



Simon Hucknall

PR MANAGER – VAUXHALL PRODUCT AND HERITAGE



VAUXHALL

A Century of Motorsport Success

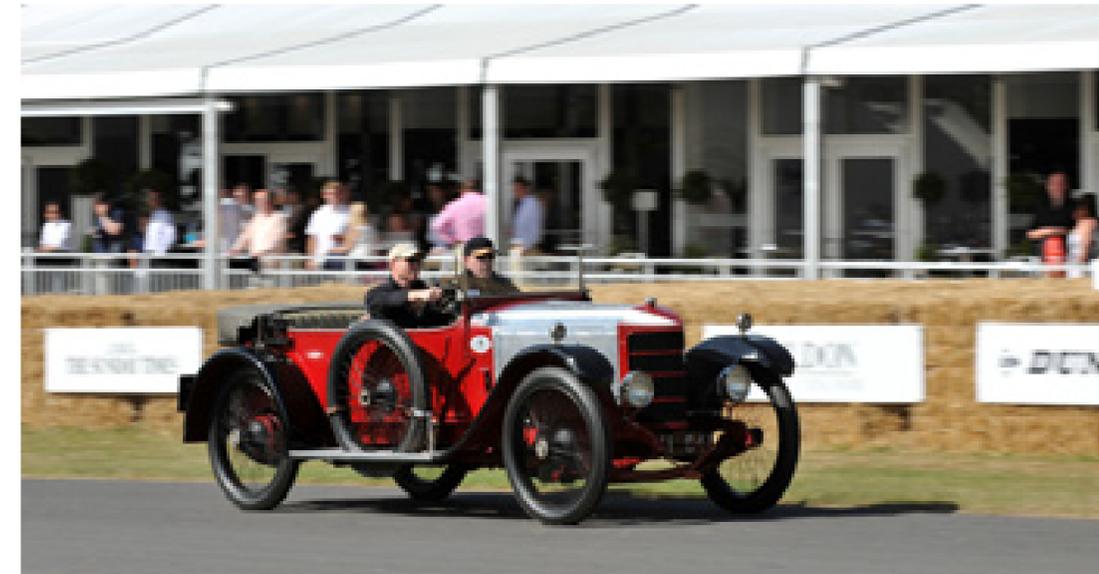
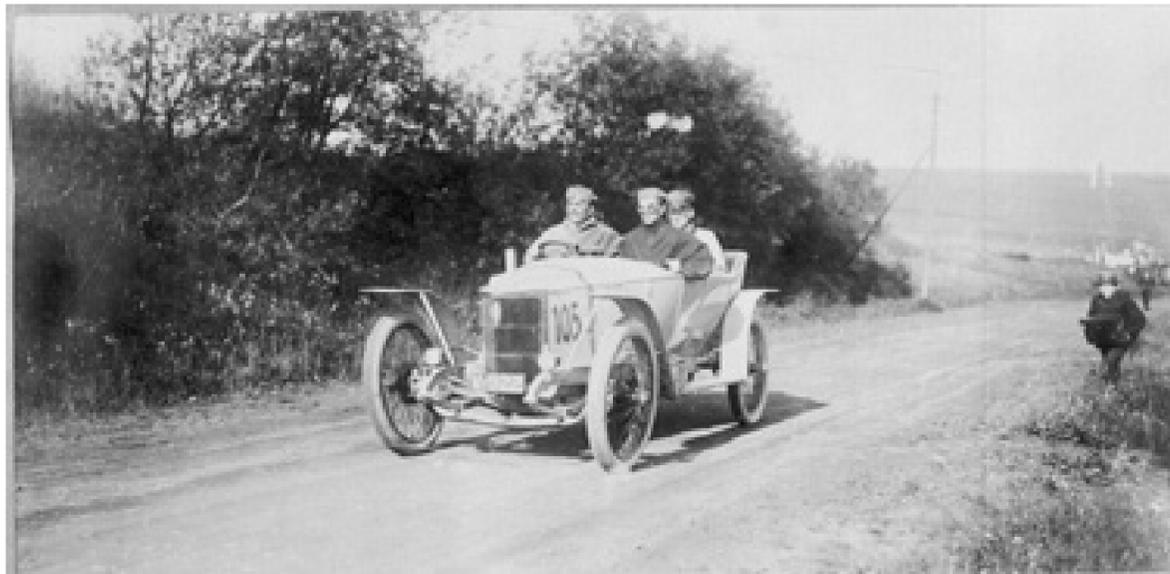
- 1908: 'The Vauxhall Company announces that they are ready to build a Grand Prix team of three Vauxhalls for anybody who will enter them and have them driven.'
- Driving force – Laurence Pomeroy, engineer and enthusiast of 'high-speed' engines
- Newly-built Brooklands Circuit ideal showcase for Vauxhall's motorsport aspirations
- Kick-started a long association that yielded many speed records and race successes



