



COTY 19

The race is on...



Our shortlisted six revealed- Page 2

It started with more than 100 contenders for the Northern Car of the Year title...

And then there were six



MEMBERS of the Northern Group will decide the winner of the 2019 Northern Car of the Year award at a final driving assessment event in early September.

Preparations are well advanced for the event at Coniston Hall Hotel near Skipton on September 7 when members will be able to drive the six shortlisted finalists on suitable routes devised for the exercise by chairman Andy Harris.

At the end of the day they will be asked to make a final decision on their personal favourites under the watchful eye of non-voting general secretary Alan Domville, who will collate the scores.

The evaluation process began in June when members were asked to choose their favourites from a list - compiled by CAP's Martin Ward - of more than 100 new or radically updated models which were launched in the year to June 1st.

Members were asked to select the best cars they had driven during the year and to nominate a "wild card" model which they had not had the chance to drive at the time of the vote.

Making the final six were the Alpine A110, Kia e-Niro, Mazda3, Peugeot 508, Toyota Corolla and the Volvo V60.

The announcement of the winning car and the presentation of the group's coveted miner's lamp - nicknamed the Arthur, after miners' union leader Arthur Scargill - to the winning press office will be made as usual as part of the SMMT Northern driving day at Wetherby Racecourse later in September.

Kia are hoping for what would be a record fourth win in the competition. Also with three wins are JLR - two for Land Rover and one for Jaguar - while Ford have scooped two awards and there have also been victories for Skoda, Volkswagen, Fiat, Vauxhall and Suzuki.



ngmw NEWS

WELCOME to the Summer edition of NGMW News.

Our Northern Car of the Year will be revealed soon and, as you will see from our lead story, the competition is fierce.

Since our last issue, Andy Harris has taken over as chairman of the Northern Group, and he sets out his hopes and plans on page 7.

We look at how members of the group became friends of the earth with Kia at a recent driving event and focus on the varied range of vehicles driven recently by some of our members - from a Land Rover campervan via an Isuzu pick up to a luxurious new Bentley.

I hope you enjoy this edition of NGMW News and any feedback would be appreciated.

- David Whinyates

david.whinyates@ngmw.co.uk

- NGMW News is produced by the Northern Group of Motoring Writers, Britain's longest established regional motoring writers' group. The Group represents journalists working for print and digital media with regional, national and worldwide audiences.

- Editor & Designer: David Whinyates

- Principal Contributor: Alan Domville

- Contributors: Malcolm Bobbitt, Andy Harris, Steve Howarth, Frederic Manby, Julie Marshall, Steve Orme & Damian Turner.

- Contributions are always welcome - send your stories and pictures to Alan Domville at e.domville@btinternet.com

Friends of the earth...

IT WAS billed as a Kia driving day and dinner, but it turned out to be a chance for group members to join a green party and do their bit to help save the planet!

A dozen Kia models were available for testing at the summer event staged at Nunsmere Hall in Cheshire, but by far the most popular were the two electric e-Niro models which were driven 15 times, covering a combined total of 213 emission-free miles.

And, according to calculations by the Kia team, that meant that some 122 lbs of CO2 was prevented from being

released into the atmosphere. The event was hosted by Kia communications director Steve Kitson and his team - Sara Robinson, Moyo Fujamade, Lauren Martin and Rebecca Gibbs.

Rebecca had organised the day as one of the final tasks of her year's internship before returning to university and was praised by Steve for her work over the year.

The event also marked the changing of the guard within the group, with Andy Harris taking over the chairmanship from Julie Marshall.



Joining the green party...

Group members and their partners celebrate with the Kia team after saving 122lbs of precious CO2...

Clockwise from top right: Maurice Glover with Steve Kitson; Mike and Moira Torpey with Moyo Fujamade; Joy Duckworth, Myra Glover and Pauline Whinyates; Bill Duckworth, Julie Marshall and Frederic Manby; incoming chairman Andy Harris, Sara Robinson, Andrew Wright and his partner Hilary Naylor.



Nunsmere in numbers...	
19	67
Members attended	Test drives in total
1325	122
Miles driven	Lbs of CO2 saved

Andy takes the chair - and the ferret!

ANDY Harris, motoring man at the Yorkshire Times and our social media guru, was elected as our new chairman at the group's annual meeting in June.

Andy will serve as chairman for the next two years and, as one of the new generation of younger members, says that he hopes to move the group on during his chairmanship.

He takes over from Julie Marshall, who handed over the group's ceremonial ferret to Andy at the Kia-hosted dinner after the meeting.

Website editor Andrew Evans was elected as the new vice-chairman at the annual meeting while Alan Domville continues as general secretary, welfare officer and auditor and Bernard Gent as treasurer.

Frederic Manby was also re-elected as chairman of the membership committee and also meetings secretary and David Whinyates continues as editor of the group newsletter.

