



Gumball 3000

20 Years on the Road

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Binding	Hardback
Territory	World excluding Germany, Austria, Switzerland, Belgium, Netherlands
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Price	£65.00

- Photos, facts, and insights on the 20th Rally, running from London to Tokyo in August 2018
- A must-have for all petrol-heads, partygoers, and jetsetters: the first-ever book on a one-of-a-kind road trip

Just as Gumball 3000 is much more than a car rally, *Gumball 3000: 20 Years on the Road* is much more than a car book. A best-of compilation of the glitzy and famed international event from the past two decades, this volume is as effervescent and exciting as the road trip itself.

“Gumball is about challenging tradition and taking a non-conventional approach to exploring and pushing cultural and creative boundaries.” Maximillion Cooper, CEO and Founder of Gumball 3000, sure knows a thing or two about breaking boundaries. Though only in his mid-forties, Cooper has a CV already bursting at the seams: he has been a model and successful racing driver; he studied fashion design, law, and film; he is an entrepreneur, a designer, and an art collector.

In establishing Gumball 3000 in 1999, Cooper created an event which swiftly showed its potential to defy conventions and categories. Like its founder, Gumball 3000 refuses to be pigeonholed; it is a rally and a car show offering live music and action sports. It truly defines the word “event” in superlative style. Every year, a million visitors join the Gumball tour, with a further 100 million households tuning in via TV and internet broadcasts in 60 countries worldwide. The eight-day long road covers 3,000 miles across different countries and has had host stations in Europe, Asia, and North America. The list of participating celebrities is glittering and, of course, genre-defying: David Hasselhoff, Snoop Dogg, David Guetta, Steve Aoki, Johnny Knoxville, Tony Hawk, Adrien Brody, Daryl Hannah, Dennis Rodman, Lewis Hamilton, Eve, deadmau5, and many more.

The only boundaries of this book are its covers. Celebrating the 20th anniversary of Gumball, it is an explosion of Gumball fun and facts, featuring breathtaking photographs of the tour’s exceptional cars, as well as insider insights from leading participants. Follow the rally’s genesis, meteoric growth, and take a glimpse at the legendary Gumball parties. Buckle up and enjoy the ride!