VAUXHALL

Prince Henry – the first sports car

- Prince Henry of Prussia developed a gruelling set of tests to discover best all-round touring car
- Prince Henry Trial run over 1230 miles from Berlin to Homburg
- Three 20hp Vauxhalls entered
- Regulations full of loopholes, exploited by victorious German carmakers
- All three Vauxhalls finished and a legend was born
- Now acknowledged as first true sports car



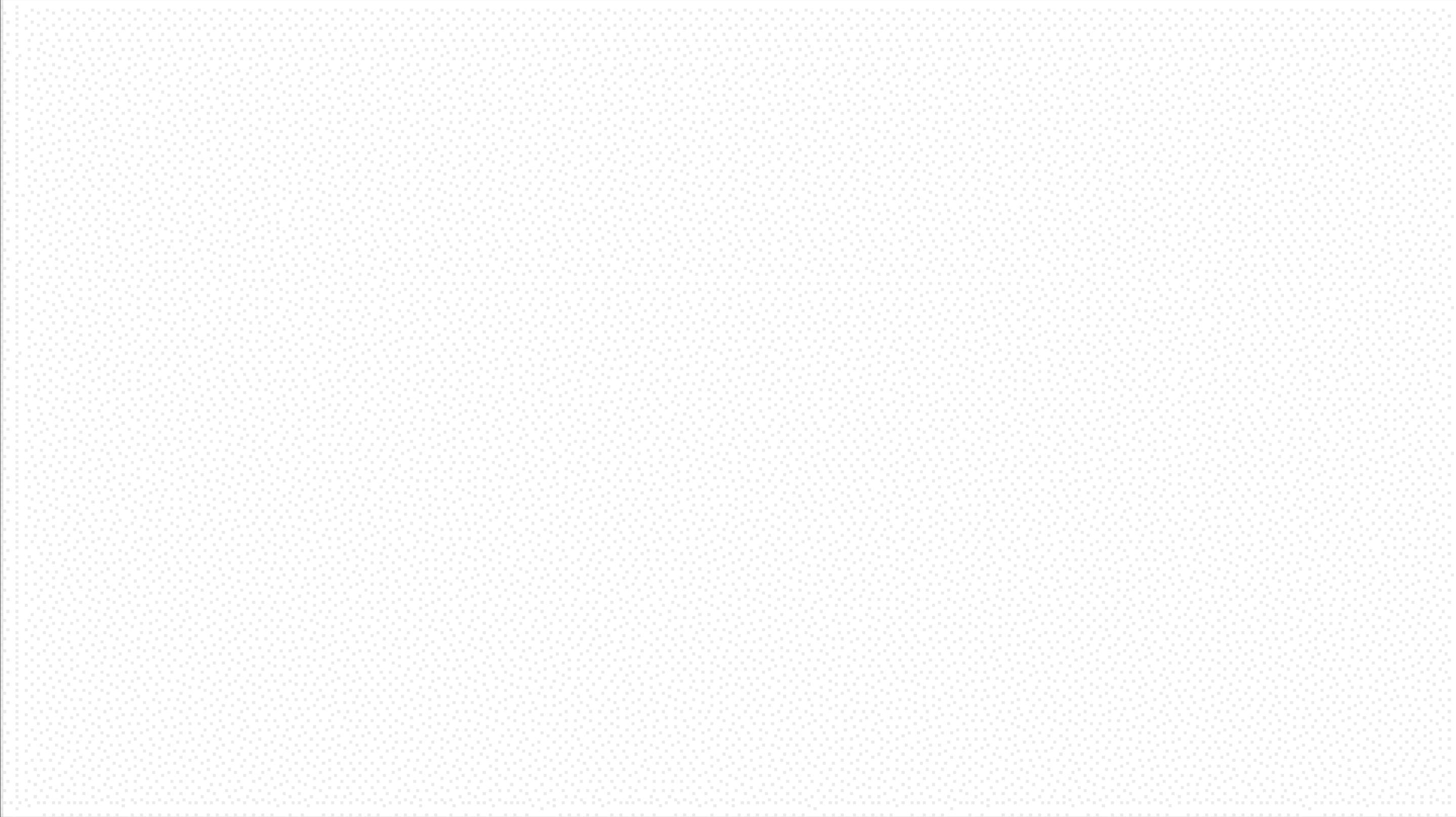
VAUXHALL

30-98 – legendary 100mph sports car of vintage era

- Dominated Britain's booming hill climb scene during Twenties
- First catalogued production car in UK to reach 100mph
- Closest rival: Bentley 3-litre
- Featured in our first annual Trans-Alpine road trip from Côte d'Azur to Geneva



VAUXHALL



VAUXHALL

Bill Blydenstein – architect of Vauxhall's post-war motorsport revival

- 1963 – Blydenstein VX4/90 appears at Goodwood's St Mary's meeting
- 1967 – B'stein develops Shaw & Kilburn-sponsored Viva SL saloon racer...
- ...driven by larger-than-life character called Gerry Marshall
- GM's 'no-motorsport' policy led to DTV – Dealer Team Vauxhall
- First success: 1971 British Special Saloon Car Championship
- Ventora-based 'Big Bertha' followed by Firenza-based 'Baby Bertha'
- Marshall won 96 British national saloon car races before DTV finished in '77



VAUXHALL

Two decades of Touring Car success