Special thanks were expressed by our new chairman and Alan to Julie on the completion of her two years' term which had been notable for the admission of a host of new members.

Since our annual meeting, Frank Turner has returned to our ranks. Frank, formerly of the Manchester Evening News, had resigned his membership in May last year but has been readmitted after obtaining new outlets for his work.



□ Andy Harris receives the ceremonial ferret - symbol of the group chairmanship - from Julie Marshall



Keith becomes our latest lifer

LIFE membership of the group has been conferred upon our founding chairman, Keith Ward - one of only five of the original 14 members who formally established the Northern Group of Motoring Writers at the Majestic Hotel in Harrogate in May 1973 who are still involved.

Keith went on to serve as our chairman for the next 10 years and served a further two years' term from 2005 to 2007.

Keith became a freelance in 1995 after 27 years as motoring and travel correspondent of the Manchester Evening News.

He was named Northern motoring writer of the year on seven occasions, Pirelli daily newspaper award winner twice and also Conoco-Jet motoring writer of the year. He also earned many other awards for his travel and sports writing.

Keith played a major role in the organisation of our annual test day held at the Mintex proving

ground in Sherburn-in-Elmet from 1973 to 1989, and with Britannia Rescue for a further two years - and our early annual dinners.

He initially worked with DC Thompson publications in Dundee and later moved to the Northern Echo working with the legendary editor Harold Evans.

Keith hails from Sunderland and has been a supporter of the town's soccer club for as long as he can remember. He and wife Jacqui live in Sowerby Bridge and nowadays spend their summers at their home in France.

• Treasurer Bernard Gent, newsletter editor David Whinyates and life members Maurice Glover and Bill Duckworth are the other founder members still involved. General secretary Alan Domville and life member Don Ludlow are the only two remaining members from those who were admitted to membership that same year.

I'm in a vegan stew!

To goat or not to goat? FREDERIC MANBY gets in a pickle during his Cyprus holiday...

FOR an intermittent vegetarian like me the idea of a holiday in Cyprus with its healthy diet of fish, goat and lots of locally grown salads and vegetables was exciting.

It didn't work out that way. My eminent co-driver, Jo Harris, sister of our former chairman Julie Marshall, had gone vegan a few weeks before departure. Just like that. Thus the departure lounge at Leeds airport saw us eating vegan sandwiches, reduced to £1 at Boots.

I've never been vegan. For the last 20 years of the 20th century I was vegetarian, with only a few intentional deviations.

It was during a holiday in France some 15 years ago, when bored with the lack of choice other than omelettes or salads when eating out, that I slipped off the V wagon. It started with home-made confit de canard at an overnight stop in Normandy. Enough excuses.

Vegan eating is a step beyond the veggie diet which accepts eggs and dairy products. Bulk milk production is hard to stomach. Bulging udders, achieved by a rotation of pregnancies, are grim viewing on country rides. The calf is taken away within a few days, distressing both mother and baby. Mums sold at auction are valued by how many litres of milk a day they produce: 20 to 40 to even 60 litres. And we all know that most "free range" hens do not spend idyllic days roaming around open pastures.

Cyprus has embraced the vegan diet. Jo has a phone app which lists places serving vegan and vegetarian food around the world and we found a vegan one run by a chap from Rotherham but it was an old Land-Rover which led us to our favourite.



Frederic robes up for a visit to a monastery during his Cyprus holiday. His hired Fiesta, below, covered almost 1,000km - small beer compared with the ex-army Series 2 Landie, below left.

This was far from a daily feet-up seaside idyll and we did three hill monasteries in the first five days in our Fiesta hire car, which covered 980km.

On the return from one religious jewel I spotted an old Land-Rover and took a picture for Julie, who writes about these uncomfortable things. She and Mark have three and Mark restores them.

The owner of this battered British army Series 2 was across the road on the veranda of a taverna we hadn't noticed. He said he used it daily for his farming and fruit growing. The folded screen was a suitable way to get a cooling breeze in this climate, nudging 100° F or 40° C. The pick-up's load area was littered with the essential junk of life in the hills above Pafos.

The small village was called Axlou and the taverna was run by Cypriot Michael and his wife, who could have been primed for this surprise visit from a vegan - a word to avoid because it invites nit-picking arguments.



Out came a delicious stew, bowls of green and black olives, pickled vine leaves, stuffed vine leaves, stuffed courgette flowers, pickled capers, home-made bread, tomato and cucumber salad and a scrambled courgette omelette (which I ate).

Me? It would have been rude to refuse the goat, cooked for several hours in a sealed clay oven. It was the only meat (or fish) I ate. This vegan thing has legs. The meal, with a large beer and Cypriot coffee, was 20 euros.

Vive la difference!



DIFFERENT is Everything is the sub-title of Malcolm Bobbitt's latest book.

