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MINI Clubvan Concept: Small and businesslike

Lead

MINI describes the target market for its new concept as “premium small businesses”. So, er, signwriters, sausage-makers and personal fitness trainers – roll up! Here’s a van in true classic Mini style, offering maximum interior space within the minimum possible footprint.

The Clubvan concept has only two seats, behind which is a partition grille and a flat load area that stretches right back to the split rear doors. Well, we say “right back” but, since the Clubvan has the same exterior dimensions as the MINI Clubman, it’s not *that* far, let’s face it.

Other useful, load-lugging touches are the six ‘attachment loops’ set into the load floor, with elasticated straps to hold those packets of hand-crafted sausages in place, while the sides, floor and roof-lining of the load area are lined in anthracite-coloured cloth. There’s plenty of space to write your premium-small-business’s logo, too, since the rear windows have been filled in with body-coloured polycarbonate sections, and the commercial attractions of this utility vehicle are further enhanced by the rear-hinged ‘Clubdoor’ on the right-hand side.







Whether the Clubvan concept goes into production remains to be seen, but, well, why not?

Photos: Mini

Gallery

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