- John Cleland took first BTCC for Vauxhall in 1989...
- ...followed by second championship win in 1995
- Plato, Muller and Thompson continued Vauxhall's run of victories from 2001-2004 in Astra Coupe
- Giovanardi clinched championship in Vectra VXR in 2007 & 2008
- Vauxhall left motorsport in 2009



VAUXHALL

Vauxhall's Media Motorsport Challenges

- Created to challenge media's perception of Vauxhall, as well as journalists' driving prowess!
- 2010 Astra GTC launch: Double Hillclimb Challenge (Shelsley & Loton)
- 2012 Astra VXR launch: Sprint Challenge (Rockingham International)
- 2015 Corsa VXR launch: Sprint & Hillclimb Challenge (Knockhill)
- Astra 24-hr Speed Endurance World Record



VAUXHALL



VAUXHALL

CPoP: why is it important for Vauxhall?

- Celebrating our heritage, but showcasing new and appropriate products
- Supporting media (Autocar)
- Maintaining presence in the North West where we've been building cars for more than 50 years...
- ... and where Ellesmere Port has now secured jobs into the middle of next decade with the New Astra



VAUXHALL

1st June 1964



VAUXHALL

Vauxhall today – design strength, innovation and supporting British industry

- New Corsa launched in North West last year
- Powertrain offensive: 18 new engines being launched between 2014-18
- New VIVA launched at our HQ in Luton two weeks' ago
- Vivaro: a great British success story...





VAUXHALL