Chronicling the life and times of the Tin Snail - just one of the many appellations directed at the miracle of minimalism that is the 2CV - Malcolm has a vested interest in the iconic car since not only is he the custodian of one of the last examples built, he has, during 45 years of Citroën ownership, possessed several such specimens.

The book, which is published by Amberley, came about when the publisher invited Malcolm to produce the work.

"The brief was quite tight because the publisher wanted the full 2CV

Group member Malcolm Bobbitt's latest book tells the story of the Citroen 2CV

story to be told in just 20,000 words along with 100 photographs which had to be a mix of archive as well as specially commissioned images," says Malcolm, who admits that it was a challenge to be so succinct.

As for the illustrations, Malcolm had an extensive photographic library to call upon which covers not only all models of Citroëns built over the last one hundred years, but most other marques and genres of motoring. His network of motoring acquaintances also proved beneficial when it came to photographing surviving cars.

Malcolm's history of the 2CV investigates the origins of the car and how and why it came about following its first design studies in 1936.

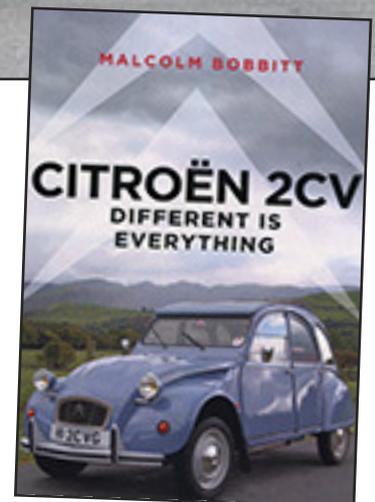
The idea was to produce a simple vehicle which would be inexpensive to build and which could be afforded by the very people who would not otherwise have owned a motor car.

Easy to maintain and cheap to run, it had to offer superlative comfort even when traversing rough surfaces, hence the demand that it could cross a ploughed field, and with a basket of eggs as part of the luggage, not a single one be broken.

It was ridiculed because of its ultra-basic appointments, its nose-down attitude and corrugated bonnet under which was a feeble 375cc, 9bhp air-cooled flat-twin engine. Motoring commentators at the time predicted it would never sell.

How wrong they were! A huge demand for this 'umbrella on four wheels' meant a long wait to acquire an example, of which three million were built during its production span of 41 years.

Add to that figure the commercial types and other variants produced, and the number swells to more than 8 million, which isn't bad for an



unpretentious car that had no future.

"It took four months to research, write and source the illustrations," says Malcolm who, during that period, was also contributing his regular features to various newspapers and magazines as well as editing the quarterly journal of the Society of Automotive Historians in Britain.

Citroën 2CV – Different is Everything is the 32nd book that Malcolm has had published, the number of titles extending to well over 40 when counting new editions of existing works.

Comprising 98 pages, the softback edition (ISBN 978 1 4456 8766 7) sells for £14.99 and can be obtained from the publisher www.amberley-books.com as well as other outlets. It is also available as an ebook.



We're still looking to grow

AFTER two years in a supporting role, I am delighted to take over as chairman of the Northern Group of Motoring Writers.

I would like to offer thanks on behalf of the group to my predecessor, Julie Marshall, who I know will continue to support me as I get to grips with the job.

I will be ably assisted by Andrew Evans, who takes my place as vice-chairman. He has recently revamped our website and it is now most definitely worth a look at www.ngmw.co.uk

The Northern Group of Motoring Writers is the oldest of its type in the UK and currently boasts an eclectic mix of print and online journalists from across the north of England.

Our membership continues to grow and one of my aims is to encourage the next generation of motoring writers to join us. They have much to gain, as the wealth of industry experience that our members have is second to none and we are a supportive bunch.

I am also keen to foster ever more cordial relations with our manufacturer PR colleagues and so, for the first time, we are hosting a barbeque on the eve of the SMMT Northern Test Day in September. Set to become an annual event, the evening will offer the chance for us to mingle in a relaxed and informal setting.

The wine will flow, home-brewed ale will be on tap and at the end of the evening the guests will be whisked off to their hotels in a minibus - with (a non-drinking) yours truly at the wheel.



FROM THE CHAIR with Andy Harris

September also sees the staging of the Frankfurt Motor Show. Predictably the German manufacturers take centre stage, with vast halls of shiny metal to excite and delight.

I still get a buzz from such events and am reminded of my childhood visits to the Earls Court Show back in the 1970s.

This year I am pleased to be avoiding a miserable Ryanair flight and will instead be pounding the autobahns with two fellow NGMW members and

an interloper from the Midland Group.

However, before I leave for Germany, the NGMW will hold a drive day for members, the aim of which is to decide our Car of the Year.

As reported on Page Two the final six shortlisted contenders is an interesting mix covering virtually every sector of motoring interest from the latest in electric power via family cars and SUVs to high performance.

I have a suspicion I know which car will win and all will be revealed in our next edition. If you cannot wait, our website and social media platforms will bring you the result after the SMMT Northern event in September.

