the word. With event sponsors including lifestyle sportswear brand **Puma** providing 'Gumball 3000 Edition' driving shoes; **Nixon** watches creating unique timepieces, and **Monster Energy** supplying the drinks – this eight-day 'road trip' certainly lived up to all expectations of being a stylish and wacky adrenaline fuelled adventure. Think of **Burt Reynolds**, **Farah Fawcett** and **Captain Chaos** in the 70s Cannonball Run movies and you start to get the picture. Playmates, supermodels and an international cast of eccentrics come as standard issue!

The 3000 mile epic adventure set off from Santa Monica Pier on **Saturday 2nd May** and from there the journey included a spectacular sightseeing tour of the good 'ole USA, with overnight stops and back to back parties in **Las Vegas**, the **Hoover Dam**, **Sedona**, the **Grand Canyon**, **Santa Fe**, **Dallas**, **New Orleans** and **Orlando** - before crossing the finish line on **Miami's Ocean Drive** on **Friday 8th May** to hoards of screaming fans!

In addition to experiencing a classic road trip adventure, nights were peppered with performances and appearances from **The Cult**, **Snoop Dogg**, **DJ Homicide** and **DJ Spider** – along with racetrack stop-offs at the **Lonestar Motorsports Park** in Texas hosted by Hennessey Performance, and at the **Palm Beach International Raceway** in Florida, which allowed drivers a legal chance put pedal to the metal and test their supercars to the limits.

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The Gumball also officially partnered with the **Wounded Warrior Project**, a non-profit organisation benefiting and raising awareness for the needs of severely injured United States Service men and women. **Wounded Warrior** representatives participated in the rally and were present throughout, establishing a relationship with **Gumball 3000** that will benefit the Project at forthcoming events and fundraisers.

Well that's it for 2009 – we'll see you on the entry grid this time next year – as the 12th Annual rally will embark on a 3000 mile route from **London to New York**; incorporating stops in **Amsterdam, Copenhagen, Stockholm, Boston, Montreal,** and **Toronto** en route. So start preparing for another epic adventure!

With no recognition for arriving first at checkpoints, the Gumball embraces a spirit of adventure that is acknowledged each year with highly acclaimed 'Spirit of the Gumball' Trophy! We'll leave you with a run down of the award winners from this year:

The 2009 "Spirit of the Gumball":

Danny Kass & The Dingo – 2006 Chevrolet Fun Mover

The unanimous "spirit" winners took part in a Chevy RV with a maximum speed of 65mph downhill! Despite the lack of speed these guys managed to reach every checkpoint mid pack – and along with posting the best attempt at devouring the 72oz steak in Texas, they ran the slowest time up the Lonestar Dragstrip, and collected several stranded Gumballers along the way!

The 2009 "Ambassadors Award":

Sheikh Moe, Matt & Mothman – 2008 Rolls Royce Phantom Drophead

The sheikh's succeeded in "sheikhing" Gumballers and fans throughout the route, embracing everyone they encountered, despite some very puzzled reactions in mid Texas on seeing three Arabs dressed in their dishdasha national costumes.

The 2009 Monster Energy Award for "Bad Behaviour":

Tom Clarke & Tom Boddy (The Enemy) – 2009 Jaguar XKR

Tom and Tom of Brit indie stars, **The Enemy**, received news on the third day of the rally that their second album had just entered the UK album charts at number 2 – having just been pipped to the top spot by Bob Dylan. They celebrated that night in Santa Fe with a true 'room trashing' party – thoroughly deserving the Monster Energy Guitar Award for 'Bad Behaviour'.

The 2009 Incipio "Navigators Award":

Samantha Styles – 2008 Nissan GTR

Incipio awarded a specially branded MacBook Pro laptop to the car that was ahead of the gadget game. Sam Styles relentlessly updated Gumballers along the way of any hazards and points of interest – to aid the rest of the pack a smooth and hassle free coast-to-coast crossing!

