

# Hare & Hounds

Classic Vehicle Club



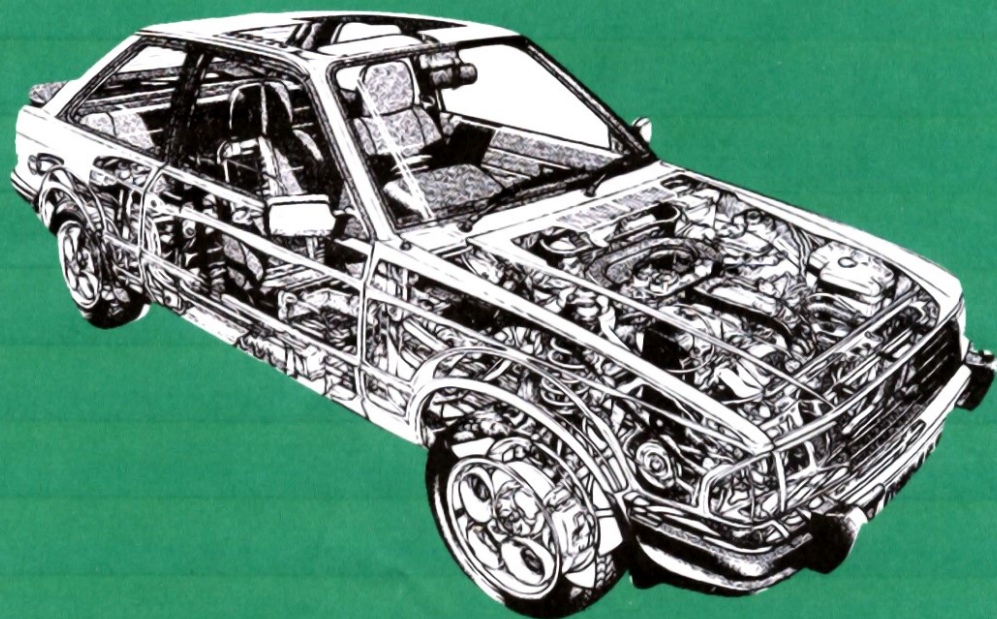
JANUARY 2023 | EDITION 372

# HARRODS

## MOTOR COMPONENTS

Units 7&8 □ Pennine View □ Shepley Lane  
Marple □ SK6 7JW

0161 427 8330



# H&H CVC Ltd

 hhcvc.com

 hhcvc1991@gmail.com

The Club meets at the Conservative Club, High Lane  
on the **THIRD** Wednesday of each month @ **8.15pm**

Annual Club Subscription - £20

Subscription Payments by Bank Transfer

**National Westminster Bank Ltd**

**Account Number - 40512746 Sort Code - 01-05-51**

**Or Contact Graham/Jean Knowles 0161 439 2106**

**Cheques Should be Made Payable to**

**H&HCVC Ltd.**

**Chairman & Director**

**Steve Divall**

stephen\_divall@hotmail.co.uk

0161 483 4475

**Vice Chairman & Director**

**Mike Coffey**

mick.coffey1@talktalk.net

01298 27424

**Director & Committee Member**

**Richard Burnham**

ric.burnham@sky.com

(Inc. photography and runs)

07770 533677

**Treasurer & Director**

**Graham Knowles**

graham.knowles@btinternet.com

19 Bath Crescent

Cheadle Hulme

Cheadle

Cheshire

SK8 7QU

0161 439 2106

**Company Secretary & Director**

**Chris Parr**

chris.parr67@ntlworld.com

4 Bramham Road

Marple

Stockport

SK6 7LJ

0161 427 1363

07512 783818

©H&H CVC Ltd. 2023

Reg. Office - 2, Kings Drive, Marple, Stockport SK6 6NQ

Reg. N° 4999097

hhcvc1991@gmail.com

Printer: Frank Aspinall & Co. Ltd., Building 4, Unit 5,

Tameside Business Park, Denton, Manchester

M34 3QS Tel: 0161 480 2707; Mob: 07977 211213





### January 2023

Weds 18<sup>th</sup> January – Club Night – Chairman's Quiz Night.

Sun 29<sup>th</sup> January – New Year's Run – Route to be set by Mike Coffey, details, destination & venue to be confirmed.

### February 2023

Weds 15<sup>th</sup> February – H&HCVC Annual General Meeting (there are rumours of a free hotpot supper too).

### March 2023

Weds 15<sup>th</sup> March – Club Night – Rocker Box Racing (see 'Tips From A Champion' in the Dec-22 issue of your favourite Club Magazine).

Sun 12<sup>th</sup> March – Spring Run – route to be set by Andy Robinson, details, destination & venue to be confirmed.

Sat 18<sup>th</sup> March – Knowldale Car Club 'John Clegg Mini Miglia' event. See Andy Robinson's piece in the Dec-22 magazine, the KCC website or contact Andy on 0161-430-7010

### April 2023

Sun 23<sup>rd</sup> April – National 'Drive It' Day – Route to be set by Richard

Burnham, details, destination & venue to be confirmed.

### May 2023

Sat 27<sup>th</sup>, Sun 28<sup>th</sup> & Mon 29<sup>th</sup> May – Smallwood Vintage Rally – Smallwood, Nr Sandbach, Cheshire.

### June 2023

Sat 3<sup>rd</sup> & Sun 4<sup>th</sup> June – Classic & Performance Car Show – Tatton Park, Nr Knutsford, Cheshire.

Sun 18<sup>th</sup> June – Peaks & Dales Charity Run – Details, destination & venue to be confirmed.