In the meantime, enjoy the summer and your motoring adventures.



Now Robert's sharing MG's electric wheels

ROBERT Schopen, who was a member of the group from 1990 to 1993 when he was motoring correspondent with the Bradford Telegraph and Argus, is back in a motoring job working on a project with MG.

After spending some years in local government and further education Robert is now communications

manager with the Co-wheels Car Club which has become part of the Oply car sharing network.

Oply is rapidly expanding across Europe and is involved with a joint venture with SIAC, China's largest car manufacturer and owners of MG, and mobility provider ExaMotive which will lead to a rapid expansion of their UK fleet

with the addition of the new electric MG ZS later this year.

Co-wheels currently have 600 cars in more than 40 cities and towns in the UK and offer affordable and low emission mobility as a practical alternative to car ownership. They also deliver fleet management to major corporate and public sector organisations.

Trucking great!



MARTIN WARD reflects on a great day out in an Isuzu D-MAX

IT WAS a bit of a different day out and event, and one that proved to be very interesting and enjoyable.

We started the day in Maidstone in Kent, left the hotel we had stayed in overnight and set off in a fleet of Isuzu D-MAX double cab pick-ups.

For the first part of the journey I was on the rear seat, and did expect it to be a bumpy and uncomfortable ride, being in a truck, with truck suspension.

But it was better than I expected, not bad at all, in fact. Not sure I would have said the same if I had travelled back the 240 miles to Huddersfield and home sat in the back, but it really wasn't as I had expected.

Isuzu only make trucks, no cars, just trucks of varying sizes, and because they only know how to make a truck, and don't have to share components with cars, like some other manufacturers have to, then everything is 'over-engineered' - made to last, and capable of anything asked of it.

The D-MAX has been on the market since 2002 and since then has been improved and improved constantly. A couple of years ago, Isuzu took the controversial decision to drop the 2.5-litre diesel engine and replace it with a more economical 1.9-litre oil burner. Shock, horror, thought many.

But this was done for many reasons, mainly due to emissions and other technical factors.

The farmers threw their hands up, shook their heads and said it wouldn't work. In fact, the new 1.9 did prove to be far superior in every aspect to the good old 2.5. Since then it has sold well, including to hardened farmers, and Isuzu have never looked back, or the farming fraternity.

After the road trip, we went to a farm where there was an off-road course, including some fairly steep uphill and downhill sections, through a small river and through some tight wooded areas.

The D-MAX was capable of doing much more dynamic testing, and only did a fraction of what it really could do off-road. In fact it was all pretty tame for this 4x4.

It has a system that allows you to put it into 4x4 Low, and will go up any hill, down any hill,

whatever the gradient and you don't touch any pedal. The D-MAX automatically finds the right speed and finds the right amount of traction, all you have to do is steer it. All clever stuff and it does give you confidence in the vehicle.

After the farm, it was back on the road, and a short drive to the Import Centre at Sheerness.

The cars arrive from the factory in Thailand at the docks here and are transported the short distance to the Isuzu compound.

This is a fairly new facility, and everything has been thought out in great detail right down to the amount of space left between the vehicles to minimise the risk of damage.

Isuzu now offer a one-stop-shop for all conversions, and the range on offer is vast. Most of the conversions are done on-site, either by Isuzu staff, or more frequently by the converters themselves. If the conversion is done on-site, with the full approval of Isuzu, then it has the full 125,000 mile, five-year warranty.

Some of the conversions I saw ranged from just a tow-bar, via a rear-canopy, right up to cherry-pickers, recovery vehicles, fully-kitted out police vehicles, fire-engines, tippers, and fully equipped workshops.

Basically, as Isuzu said, if you have a problem, we can fix it, and they will build just about anything that anyone wants.

Isuzu is really a little-known manufacturer to most, but those who do know them really like and understand what they do and what their vehicles are capable of.

A great day out, and I learned so much. Very interesting and informative.



Buyers can cherry pick a D-MAX conversion at Isuzu's Kent compound.

DAMIEN TURNER gets tacky palms tackling a green lane in an £80k Range Rover...

Full fat and I just love it!

THE idea was sound enough, get up ridiculously early in the morning and drive to a nice spot to take photos of a full fat Range Rover at sunrise for a magazine article.

The alarm went off at 4.00am, and, if I'm honest, if it was for any other vehicle I would have stayed in bed, however, every moment I spent driving the full fat was joyous.

After creeping around the house trying my best not wake Karen Lee, I stood at the door and went through my checklist: camera, check; tripod, check; coffee, double check.

“ ...when I picked the wrong line the Range Rover forgave me and carried on regardless. I'm sure it thought to itself 'Silly human - here, let me take control' ”

As I arrived at the local beauty spot I watched as the sun rose on another day, and in between taking photos I pondered for a moment on the fact that this was just another working day that involved driving and taking photos of 4x4s. I felt smug.

