

Rosewell woman wins a Mini Hatch!



Peter Vardy Edinburgh partied like it was 1959 at launch of the all-new MINI Hatch

Peter Vardy Edinburgh, Scotland's fastest-growing motor dealership, entertained over 200 customers, contacts and friends to party like it was 1959 again last Friday in celebration of the launch of the all new MINI Hatch at its Seafield Road showroom in the city.

Guests were amongst the first in the country to have the opportunity to see the new model in all its glory. The new MINI Hatch has been completely re-engineered and is packed full of brand new technology but retains a dash of the original 1959 model. As part of the exclusive MINI experience, guests were also able to test the car's new features and speak to MINI experts.



Its unique combination of old and new means the slick new features contain all the spirit of the first MINI which was launched in front of an amazed UK audience 55 years ago, before going on to capture the hearts of a global public.

Following a grand prize draw, Karen Freedman, 38 from Rosewell, Midlothian, was judged luckiest person in the room when she won a Peter Vardy Edinburgh MINI Hatch for a month and an overnight stay in five star luxury at the world famous Gleneagles Hotel.

She said: "I came to the launch with my family because I've always admired the MINI range. I can still hardly believe I will now be driving such a wonderful car for a whole month."



Managing Partner of Peter Vardy Edinburgh, Guy Watson, said: “Karen will be the envy of all her friends and family when she’s spotted driving the beautiful, iconic new MINI Hatch. We are expecting to see enormous demand to view and test-drive the new original.

“Internally, the MINI Hatch features include the new improved MINI Connected, a dashboard that is a far cry from the vinyl, but still oozes the same style. The new original continues to be the ultimate fun drive with its twin turbo engines and re-engineered go-kart feel, just like the one before, only better.”

Whilst the car itself undoubtedly stole the show there were plenty of other activities going on at the showroom, all celebrating the original 1959 spirit of the new car. Fake Paparazzi got guests into the party spirit with a jukebox playing hits from the era alongside entertainment from a magician performing vintage tricks to the audience.

To find out more about the new MINI contact Peter Vardy Edinburgh www.petervardy.com/mini.

