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Press Release

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New Look for World's Oldest Motoring Event

London to Brighton Veteran Car Run Marketing Material Features New Theme from 2007

The London to Brighton Veteran Car Run's marketing material is to have a new look for the 2007 event, the 111th anniversary of the first Run in 1896.

The new images focus on the fun and vibrancy of the event, with a look that is reminiscent of the racing posters from the early 20th Century.



The car in the foreground is a Cadillac, which is part of the events move to the celebration of a period related motor manufacturing nation – in 2007 this will be the United States.

In 2004 London design agency Identity Design, sister company of LBVCR event organisers Motion Works UK Limited, produced a series of three images that were stylized visuals of the three main landscapes that the Veteran Cars visit – London's Hyde Park (2004); Westminster Bridge (2005) and Madeira Drive in Brighton (2006). Once that series of images was completed a new idea was needed that summed up the world's oldest motoring event.

“The brief to Identity Design was to move the focus of the marketing material towards the participants and their wonderful vehicles,” said Roger Etccl, LBVCR Event Director. “The final design really brings home the excitement and the fun this event engenders, with the driver and passenger on the leading car very obviously having a great day out.”

“The car in the foreground of the image was deliberately chosen because it is a contemporary American car, which is the theme of the 2007 event,” Roger Etccl continued. “For the next four years a motoring manufacturing nation of the period will be celebrated, with the event themed around that particular country. In 2007 we have chosen the United States of America, a nation rich in motoring heritage. Last year 20 American owners and drivers took part in the event, with 32 different makes of American veteran car, including Cadillac, Ford, Oldsmobile, Piece and Crestmobile, taking to the road between London and Brighton. Next year we will move the focus to France, with the 2008 event celebrating early French motoring. 2009 will be Germany’s turn followed in 2010 by Great Britain.”

Owners of an eligible pre-1905 motor vehicle can enter the London to Brighton Veteran Car Run, which will take place on Sunday 4th November 2007. The Run is preceded by a period related auction at Bonhams London New Bond Street Salerooms on Friday 2nd November and an International Concours in London’s Regent Street on Saturday 3rd November.

Entry forms for the 2007 LBVCR are available from Karen Cunningham (Entries Secretary), telephone +44 (0) 1327 856 024 or email: karen@motion-works.co.uk. Alternatively the forms can be downloaded from the London to Brighton Veteran Car Run website at www.lbvcr.com.

Visitors to the Paris Retromobile Show (16th to 25th February) can collect an entry form from the Bonhams stand (Hall 7/3, stand F25, alleyway E&F).

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- For further information visit www.lbvcr.com.
- A full media service is available online, with information and high resolution images.
- Contact the Press & PR Manager on the number or email below for password access to the media area.



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The annual London to Brighton Veteran Car Run is organised by Motion Works UK Limited on behalf of The Royal Automobile Club.