Once the sun had risen and the photos were taken, I decided to explore a local green lane that just happened to be close by. It's the only decent one in my area so it would have been rude not to, right?

As I ventured forward in this £80k+ Range Rover, I must admit to feeling a bit nervous. I'm sure my palms would have been tacky, but I had a heated steering wheel so everything was right with the world.



The last time I drove this particular lane, which is rocky and quite steep in places, was in my old 300Tdi Discovery.

I remembered how it scrambled for grip on the loose stones, and on occasions would momentarily lose forward motion as a front tyre would wave in the air. But I was in a brand new Range Rover, so this would be easy, I hoped.

As I turned the sleek dial on the centre console to 'Rock' mode, lots of things happened with muted whirring sounds, things that the majority of Range Rover owners wouldn't concern themselves with, but for me magic was happening.



I have to admit that this wasn't the first L405 that I'd driven, and it wasn't the first that I'd driven off road either, so I knew exactly how good they are and what to expect.

For this reason I decided to drive as slow as I possibly could up the slippery rocks, just to test it, and it didn't disappoint - the full fat climbed without hesitation with hardly a scramble from the huge tyres and loose rocks beneath them.

I wanted to make this part of the story quite exciting: man and machine battling against nature, with the vast aluminium body lurching from side to side as we fought hard against this treacherous ancient byway.

You know the sort of thing, but in truth it was quite boring. Even when I picked the wrong line on purpose, the Range Rover forgave me and carried on regardless. I'm sure it thought to itself, 'Silly human - here, let me take control.'

And so, with relative ease we reached the top, and I was left in a dilemma.

On one hand it was too easy with hardly any driver involvement yet, on the other, due to its electrical witch craft, I didn't have to use any momentum whatsoever which in turn limited any mechanical breakdowns, potential bodywork dings and any damage to the environment.

I do love Range Rovers.



Bentley is Wayne's new world

LONG time friend of the Northern Group, **Wayne Bruce**, is now leading global communications for Bentley at Crewe, having succeeded Andrew Roberts.

Motor Industry News with Alan Domville

Wayne, who has been involved with motoring PR for 27 years, previously held a similar role with McLaren. He has been a consistent supporter of the Northern Group since his days with Volkswagen and SEAT from where he moved to Nissan and Infiniti.

Wayne initially worked as a journalist with Car and Carweek magazines, his interest in the automotive world being sparked by a work experience placement at Rolls-Royce and Bentley in 1992.

His first experience of the Bentley marque came when he was nine; he remembers being given a ride in a Bentley Continental by his schoolteacher.

McLaren's new global communications and PR director is **Piers Scott**, formerly general manager of product and internal communications with BMW and Mini in the UK. During the past 20 years he has also held senior communications posts with BMW in Australia and New Zealand. He grew up in New Zealand, living just a few streets away from the McLaren family's original petrol station and workshop.

Another great friend of the group, **Paul Buckett**, retired from his position as the Volkswagen Group's head of corporate affairs in May. He had



□ Melissa Lodge



□ Wayne Bruce - joining the Bentley boys.

been with VW for more than 30 years having joined the company from Citroen.

Tom Lynch, previously with Honda UK and the Goodwood Group, has been appointed product affairs manager with VW, succeeding **Scott Fisher** who, as we reported in our last issue, left the company at the end of last year. Tom's email is tom.lynnch@volkswagen.c.ouk

Scott is now managing director of the Scribe public relations company.

Lizzie Meeke, who covered the role of media relations officer while **Grant McPherson** was seconded to the commercial vehicles department, has now been given a permanent post in communications with the financial services team. Grant will be back at his media desk at the end of summer.

At Renault, **Linda Robinson**, formerly of Nissan, has joined the Press and PR team as internal communications manager. Senior events manager **Laura Brighton** is now on maternity leave and her role is being covered by **Jessica Bilimoria** who has extensive automotive event management experience.

Jessica is being supported by **Kathryn Nicholson** who has also worked on events and in administration has been given the new role of communications assistant. **Ciaran Sands** has completed her one year internship and returned to

Leeds University. Her successor is **Imogen Nichols** who is studying at the University of Surrey and she has the title of communications executive.

Email addresses for Linda, Jessica, Kathryn and Imogen are Christian name, dot, surname@renault.co.uk respectively.

Georgia Watt, who spent a year with the Volvo press office as their university placement student in 2015-16, has returned to Maidenhead as a media executive with the PR team for the next two years. She was previously working in PR and marketing with a top textiles brand.

Meanwhile, Polestar, the performance arm of Volvo, have appointed **Andrew Lytheer** as head of global PR and communications.

Andrew has spent much of his career with Guest, Keen and Nettlefold and has vast experience in marketing, communications, engineering and IT.