### July 2023

Sat 1<sup>st</sup> & Sun 2<sup>nd</sup> July – Stars & Stripes American Vehicle Show – Tatton Park, Nr Knutsford, Cheshire.

### August 2023

Sat 19<sup>th</sup> & Sun 20<sup>th</sup> August – Passion for Power Show – Tatton Park, Nr Knutsford, Cheshire.

### September 2023

Sun 3<sup>rd</sup> September – Club Show – Brookside Garden Centre.

***“I couldn't find the sports car of my dreams, so I built it myself”***

***Ferdinand Porsche***



Keith Yates

Roses are red and violets are blue but Alison's Merc' has a deep yellow hue. Yes, to give us all a bit of Winter warmth and a nod to the promise of Spring, Alison Morgan's superbly presented and immaculate Mercedes Benz 230SLK takes pride of place for January. Read further details about this car elsewhere in the magazine.

On behalf of the magazine's Editorial Team I would like to wish all of you a Happy New Year. We hope that you and yours enjoyed good Christmas breaks and that any over indulgences will quickly be rectified once the inevitable diets and alcohol deprivations kick in.

Whilst on the subject of the Editorial Team, I've realized that this is not only the first magazine of 2023 but it's also the eighth magazine that David and I have put together since taking over from Chris Parr. It feels like something of a milestone. I would however, like to re-emphasize an important point at this juncture; the magazine is very much a team effort (with some very good input now from readers/members) but it wouldn't come together, certainly not in terms of layout and visuals, without the help of David, the Deputy Editor. My thanks to him.

Did you all spot the not so

deliberate mistake on the magazine's December front cover? Needless to say, I didn't spot it until it was too late to be rectified. Anyway, the big question remains; was there one too many or one too few? You can always go 50:50 or phone a friend!!!

The subject of the Front Cover reminds me, David and I like to feature members' vehicles whenever possible. This means having a good digital photograph and, preferably, some details about the vehicle, its history and story etc. The latest is Alison Morgan's immaculately presented Mercedes Benz 230SLK. My thanks to Alison for taking the time to supplement my photo of her car (taken at last year's Poynton Show) with some interesting details. Watch out for some more interesting vehicles planned for future front covers.

A recent edition of Wheeler Dealers (on Quest TV) featured a special edition, very rare and very

## **Please Note – Annual Club Subscription – Please Note**

**The 2023 annual subscription (£20) for membership of The Hare & Hounds Classic Vehicle Club is due with effect from 1st January 2023. Please note that all subscriptions should be paid over no later than Wednesday 15th February 2023 – the date of the Club's AGM.**

## **H&H CVC New Member**

A collective and slightly belated hello to Ros Moore, our latest recruit to the H&HCVC clan, who joined us during November. This isn't the first connection that Ros has had with the H&HCVC as she is the sister of our late friend and committee member, the much missed Chris Howarth. Ros has also participated in several previous Peaks & Dales Runs in her 1990's (very original) Mini Mayfair.

A warm welcome Ros, we all hope that you enjoy your membership.

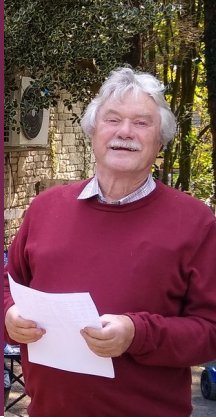
yellow VW Golf Cabriolet. After Mike Brewer had spent the majority of the programme grumbling about the fact that he 'hates' yellow cars, the grand finale displayed a whole host of yellow cars, of all sorts of makes and models, that had been brought together by enthusiastic owners. It seems there is a club for yellow car owners. Who would have thought it? Wheeler Dealers, a very tired format these days and not a patch on the days when Ed China ruled the workshop and wielded the spanners. I had the misfortune to watch a repeat episode (they're never off and must be on a loop!) with Ant Anstead tackling a much messed about Triumph TR7 Convertible. He spent the whole of his time on screen moaning on about how much he 'hated' the TR7 and how appallingly bad British Leyland and the TR7 had been. This is the same bloke who loves to repeatedly proclaim "hey, I'm a car guy". Well, I'm going to nail my colours very firmly to the mast here, I consider myself to be a 'car guy' too and I 'love' TR7s. A well sorted TR7 Coupe? Yes please!

The electric car (or EV to be more hip) debate continues to rumble on in the background. I was recently in correspondence with one of our member contributors and this centred on the life of batteries and

the extent of their range depletion as the car and its batteries age. There doesn't appear to be much (if any) truthful/hard data to interrogate but its looking like an EV 'owner' should be expecting a very much reduced range after about 7-8yrs. So what happens then? Do we just scrap the vehicle and send it for recycling? Can these batteries be economically and ecologically recycled? Also, if we want to keep our 8yr old EV and just buy new batteries; well, how many thousands of pounds would that cost? Questions, questions so many questions and such a total lack of good information to base a decision on. Anyway, Judith and I have just bought a 'mean green' Ford Puma ST. It's got a petrol, 3cyl, 1500cc turbo engine that's banging out about 200bhp and it's pretty good. Oh, by the way, we have no range anxiety and no qualms whatsoever about buying another 'dirty' petrol powered car. I wonder how many years it'll be before ambulance chaser lawyers change tack from diesel.compo.com to ev.compo.com?

Time to draw all of these ramblings to a close. The Editorial Team hope that you enjoy this edition and that some enjoyable and trouble free 'classic' motoring isn't that far off.