The 2009 Incipio "Enthusiast Award":

Caleb 'Stuntman' Garrett – 2007 Porsche Techart TT 800HP

Apart from being equally kitted out with the latest gadgetry, Caleb also went one step further with his Gumball addiction and, whilst in Vegas, had a Gumball 3000 logo tattoo on his forearm!

The Recaro "Back Seat Driver Award":

Ellen Foster-Taylor – 1961 Jaguar Mk2

For the second year in a row – Ellen Foster-Taylor has been a passenger for the entire 3000 mile route whilst her husband Geoffrey takes the wheel. This year they drove a stunning 1961 Jaguar Mk 2. Recaro specially customised a chair to celebrate the "Back Seat Driver Award"!

The 2009 Hennessey Performance Lonestar Dragstrip Awards:

John Hennessey of Hennessey Performance co-hosted a checkpoint stop with Risi Competizione at the Lonestar Dragstrip near Houston to allow Gumballers a legal chance to run quarter mile times. These were the results!

Best 60ft 1.83 car #58 – Gil Dezer - 2007 Porsche Carrera GT

Best ET 11.775 car #91 – Read Zidan – 2008 McLaren Mercedes SLR Roadster

Best Reaction Time .5491 car #100 – Bill Wu – 2001 Ford Crown Victoria 'Police car'

Best mph 121.85 car #91 – Read Zidan – 2008 McLaren Mercedes SLR Roadster

Best Burnout car #06 – Derek 'Buttsy' Butler – 1999 Nissan Skyline R32 (RB26)

Tankslapper - Sheikh Moe – 2008 Rolls Royce Phantom Drophead

No Hard Luck – Stephan Schneider - 2006 Aston Martin DB9 Volante

Editor Notes:

The first Gumball 3000 took place in April 1999, when founders **Maximillion Cooper** and **Julie Brangstrup** invited 50 of their friends to take part in a 3000-mile party around Europe to bring together the music, film, fashion and sport industries. Ten years later, and things have certainly grown, with crowds of over a million people attending the last start in London, and a televised and online audience that reached over 60 million in over 100 countries. Gumball 3000 consistently hits the headlines as '**Cool Britannia's**' most unique addition to pop culture, described by **Vanity Fair** Magazine as '*the most rock 'n' roll car rally ever staged*' and famed for its exploits and celebrity participation. The event annually attracts stars including Oscar-winning star of the Pianist **Adrien Brody**, **Heroes** Jimmy Jean-Louis, Jackass' **Johnny Knoxville**, **Bam Margera** and Ryan Dunn, **David 'The Hoff' Hasselhoff**, Hugh 'Playboy' Hefner, supermodels Jodie Kidd, Caprice and Tyson Beckford, Kill Bill's **Daryl Hannah**, action sports legends **Tony Hawk**, Matt Hoffman, Dave Mirra, Travis Pastrana, Rob Dyrdek, Carey Hart, and rock stars including **Snoop Dogg**, **Travis Barker**, **Cypress Hill**, **The Enemy**, **Motorhead**, Jamiroquai and **Xzibit!**

Incorporating a new 3000 mile route each year, the attraction of the Gumball transcends social barriers, appealing to the adventurer in everyone, regardless of status or wealth; combining grease, glamour and guts in equal measures, stretching the experiences of travel and entertainment – just that bit further. Over the past 10 years Gumball 3000 has been hosted by Kings and Presidents, partied with Snoop Dogg, appeared on the **Jay Leno** Show, raised awareness for testicular cancer, chartered the worlds 3 largest aircrafts, created untold amounts of 'Jackass' fuelled mayhem, hung out at Hugh Hefner's, and most recently has been invited to work with the United Nations, all through the language of the motor car.

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Go to www.gumball3000.com for the latest news, reviews, videos, apparel, art, blogs, street culture and everything automotive for the Gumball generation – and catch highlights of the action on www.youtube.com/gumball3000 and www.pumamotorsport.com.

For press information contact Jessica Rees-Middleton on: +44 (0) 208 964 7878 jmiddleton@gumball3000.com