Kia's press office intern for 2019-20 is **Melissa Lodge** who is working alongside **Sara Robinson** in dealer and corporate PR. Melissa, who is studying for a degree in English Literature and Creative Writing at the University of Newcastle, has succeeded **Rebecca Gibbs** who has returned to Loughborough University.

Continued on Page 12

This is what Katie did next

Continued from Page 11

Over at Cirencester, **Katie Dulake** is the new general manager of marketing and communications with Mitsubishi.

Katie spent 20 years working with some of the UK's most recognisable high street brands including Boots, Lloyds TSB and the British Army's Recruiting Group of which she was marketing director. Most recently she was head of brand and marketing with TSB.

Terry Steeden has rejoined Nissan to become product and corporate media relations manager. It is a new post and he will be supporting communications managers **Dominic Vizor** and **Martin Bayntun**.

After leaving Nissan, Terry had headed up PR with Infiniti who abandoned their operations in Great Britain earlier this year. He can be contacted on terry.steeden@nissan.co.uk

New press fleet contact at Nissan is **Julie Antoniou** who has replaced **Karla Brownson**. She can be contacted by email on Julie.antoniou@bca.co.uk

The PR team at Vauxhall has been strengthened with three new additions. **Daniela Baicoianu** joins the team as product communications assistant, replacing **Synneva Spittel**. Daniela is on her placement year from Sheffield Hallam University and her role is to provide PR and events support to the product communications team, as well as being the main contact for all Heritage fleet bookings and enquiries.

Craig Morrow will now manage bookings for Vauxhall's press fleet, in addition to his responsibilities for the Citroen, Peugeot and DS press fleets. **Jasmine Jackson** joins the team as consumer communications



□ Katie Dulake - marketing and communications role at Mitsubishi.

More Motor Industry News

assistant replacing **Beki Howarth** while **Sophie Northall** takes over **Alicia Fereday's** role as internal and corporate communications assistant.

Lotus have appointed former journalist **Richard Yarrow** as PR manager for technology and future product. Richard, who had been working with Nissan Europe for the past three years, joined Auto Express in 1998 and became the magazine's associate editor before embarking on a freelance career.

Simon Broome has joined Citroen

as PR manager, succeeding **Katie Read** who has moved to the company's sales division in a managerial role. Simon has a wealth of industrial experience. He is contactable on simon.broome@citroen.com

Rory Lumsden is Porsche's new head of PR having left Mercedes-Benz at the end of May. He has taken over from **Angus Fitton** who has moved across the pond as head of PR at Porsche North America.

David Rogers has been appointed Toyota and Lexus GB's principal

press officer, a new senior role in which he is providing information to the media about the manufacturer's changing strategies in the field of mobility. He spent his first day at work in Spain on the launch of the GR Supra sports car.

David headed up consumer engagement and PR activities with the SMMT before leading the PR operations of Honda and BMW Motorrad motor-cycle brands.

SsangYong's press office has moved in-house to the company's head office in Luton. **Vanessa Cox**, the company's PR and key relationships manager, is handling inquiries and press bookings.

The company will continue to work with **Jeremy Clarke** and **Sue Hitchcock** at LawsonClarke PR on specific projects including car launches.



□ Ian Callum.

Executive Briefing

IAN Callum, Jaguar's multi award winning director of design for the past 20 years, has left the company and he has been succeeded by **Julian Thomson**, formerly the marque's creative design director.

Ian was responsible for the appearance of the F-Type sports car, several saloons and SUVs including the all-electric I-Pace. Previously he had worked in design with Ford and Aston Martin.

Julian, who has been with Jaguar since 2000, has been involved with

future Jaguar designs and previously worked with Ford Lotus and Volkswagen.

New managing director of Volvo UK is **Kristian Elvefors** who has been with the company in Sweden for the past 16 years. He succeeds **Jon Wakefield** who has moved in the opposite direction to become managing director of Volvo Sweden.

Linda Jackson, Citroen's global chief executive, has been awarded honorary fellowship of the Institute of the Motor Industry.



□ Richard Yarrow.

The Pirelli PR man who made tyres sexy

BOB Newman, the former Pirelli public relations manager who was a dedicated supporter of the Northern Group in its fledgling years, has died at the age of 80.

Bob was a PR practitioner par excellence raising the public's perception of Pirelli's tyres from boring black doughnuts to sexy "must have" high performance products.