# CHAIRMAN'S CHAT



## HALL OF FAME AWARD RECIPIENTS

2012 - Chris Parr  
2014 - Bob Plant  
2015 - Ray Etchells  
2016 - Fred Dean  
2020 - David Bowden  
2022 - Jane Harrop

I begin with my customary "Happy New Year" greeting to one and all. Hopefully, you all had a good Christmas and a Happy New Year seen in the appropriate manner. In our house, I customarily welcome in the New Year having taken a piece of coal out of the back door during the old year, to let the old year out, and then return through the front door, after 12:00 and to let the new year in, where I am welcomed, by Chris, with a kiss. This piece of coal came from our Auntie Nellie, who had a coal fire in her home in Louth, but I am not sure about the use of a piece of coal before this date.

I usually say at his time that I hope we all saw the New Year in without falling over but, in this respect, I urge you all to take care because a number of friends, having reached retirement age, have fallen over and managed to break a bone or something. Just please remember to walk about more carefully and look cautiously as you step forwards.

The front cover picture for this issue shows the Mercedes SLK convertible SLK owned by member Ali-

son Morgan. It was taken at the 2022 Poynton Show. I must admit that I don't know a lot about this car except that it is in pristine order throughout and that the seats match the exterior. I do know that the model was available with a variety of different engine sizes but I am sure more will be revealed later in the magazine.

For the first club meeting of the year, we will have my usual quiz which is about ready as I write this during late December. As I mentioned in my last chat, please bring a writing implement with you; paper and prizes will be provided as always. I have previously hinted that Team Coffey will start with a large point penalty so that they do not win again (ho-ho). One of the question groups will be of a domestic nature. My wife has noted that the 'Teflon' (or similar) finish works extremely well on pans etc until it starts to come off or gets seriously scratched. In doing so the bits that come off can cause extreme poisoning. The answer is to use non-scratch spatulas to prevent damage



and if you do have a pan which has started to deteriorate, throw it away sharpish and get a new one. Just don't risk it.

After the AGM in February, with its complimentary hot pot supper, Ed's Rocker Box Racing Night takes place in March. Then we come to April. We have a planned visit by DIDUNO who are a group that sort out computer and mobile phone problems and the like. The list of their capabilities seems endless. However, in order that they come suitably prepared, please let me have a short list of topics you would like them to talk about beforehand.

Members will be pleased to learn that the Club's insurance policy falls due for renewal on 1<sup>st</sup> February and that this has been renewed with no increase in premium, as has happened for the last two or more years, so we can all sleep soundly in our beds.

And so, we enter a new year with everyone's membership renewal due, in the sum of £20, for the year. Please pay this promptly and by BACS if you can, the preferred and easy method of payment, as spasmodic payment by cheque or cash causes undue difficulties for Graham and Jean, our Treasurer and Financial Administrator w. This also gives me a reminder to thank those of you who have given me used postage stamps for the guide dogs association. Hopefully, I will

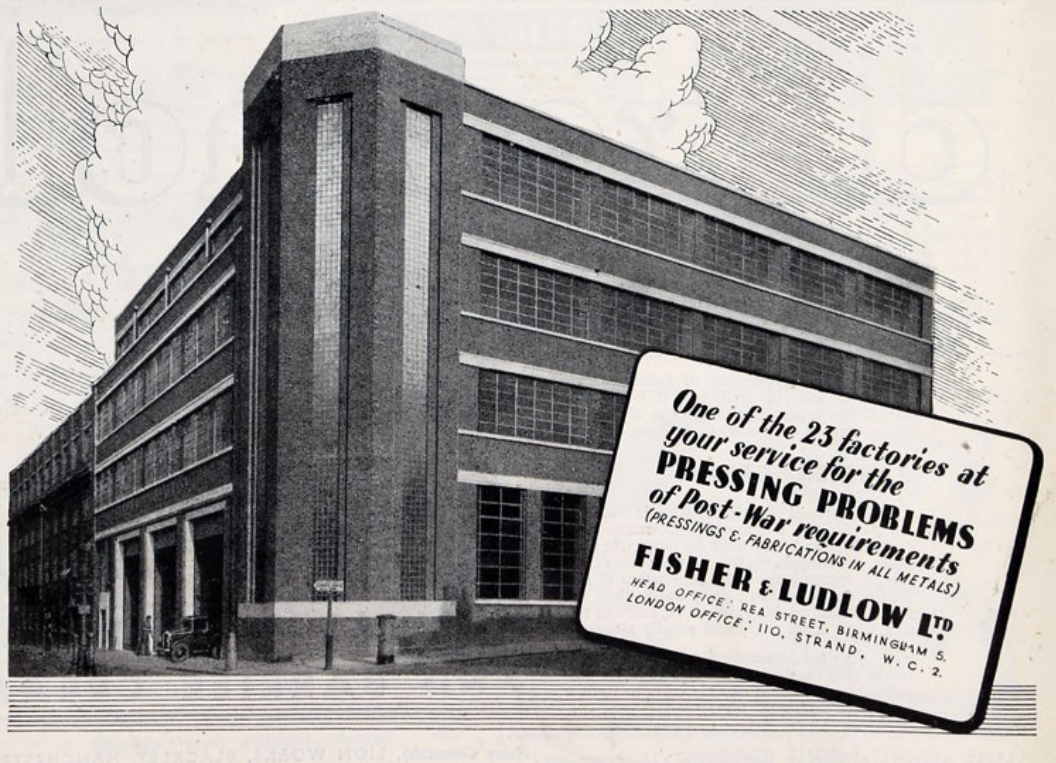
need a large bin bag to collect them all together.

The Peaks and Dales Run is in hand and will most definitely end at Bakewell. However, the final finishing point is yet to be sorted, due to a problem caused by the bird flu epidemic, as there are difficulties with the planned for farmers auction market venue. We are looking at somewhere with dry standing, with food and drink available and with nearby things to look at and enjoy. The date for the event is going to be June 18<sup>th</sup> which is historically father's day.

