‘THE VAUXHALLS’ STARRING ABBEY CLANCY

Thursday 16 October, 2014

JAMES BROWN'S DIRECTORIAL DEBUT SHOWCASES THE BEST OF BRITISH ROCK AND ROLL STYLE AND ATTITUDE

London, 16 October 2014: Vauxhall Motors and James Brown proudly present *The Vauxhalls* – a short film bringing to life the liberating sound and style of rock and roll. Starring iconic British model Abbey Clancy, the short explores the expression of individuality through fashion, music and attitude and showcases the latest addition to Vauxhall's chic ADAM range, the ADAM ROCKS AIR.

Inspired by the visual style of counter-culture photographer Corinne Day, James Brown wanted his filmic debut to encapsulate the raw essence of rock and roll – the free spirit characters that use fashion as a form of expression, mode of creative freedom and a means to push boundaries.

Vauxhall Motors loaned James Brown one of the first ADAM ROCKS AIR to feature in the film ahead of its recent September release and celebrates all aspects of British style and design, plus a custom-made 'ADAM' necklace by London jeweller, Lara Jenkins. The narrative follows Abbey Clancy to a gig, who in real-life has been a secret groupie for years, following her brother John Clancy around the country where he performs with his indie band The Razz as lead singer and rhythm guitarist.

The film captures the fictional, aspiring band *The Vauxhalls* preparing for a late night gig in an unknown London location. Model Abbey Clancy embraces rock and roll style with James shooting her in an edgier new light. First seen in a state of undress, she gets ready alongside her band, putting as much focus on her fashion selection as rehearsing for their performance.

She takes the wheel of the ADAM ROCKS AIR, driving the band through London's nightlife to the venue. Inspired by agile parkour athletes who negotiate urban spaces, the car features a state-of-the-art Intellilink infotainment system which plays the film's soundtrack, "Heart Is a Beating Drum" by renowned rock duo The Kills (Jamie Hince and Alison Mosshart) and a full-length electric folding canvas roof to embrace the open air – seen in *The Vauxhalls* framing London's skyline.

Speaking about the commission, Mark Adams, Vice President of Design at Vauxhall Motors comments: "The Vauxhalls explores why rock and roll was so influential. As car designers we work within Vauxhall's design philosophy but still drive for a significant amount of creative freedom, so it's imperative for us to engage and understand past, present and future trends. Projects such as these help us mould our development for ADAM. It's good to see the ADAM ROCKS AIR on the road, driving through the streets of London with Abbey at the wheel."

To document James' inspiration behind his directorial debut, Vauxhall Motors created an accompanying Behind the Scenes film, offering insights into James' thought process across style, characters and narrative and features interviews with Nick Grimshaw, Sadie Frost and Carl Barat.

ADAM ROCKS AIR is priced at £14,695 and the first Vauxhall to get the new 115PS 1.0 litre three-cylinder petrol engine and an all-new six speed gear-box. ADAM ROCKS AIR has a modified chassis with a raised ride-height and new steering tuning.

To view the film and behind the scenes content: www.vauxhall.co.uk/thevauxhalls

Press Contacts:

Kate Oyler
Manager, Brand Communications
Kate.oyler@vauxhall.co.uk
(01582) 426603

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