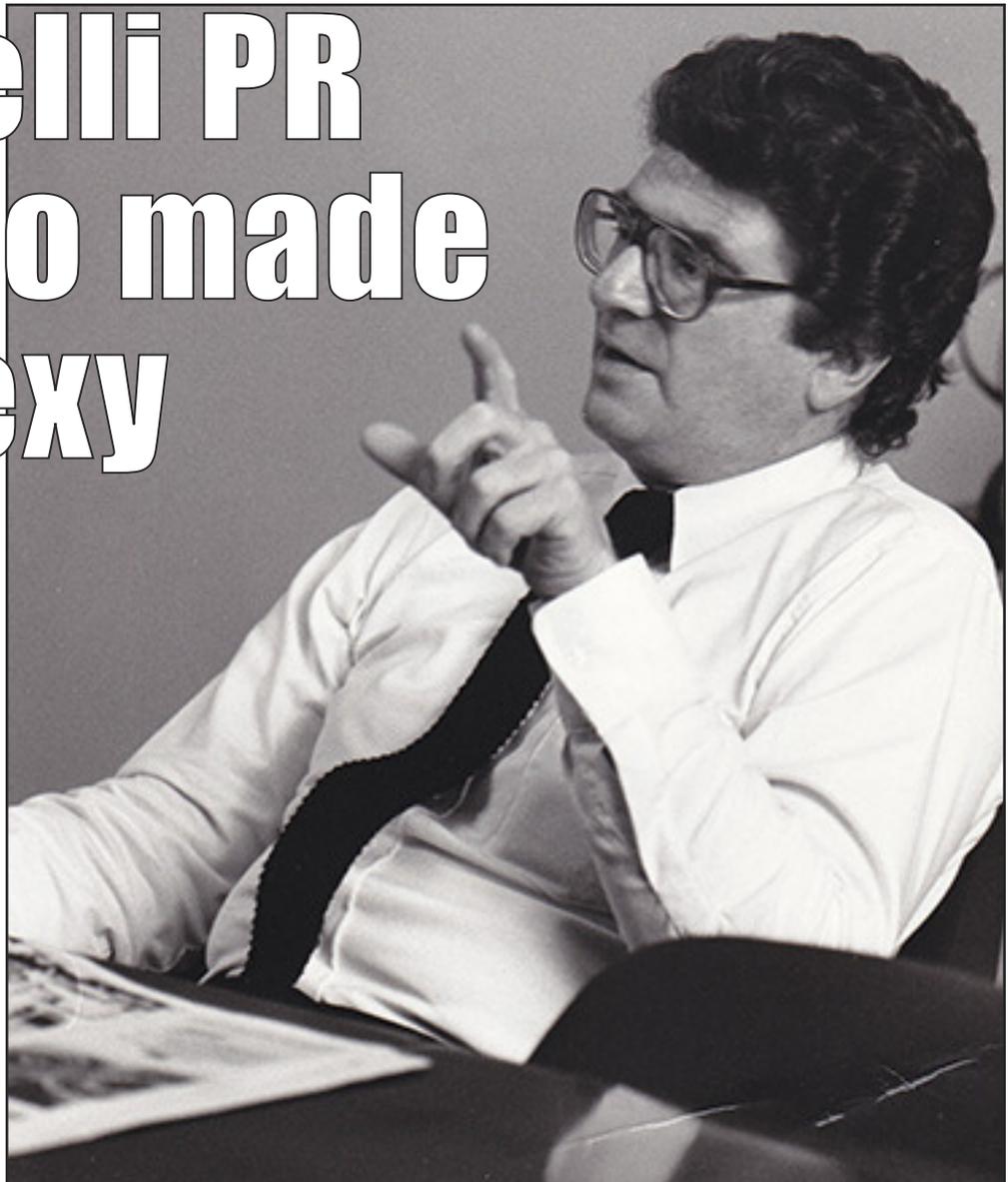
His remit also included Pirelli's footwear and rubber goods and cables - which he promoted with comparable aplomb - plus the equally "must have" Pirelli calendar.

Peter Ormiston who now heads up Ormicom, one of the world's leading communications companies, and who joined Bob as his "wet behind the ears" press officer from the Bolton Evening News back in 1973, notified us of Bob's passing.

Peter said that due to Bob's expertise - and the art direction of Derek Forsyth - what started out as little more than an annual collection of pin-ups for the lads in the tyre fitters' bay became an international phenomenon attracting interest from royalty and celebrities alike.

"The world's best photographers aspired to make the shortlist for the annual calendar shoot and Bob built and exploited its sophisticated, racy profile to the full to ensure Pirelli Cinturatos were always 'top of mind' for motorists, car manufacturers and motoring journalists," says Peter.

Bob arrived at Pirelli in 1965 from the Kentish Express where he had built a reputation as an accomplished reporter and go-to stringer for the nationals and Southern Television.



His flair, innate ability to network and attention to detail stood him in good stead after switching sides. He quickly established top level contacts within the motoring PR fraternity and with motoring and motorsports journalists.

There were few members within the various UK groups of motoring writers and the Guild with whom Bob was not on first name terms.

His contacts book was a mine of information including not only journalists' personal details, but those of their families too.

Many of us were wined and dined by him and his wife Els at their home in Folkestone.

It was Bob who set up and oversaw the Pirelli Motoring Writer of the Year Award for the Northern Group back in 1973 to ensure the professionalism and value of weekly motoring journalism in the north was not overlooked.