Amongst the e-mails I receive, telling me about various vehicle collections and those for sale, I also get notifications about classic banger racing. Most vehicles used are hard top saloons or estate cars with powerful engines. There appears to be no age restriction but open top sports cars are very much in a minority. I urge you all to take great care of your classics and make sure they are secure. I have extended my house alarm to cover the garage where my car and scooter are kept.

And so that concludes my first ramblings for the year and I hope that you will be able to attend the quiz evening in January.

Steve Diwall



*One of the 23 factories at  
your service for the*  
**PRESSING PROBLEMS**  
*of Post-War requirements*  
*(PRESSINGS & FABRICATIONS IN ALL METALS)*  
**FISHER & LUDLOW LTD**  
HEAD OFFICE: REA STREET, BIRMINGHAM 5.  
LONDON OFFICE: 110, STRAND, W. C. 2.

# George Bute

Plumbing • Bathrooms • Heating



Mobile: 07961 972044; Tel: 0161 427 2802



# Motoring Heaven Since '27 Wanted!



**YOUR LOW MILEAGE, ONE  
OR TWO OWNER CAR, ESTATE,  
MPV OR SMALL/MEDIUM VAN  
WITH SERVICE HISTORY  
FINANCE SETTLED**



**THOUSANDS OF  
SATISFIED CUSTOMERS**



**[www.hlgcars.co.uk](http://www.hlgcars.co.uk)**

**OPPOSITE THE  
RED LION**

**HLG High Lane, 111-113 Buxton Road, High Lane Village, Stockport SK6 8DX**

**Tel: 01663 763355/764566**

Open Monday to Saturday (Sunday is our day of rest!)

**BUYING? SELLING? YOU'LL LIKE THE WAY WE DO THINGS!**







*Graham Scattergood*

Hi Gang,

With the Christmas and New Year festivities over with, I hope we can all look forward to 2023 with new hope for an improvement in the world wide turmoil we are having to endure and therefore try and get back to some sort of normality; though I'm not going to hold my breath.

At this time of year our beloved motors are, bye and large, all tucked up or undergoing some form of enhancement before the better weather allows us to awaken them from their slumbers. This thought did get me thinking of the similarities we have with our four wheeled nemesis, namely.....

We throw off the covers and think I am sure the body didn't look that bad. Never mind perhaps a wash will make things look better. Umm, not sure that helped, is that another crease or two that have appeared

and I'm sure those blemishes have got worse, still lets stir our self. I sound very wheezy this morning, perhaps breakfast and some liquid refreshment will recharge the battery. That's better, feel more recharged now, lets get into gear and get moving. Dear me I am sure I wasn't that stiff and creaky but take it steady and I may loosen up. Umm, bit of coughing and that backfiring is not a pleasant situation. Let's try going a little quicker, to get the fluids pumping round, and maybe I'll loosen up quicker. Not improving and it looks like rain so I think I should return home and maybe try again tomorrow. Hopefully, things will be better and a visit to the doctor won't be needed! !

On the Club front, I'm sure we're all looking forward to what brain teasing questions the Chairman has in store for us all with his New Year Quiz and we can then look forward to Mike Coffey's New Year run.

Hope to see you all soon.

Toodle Pip for now.

# Mercedes-Benz SLK (R170 Series) 230 Kompressor

*ALISON MORGAN*

I purchased my Mercedes on 2nd March 2013 and I am the 3rd owner. It is a R170 series, 230 Kompressor SLK or, perhaps less snappily, Sportlich (Sporty) Leicht (Lightweight) Kurz (Short). Manufactured in 2001, it is a facelift model fitted with the 'Vario Roof' or, in other words, a retracting metal roof. The specification is:-

Engine: A straight four cylinder, petrol, water cooled, 2295 cc with fuel injection and supercharger producing 197 bhp.

Transmission: 6 speed manual.

Colour & Trim: Exterior paint is Yellowstone (aka Sunburst Yellow) with the interior in Black & Lotus Yellow (aka Citrus) leather. This Black/Lotus Yellow interior was only available from February 2000 until February 2002 and hence why the combination is quite rare.

Mileage: 45282 miles.

The car has the majority of its lifetime service history. There is plenty of paperwork that includes MOT certificates from 2006, tax discs from 2004, lots of receipts and even a couple of old photographs from



the previous owner's son.

The majority of the car is original, including the CD player, tool kit, jack, first aid kit, emergency triangle, spare wheel, special spare wheel nuts, tyre inflating compressor, net wind deflector and manuals etc. I've had the original wheels refurbished.

Body work wise, the only parts to have been replaced are the two front wings. Unfortunately, they are notorious for the dreaded rust rot. This actually starts from the small bracket that holds each of the

wings to the car. Mercedes do sell the wings for you to replace the rotten ones but not the brackets. I had to have those specially made. This is a problem that every owner of the R170 model will come across in the lifetime of the vehicle. Other than that, it is totally original.

I love my car, it's my pride and joy. It may not be a classic compared to the majority of the beautiful, and so very interesting cars in our club.... but we're getting there.

## OUR SERVICES

- ✓ Tyre **Fitting**.
- ✓ Wheel **Balancing**.
- ✓ Locking **Wheel Nut Removal**.
- ✓ Front Wheel **Alignment**.
- ✓ **Mobile Tyre Service**.

[www.ashtontyrespecialists.com](http://www.ashtontyrespecialists.com)

Adlington Industrial Estate,  
Adlington, Macclesfield, SK10 4NL

ASHTON TYRE  
SPECIALISTS 



FALKEN  
TYRES

 Call us for a quote on: **01625 859123**

**WE WILL FIT CAR CLUB MEMBERS OWN SPECIALIST TYRES FOR A MODEST CHARGE ON SIGHT OF THEIR VALID MEMBERSHIP.**







# 1955 MILLE MIGLIA

## A Summary of the Famous Race – Part 2 – Rome to Brescia

*Thomas Wardle*

### The Race

To recap and to follow on from the December issue, the positions at Rome were: -

- 1<sup>st</sup> Moss – 5hrs 3mins 5sec @ 107.4MPH
- 2<sup>nd</sup> Taruffi – 5hrs 4mins 54secs
- 3<sup>rd</sup> Herrman – 5hrs 7mins 6secs
- 4<sup>th</sup> Fangio – 5hrs 14mins 10secs
- 5<sup>th</sup> Maglioli (Ferrari) – 5hrs 21mins 50secs

At the time of this race and since it had first been run back in the 1920's, there was an old Mille Miglia proverb that went, 'he who leads in Rome never leads in Brescia'. As Moss was superstitious the question was, could he hold the lead and break the proverb?

They were now five hours into the race. Moss took the Rome stop as an opportunity for a pee and a slurp of orange juice. The mechanics changed the rear tyres and filled the fuel tank. They also sprinkled Jenks with water because he "felt very hot, very oily, very sweaty and very dirty". A piece of paper given to Jenks told him that they were leading Taruffi by 1minute 42 seconds. As the car was lowered from the jacks, Moss was in the car, he started the

engine and set off again. The pit stop had taken less than a minute.

A few miles after that pit stop and just after a hairpin bend, Kling had hit a bank and gone off into the trees. The car was badly bent. Approaching this, Moss slowed and a spectator gave him the thumbs up. It was the beginning of the return leg of the race and it was now the time to turn up the wick and for Moss to really get on the power.

Going through Monterosi and Viterbo Moss gave it everything, pushing the Mercedes and its engine to 7500RPM every time, in every gear, taking off on numerous occasions and if the car wasn't power sliding through the twisty bits then Moss had it in a four wheel drift. Jenkinson was amazed how he seemed to get it right every time, sometimes using the full width of the road. Driving down the Adriatic coast in the morning the sun was in their eyes, now it was behind them. It meant that the slower cars did not always see the Mercedes approaching behind them, the reflection in the mirrors obscuring the view. However, most of them did give way to the faster car.

Just after Acquapendente it was Jenks turn to make a mistake. Just after a tricky right hand bend, Jenks felt petrol down his neck, turning round to see what had happened, he missed the signal for the

following tricky corner. Fortunately, for both driver and passenger Moss remembered the bend, but Jenks received a dirty look.

They stormed and slid their way up the Radicofani Pass with Moss's usual, by now, style. Moss's pace was relentless. On the downhill section one of the front brakes grabbed and caused the car to slide into a ditch. The only damage was a small dent to the rear corner. Luckily the car drove out.

At the Siena control they didn't know if they were still leading but Moss later said that he had put everything he could into that section.

On the road from Siena to Florence Jenks was beginning to feel the strain. With two hands on the pace notes he was being thrown every way possible. He later said that he took one look at Moss, sat beside him in relaxed concentration, and that gave him the assurance that he needed. In fact, Jenks thought that Moss looked as though he had just left Brescia.

They entered through the streets of Florence at 120/130MPH, across the bridge and then a sharp right to the control point. A Mercedes man thrust a piece of paper into Jenks hand, he only had time to read that they were still leading. In the controls the leading drivers did not stop for the time stamp, they

slowed the car sufficiently to allow the marshal to run alongside the car and as soon as the timecard was stamped the throttle went down. You had to be fit to be a marshal!

Jenks indicated to Moss that they were still leading the race and he took off as if he was at the start of a Grand Prix. Jenks thought that Moss was going to attempt the Florence to Bologna section of the race in one hour so, as they stormed up the hill and out of the city, he made sure he was sat well on his side of the car. He knew that Moss's elbows would need every inch of space possible for twirling the steering wheel and changing gear. What they didn't know at this time was that the race was theirs for the taking. Taruffi was out after his oil pump gave up the struggle.

They passed several slower cars climbing away from Florence on the Futa Pass. Jenks felt at ease because of the way Moss was driving. If he wasn't powering the car round the slower corners he was taking the faster ones in a four wheel drift. They were both working together in such harmony that nothing appeared unexpectedly to take them by surprise – although some melted tarmac caused them to ease the pace a few times. Just over the summit of the Futa they saw a Mercedes parked at the side of the road with Hans Herrman waving them on

as they flew past.

They drove into Bologna at 150MPH and with hordes of, fortunately, well behaved spectators on both sides of the road. Braking hard for the time control, it had been one hour and one minute from leaving Florence. Even though the hard part was behind them, they still thought it might be possible to get to the finish in Brescia in around ten hours.

Car number 722 certainly bore some battle scars. At least three of the four corners had dents and scrapes and the front right corner had a dent the size of a football where Moss had overshot a corner and hit a straw bale. However, it hadn't missed a beat.

Up the long fast straights through Modena, Reggio and Parma, not one second was wasted, still cruising at 170MPH unless they slowed for corners or brows. It hit home to Jenks just how fast they were travelling when they "overtook" two planes that were filming the race!

After Cremona they were on the last leg of the race for the next town was Brescia. They crossed the finish line with the engine on full power and the speedo showing over 100MPH.