His own out-and-out professionalism was not overlooked either. In 1979 he was asked to transfer his skills to Pirelli's HQ in Milan where he took up the post of international PR manager, exploiting the company's dominance in world rallying to promote the company's low profile tyres.

Having liaised with the publishers of numerous

books on the calendar, Bob, along with Forsyth, also turned his hand to co-producing Pirelli's own prestigious coffee table albums such as With Flying Colours, Fangio (one of his childhood heroes) and The Pirelli Album of Motor Racing Heroes (many of whom he knew in person).

After 13 years at the helm in Milan Bob transferred his talents to Pirelli's United States subsidiary as PR director before returning to Italy in 1996 to ease his way into semi retirement at his and Els' beloved mountain eyrie in Dorga, Lombardy, to the north east of Milan.

There he divided his time between family, walking, projects for his long-time employer, penning a monthly column on the motor racing drivers of yore for American magazine Vintage Racecar Journal, and translating motorsports books from Italian to English for renowned publisher Giorgio Nada Editore.

Bob's VRJ articles - which in 2013-14 he spent many months revising and finessing - eventually morphed into the Veloce-published Motor Racing Heroes: The Stories of 100 Greats - a testament to his craft and love of a bygone era of motorsport.

Bob is survived by his wife Els and their son James and daughter Lindsey.

Bob Sicot

VETERAN Group members will remember Bob Sicot, who was head of PR with Renault in the 1960s and Ford of Europe's PR manager from 1968 to 1986.

Bob, a Frenchman, virtually invented the press launch as we know it, being the first to invite journalists from all parts of Europe to a central point to appraise a car and also provide hospitality.

He also worked on PR for the Detroit Motor Show.

Bob died in May at the age of 91.

From an elderly Land Rover campervan to a brand new Bentley, there's no telling what cars our members might be found driving on a weekend away!

Down in the forest a Landie stirred



TO celebrate the 100th anniversary of Forestry England, 150 Land Rovers were invited to drive in a convoy through Kielder Forest.

Mark and I drove my 1965 Land Rover Camper conversion and stayed in it over the weekend. - it's the light green one in the foreground of the photo.

There were Land Rovers as far as the eye could see winding their way through Kielder Forest in Northumberland creating a dust storm - dust which coated every panel and wormed its way through any opening, no matter how small.

The event was part of the activities to celebrate the centenary of Forestry England - formerly known

as the Forestry Commission - and thousands of people took part in a variety of activities which also included a classic car rally and show and ceremonial tree planting.

Organisers of the Land Rover run were initially going to restrict the number of vehicles to 100 to represent the 100th anniversary of Forestry England, but there was so much interest that an extra 50 places were released.

Of the 150 vehicles taking part in the convoy through the forest there were Land Rovers representing all eras including Series One, II, IIA, III and even a Forward Control model.

The convoy set off from Kielder Castle and took in 36 miles of private tracks not normally open for public use, arriving at Bellingham six hours later.

Everyone congregated in the showground field so members of the public could have a look at the assembled vehicles and the drivers could have a rest and catch up on the day's events.

The Kielder Land Rover run was organised by Trails & Tracks 4x4 Adventures and Kielder 4x4 Safari.

Ian Flint of Trails & Tracks said: "Land Rovers played a major part in the development of Forestry England, so the event was a fitting tribute to both the Land Rover and Forestry England.

"We hope to make this an annual event and are already planning a bigger event for next year so keep an eye out for more details to be announced."

- Julie Marshall

Taking a Bentley back to its spiritual home

I RECENTLY went on what has become an annual petrol head pilgrimage with motors-mad pals to the Silverstone Classic.

And as usual it was a crucial part of the weekend of automotive action to select the right car to go

down in - but this year there really was only one choice.

Because Bentley are celebrating their 100th birthday and they have a new version of their best-selling Continental GT, which was kindly offered as my

transport to the historic circuit.

Even though the Media/VIP car park at the circuit was filled with top end motors and exotic sports machinery the GT still stood out.

So the Bentley was at its spiritual home as the company has seen huge track successes over those 100 years from the Blower Bentleys of the 1920 and 30s to Le Mans Victories stretching from the 1920s to 2003.

And what a great weekend of automotive action only mildly dampened by some typically disappointing British summer weather - I felt particularly sorry for the guy trying to sell sunglasses in the rain!

There were races for historic Formula 1, 2 and 3 cars plus sixty

souped-up Minis in action battling other saloon car racers from the 1960s and 70s including Lotus Cortinas, Mustangs and Alfas.

At the Silverstone Classic Auction a record-breaking number of lots went under the hammer where us mere mortals could only look on as the super-rich snapped up Ferraris, Astons and Porsches... although there were also fast Fords, classic Mercedes and BMWs going through the sale but even here prices were not for the faint hearted.

So a great time was had by all, especially yours truly who developed a smug grin while cruising around in the Bentley... until I had to hand it back!

- Steve Howarth



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