They drove the car into the official garage and, after getting out of the car, Moss said to Jenks "do you think we have won"? "We will

have to wait for Taruffi". It was only then that they learned that Taruffi was out. The proverb had been broken and the final results were: -

1<sup>st</sup> Moss/Jenkinson – 10hrs 7 mins 48 secs @ an average 98.5MPH

2<sup>nd</sup> Fangio – 10hrs 39 mins 33 secs

3<sup>rd</sup> Maglioli/Monteferario (Ferrari) – 10hrs 52 mins 47 secs

4<sup>th</sup> Giardini (Maserati 2000cc) – 11hrs 15 mins 32 secs

5<sup>th</sup> Fitch/Kessler (Mercedes 300SL) – 11hrs 29 mins 21 secs

### **Apres Race**

Of the 521 cars that had started the race, 281 eventually finished it. The car that finished last was a FIAT 1100 in a time of 22hrs 35mins 54secs.

An official Mercedes driver was told to transport Moss and Jenkinson back to the hotel and politely invited Moss to take the driver's seat. Both Jenks and Moss got into the back! Later, as Jenks lay in his bath, he relived the experience of sitting next to and admiring one of the greatest drives ever. He was in reflective awe of how a man can drive a car harder and longer and put so much effort into ten hours, that with the extreme heat of an Italian summer and hardly a break from the continuous effort. He later

said it was beyond his wildest imagination.

At midnight, with the stay awake pills still working, Moss got into his Mercedes supplied car and drove to Stuttgart (700km) where both his mother and father were waiting for him. He surprised the Mercedes directors, with whom he had lunch. He took the opportunity to apologise to them for writing off two cars during practice.

Nobody ever really got close to the Moss/Jenkinson time. The course record had been smashed by 11MPH and a new record had been set for both halves of the circuit. Moss was also the first (and last) British driver to win the race. In 1956 the winner was Castellotti (Ferrari) in 11hrs 37mins @ an average 85.9MPH and in 1957, the last time the race was run, Taruffi (Ferrari) did it in 10hrs 28mins @ an average 95.5MPH.

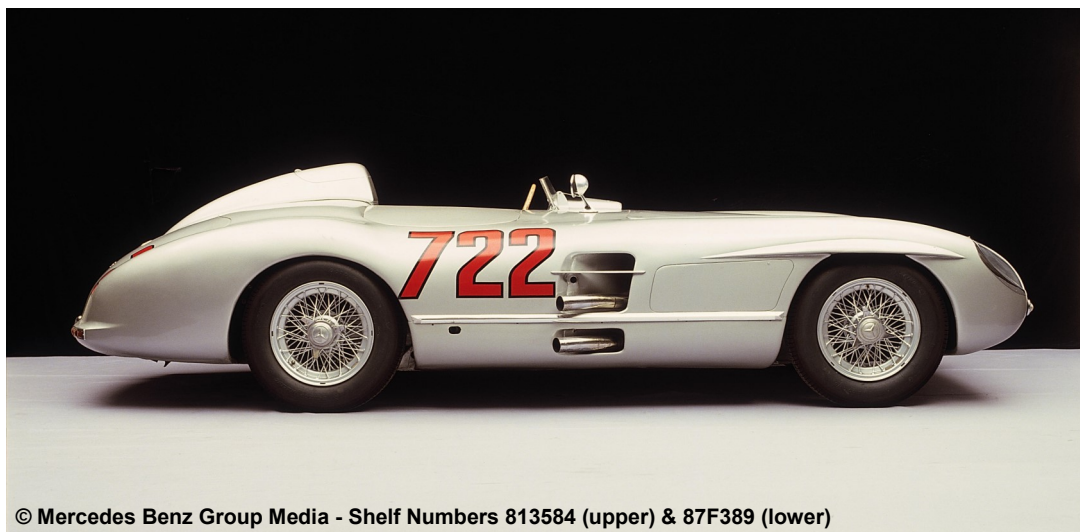
Was this the greatest race driven by one man? At Le Mans the cars had two drivers, now three, giving them a chance to even sleep in between stints. For one person to drive at those speeds, for so long on pace notes and AVERAGING 98.5MPH is exceptional, in my opinion.

**PS** There is a film, "Checkpoint", that is usually shown on Talking Pictures TV. This is about a man who murders an Italian policeman



and tries to escape the country by posing as a navigator in a car race. The film was shot in Italy in 1956. It

gives an idea of the state of the roads at the time.





## Audi 100 (C3 1982–1991) The Car That Made The Brand ?

*Keith Yates*

It is quite amazing what advertising campaigns can do for a brand and how a particular slogan can stick with a brand for many years. This is as valid in the Motor Industry as it would be for, say, cleaning products or beverages. Do you remember these good examples?

The Ultimate Driving Machine –  
BMW

The Best 4X4 By Far – Land Rover

The Power of Dreams – Honda

Pace With Grace – Jaguar

If Only Everything In Life Was As  
Reliable As A Volkswagen –  
Volkswagen

Safety Fast – MG

Everything We Do Is Driven By You  
– Ford

In 1969 the German manufacturers Auto Union and NSU merged and effectively became Audi – subsequently merging with Volkswagen of course. In the early 1970's a new Audi advertising slogan was created that was supposed to focus on and apply to the fabulous NSU RO80 (a car that may well feature in a future magazine!). Long after the demise of the RO80 however,

this slogan is still very much with us and, it could easily be argued, has become the most famous car advertising slogan ever: -

### **‘Vorsprung Durch Technik’**

Probably everybody knows that this translates to ‘Progress Through Technology’; a simple statement that tells you everything that Audi want you to know about the brand. It's nothing short of pure advertising genius.

In the late 1970's and early 1980's, the car market was dominated by the ‘small’ and ‘large’ family car sector (prior to the domination of the ubiquitous SUV sector). Constantly vying for sales and to be top dog, Vauxhall and Ford slugged it out with their respective Astra, Cavalier, Escort and Cortina/Sierra models. Ford had come up with the Sierra and had launched it onto an unsuspecting market in 1982. Its styling was, to say the least, controversial and particularly so for Ford at that time. To jump from the ever so conventional Cortina (3 box saloon) to the rounded curves and 5door Hatchback of the Sierra was huge and brave (or stupid). The public didn't really take to it and



branded it a 'jelly-mould' design with 'dustbin lid' wheel coverings. What, sort of, saved the Sierra was the introduction of the Vauxhall Cavalier MkIII. That car's rounded and curvy styling looked vaguely similar to the Ford and so the Sierra no longer looked peculiar to the buying public. Personally, I always thought the Sierra was an odd looking car, there was something not quite right about it from any angle. It seems that the British buying public agreed with me too as the Cavalier outsold the Sierra throughout its production span. So, what's all of that got to do with Audi and their *vorsprung durch technik* then? Well, whilst Vauxhall and Ford were engaged in a sales war, Audi had been quietly going about its business, building a good reputation and making a real name for itself as a quality brand that people wanted to buy and show off in. Remember, the 80's was the age of rampant consumerism, in-your-face logos/branding and "loads-a-money" lifestyles.

In September 1982 and as unexpectedly as Ford with its Sierra, Audi introduced the brand new, third generation, 100 and 100 Avant (estate) model. I recall seeing the car at the 1982 NEC Motor Show and it being one of those automotive 'WOW' moments; not only was the 100 a really good looking car,

but it was also very aerodynamically stylish too. It featured 'pin-mounted' and flush windows that were integral to a reduction in aerodynamic drag. As a package, the aerodynamic body increased fuel efficiency and top speed when compared with other cars of similar engine size. Audi claimed a much improved 'drag coefficient' of 0.30 on its base model and that is what stuck in the buying public's mind. Suddenly, a car's Cd figure was very important and it started a 1980's aerodynamic trend that consequently forced competitors to reveal how their models stacked up. A marketing and sales tool that lasted for most of that decade. Interestingly, a Ford Sierra came in at 0.34 and therefore lost out to the contemporary Audi 100. The Sierra also lost out to the Audi again when the Audi 100 was voted 1983 European Car of the Year.

So, did the 100 act as the springboard for the strong and desirable Audi brand that we all know today? I think it almost certainly did. An Audi is now just as desirable as a BMW or a Mercedes Benz and it was the 1982-1991 Audi 100 that really put the brand at that sort of level. Oh, and by the way, it also has to be said that '**Vorsprung Durch Technik**' helped a fair bit too.

DREAM CAR

# MERCEDES-BENZ SL 300 GULLWING

*SUBMITTED BY PETER WALVIN*





## H&H CVC Club Regalia

Light Grey Sweatshirts (with embroidered Club logo) – Size Large - £12.00

White Polo Shirt (with embroidered Club logo) – Size XL - £9.00

H&HCVC Car Badges for Grille/  
Badge Bar (quality stainless steel) - £9.00

H&HCVC Embroidered Sew-on  
Badges - £3.00



# A1 AUTO PASS

Unit 2 Auburn Avenue, Bredbury, Stockport

SK6-2AL



0161-406-7402

07487678130



MOT'S FOR CLASS 3,4 AND 7 VEHICLES

[a1autopass@gmail.com](mailto:a1autopass@gmail.com)

Open 6 days a week

# Hare & Hounds AGM Notes—16/02/2022

The notes below are posted for the benefit of all members who wish to know or recall information from the previous AGM.

Good evening, ladies and gentlemen, and thank you all for attending the first Annual General Meeting for two years (thanks to Covid restrictions) of the Hare & Hounds Classic Vehicle Club on this Wednesday, February 16th.

## Apologies

First, I have to apologise regarding the lack of minutes from the last meeting, two years ago. These have not been printed and issued as many of the items raised are now irrelevant. Also, I have to apologise in respect of those who are not here tonight for personal reasons.

## Introductions

Our nominated Committee is sitting before you, and as I introduce them, they will each raise an arm.

Mike Coffey – Director, Deputy Chairman, Runs Organiser & Club Stand Organiser.

Richard Burnham – Director, Photography & Runs Organiser.

Graham Knowles – Director & Treasurer.

Jean Knowles – Joint Account (Financial) Administrator.

Jill Dewsnap – Minutes Secretary.

Eric Dewsnap – Charity Co-ordinator

Helen Bowden – Publicity Secretary.

Graham Scattergood – MG Section & Advertising.

We also have with us today, our Website Administrator, Jane Harrop and our important Company Auditor, David Rainsbury.

## Chairman's Report

An extremely difficult two years for us with serious curbs on club evenings, runs, shows etc. but, at last, these are virtually at an end now. Our club has managed to survive these issues and remains strong with membership remaining steady. Unfortunately, I have to advise the very sad loss of committee members David Bowden and Chris Howarth whose input into the Club is sorely missed.

Unfortunately, for most of us, a classic or vintage vehicle is one of those we grew up with and generally these vehicles are now over 40 years of age. We welcome the younger generation into our fold, those whose interest lies with vehicles of less than 40 years of age.

I should like to thank David Rainsbury for auditing and checking our annual accounts, with the assistance of Graham Knowles, and again to David for submitting them to Companies House. Our Dinner Ladies, who made the sandwiches for Club Nights, deserve a round of thanks and to Mike Coffey and his team for organising evening and day runs, with considerable import from Richard Burnham.

I would like to thank Members who have saved postage stamps which get sent to the Guide Dogs for the Blind Association, to look after retired dogs and help train new dogs.

Obviously, our very successful Peaks & Dales Run (for charity) has been on hold but this is well in hand to run on June 15th, from the Scout Hut in Marple and concluding at Buxton Pavilion. Our charity has also been on hold, having been nominated beforehand. This will remain as the Peak Mountain Rescue Organisation who, amongst other duties, were heavily involved in the Whaley Bridge dam failure. They will flag off vehicles at

the start out of the event and will present an award, in Buxton, to the owner of the vehicle of choice. They will also be at our Club Show, in September, to receive our cheque.

The Club Show, now at Brookside Garden Centre, in September, was well attended but the PA unit broke, so we plan to get another for this year. The annual Stockport Market Show is no more due to various difficulties with the Council and our contact having retired. However, the Poynton Show for this year, on August Bank Holiday Sunday, will go ahead. This has been a very well attended event by club members in the past. For the future, club runs and events are expected to continue along with club evenings (all as listed in the magazine) including the universally famous Ed Burke Rocker Box Racing event in March. A talk from Ken Coxey, in April, on model engineering will, I understand, include working steam models. I must also make mention of our BBQ night, in July, where club members' vehicles will be on show.

### **Minutes of 2020 AGM**

As I said previously, these have not been distributed as they are now generally irrelevant.

### **The Accounts**

The accounts, showing receipts and expenditure for the previous years, have been carefully prepared by David Rainsbury, with help from Graham Knowles and considerable input from Jean Knowles. I now ask David to say a few words in this respect. (Brief explanation of accounts provided by DR)

### **Election of Officers to the Club**

Committee; Steve Divall, Chris Parr, Mike Coffey, Graham Knowles, Jean Knowles, Richard Burnham, Eric Dewsnap and Jill Dewsnap, Helen Bowden & Graham Scattergood. Also, election of Dave Rawson to take over the Commercial Section.

Can I please have the continued election

of all and seconded by the membership? (Agreed & seconded)

In addition, two other Associate Members require nomination and seconding please. This is in respect of Jane Harrop (Website Administrator & Assistant Editor) and David Rainsbury (Accounts Auditor). So, I ask again, that these two persons be nominated and seconded. (Agreed & seconded)

### **Club Directors**

The appointed Club Directors are now – Steve Divall, Chris Parr, Mike Coffey, Richard Burnham & Graham Knowles. And again, can I have these nominated and seconded from the floor? (Agreed & seconded)

### **Remuneration of Club Officers**

Technically, no one receives any payment whatsoever as all persons operate in a totally voluntary mode. But complimentary membership is granted to Chris Parr, Bill Gray, Barrie Griffin, Phil Maddocks and David Rainsbury.

Again, can I have the foregoing nominated and seconded from the Club floor? (Agreed & seconded)

### **Any Other Resolutions**

I have two items to raise under the heading 'Any Other Resolutions. The first is in regard to the Committee. We are in need of enthusiastic members to join the committee, particularly in respect of Assistant Editor. If any member wishes to be considered for the role and to join the Committee, please make yourself known at this point. (No volunteers)

Secondly, it gives me great pleasure in making a club member part of the Hall of Fame group. This person has outstandingly worked for the Club and most recently has produced the Club History Booklet. Would Jane Harrop please come forward and accept the award? (Award presented to JH)

**Financial Administrator**

**Jean Knowles**

judojean@btinternet.com

**Magazine Editor**

**Keith Yates**

keith.yates1957@outlook.com

0161 4498432

**Motorcycle Section**

**Steve Divall**

See page 2

**MG Section & Advertising**

**Graham Scattergood**

scatt911@outlook.com

**Publicity**

**Helen Bowden**

01614273584

**Vehicle Valuations for Insurance**

**Club Stands**

**Mike Coffey**

01298 27424

**Website Administrator**

**Jane Harrop**

janeharrop148@outlook.com

**Deputy Magazine Editor**

**David Bresnahan**

dwbresnahan@outlook.com

**Commercials Section**

**Dave Rawson**

davidrawson54@yahoo.co.uk

**Minutes**

**Jill Dewsnap**

dewsap35@gmail.com

0161 3382098

**Charity Co-ordinator**

**Eric Dewsnap**

dewsap35@gmail.com

**Associate member (Auditor)**

**David Rainsbury**

**Disclaimer**

Please note that the opinions of the Editor and any Contributors are not necessarily those of the Chairman or Directors of the Club.

**THE BEST VIEW**

Our magazine is designed to be viewed using any PDF-compatible reader. However, for the best experience, especially with double-spread pages, ensure you are using Adobe Acrobat Reader DC. In this application, you can select the "View" menu, then "Page Display", and ensure two options are ticked: "Two Page View" and "Show Cover in Two Page View". This will cause the magazine to display as if you were reading a physical copy.





**Branches in Stockport and Manchester,  
Southport, Stafford and on the Wirral.**

**Supplying Quality refinishing products to the  
Automotive and Industrial Markets since 1982  
we can supply paint from a touch up. We also  
supply aerosol cans. products supplied by  
Lechler Coatings, Pro Spray, Manor coatings,  
Farecla, U-pol, Mirka Abrasives, Teng Tools  
and much more.**

**All H&HCVC members are welcome to trade price  
on production of their membership card.**

**Please note that due to short supply of products, some  
items have increased in price by as much as 50%**

**Colourtone House, Horton Street, Higher Hillgate,  
Stockport. SK1 3LR**

**Stockport (Home) tel: 0161 477 6970**

**Manchester tel: 0161 448 0273**

**Southport tel: 01704 539462**

**Stafford tel: 07736 807504**

**Wirral tel: 0151 643 1171**

**email: [sales@colourtone.com](mailto:sales@colourtone.com)**

**Website: [www.colourtone.com](http://www.colourtone.com)**