

January Newsletter

Hi \${FNAME} | Customer | Guest] \$

Happy New Year and welcome to our first newsletter of 2024!

It's been an encouraging start to the year with lots happening in both Workshop and Trimshop and plenty of cars passing through our doors. Interestingly, quite a lot of the work going through the Workshop is for upgrade or renovation type work, with suspension upgrades and 'refreshes' proving the most popular.

Turning to our showroom, it's always hard to know in the depths of winter just how busy things are going to be, but certainly enquiries are arriving in useful numbers. Then to help things along for anyone considering a new Morgan, there are details later in this newsletter of an offer from Morgan that could lead to some useful savings.

Hope you enjoy this latest newsletter!

Cars for sale



We have a great range of pre-owned cars in our showroom, and our website contains detailed descriptions, videos and plenty of photos.

To view our current stock, just click on the following links:

[Morgans for sale](#)

[Lotus for sale](#)

[Other makes for sale](#)

All our cars are HPI checked and undergo an extensive 'pre-sales check' which typically takes us about 3 hours. This gives us a complete picture of the car, its good points and any areas needing attention. We're always happy to share these reports with a prospective purchaser.

Once a sale is agreed, all our cars (except for 'project' cars) are serviced, provided with a new MOT (if applicable) and if sold for use in the UK, have a comprehensive 12 month warranty.

If you want more information on any car, please contact Phil on 01234 750205 or phil@allonwhite.co.uk - he's happy to chat by phone, by email, or provide a more detailed walkaround video call using Zoom.

Something for the winter roads...



If you're viewing winter weather and feel you need something to complement your sports car, we've a Landrover Defender in stock.

It benefits from lots of upgrades - roll cage, snorkel, custom soft top, remapped engine, alloy wheels and a bespoke Allon White interior completed a few years ago.

[More information](#)

Workshop winter offer



If you're thinking of having work done to your Lotus or Morgan over the winter months, be it upgrades, restoration type work or routine servicing, it could be a good time to get in touch...

Up until the 1st March we're running a winter offer in our Main Service Workshop. This allows 20% off our normal labour prices as well as discounted rates on MOTs. So some useful savings!

To find out more, or talk through work you might like done to your car, please call Julie on 01234 750205 or email workshop@allonwhite.co.uk

(Please note that this offer only applies to our Main Service Workshop and not our Coach Trimming Workshop)

Breakfast Club



Our very popular breakfast clubs are held on the first Saturday of the month and kick off at 9:30 with bacon rolls, tea, coffee and cakes. Then at 10am there'll be a talk from a guest speaker, a motoring related 'workshop' or some other light entertainment we conjure up...

At our next Breakfast Club on Saturday 3rd February, we're delighted to welcome Roy Smith, long time friend and customer of Allon White Sports Cars and a highly regarded motoring writer with several books to his name.

Roy's a very entertaining speaker and he'll give a talk on Dr Ferdinand Porsche (his name says it all) and Albert Neubauer (legendary race team boss of Mercedes Benz) - contemporaries and colleagues during the earlier part of the last century.

All are welcome at our Breakfast Clubs and there's no need to book - just turn up on the day! To find out more, please click on the button below.

[Breakfast Club](#)

News from Morgan



Morgan has recently confirmed some attractive special offers that are available on new Plus Six, Plus Four and Super 3.

For cars that are ordered and scheduled for production between now and 30th April, Morgan will include a range of options at no additional cost. These are:

Plus Four and Plus Six

- Any solid or metallic paint colour

- All two tone interiors
- Any leather from Morgan's Pebble or Soft Grain range
- Standard or box weave carpet in any colour
- All colours of seat piping or stitching

Super 3

- Any solid or metallic paint colour
- All textile interior options

To give you an idea on the value of the offer, choosing a one-off combination of paint colour and interior trim for a Plus Four or Plus Six typically costs in excess of £5,000. So if you're tempted by the idea of a new Morgan, this is a great time to get creative with Morgan's extensive colour palette and benefit from a useful saving on price!

For more information, please contact Phil on 01234 750205 or phil@allonwhite.co.uk

Lotus 7



Continuing with our newsletter theme of featuring important or special models of Morgan and Lotus, we turn this month to the Lotus 7.

The Lotus 7 was launched as a ‘no-frills’ (all thrills!) sports car in 1957. Its appeal lay in nimble handling and good performance achieved through light weight. It was known for driving fun and has never lost that reputation.

Available assembled (£1036) or as kit car (£536), Lotus founder Colin Chapman had, with his usual loophole ingenuity, found a way to beat the taxman. Kit cars were exempt from the tax that applied to the ready-built version, as long as assembly instructions were not included. To get around this, Chapman supplied disassembly instructions, so all an owner had to do was follow these in reverse...

Originally powered by a Ford 1,172cc side valve engine producing 36bhp, performance was still respectable due to the car's light weight. The car evolved from Series 1 through to Series 3, and power levels increased as other engine options became available, such as the Ford Crossflow and then ultimately, the Lotus Twin Cam. Levels of refinement also increased (slightly!).

The Series 4 version of the Lotus 7 was slightly controversial as the attempts to modernise the styling resulted in bodywork and wings which were not as easy on the eye as earlier models.

The car remained in production with Lotus until 1972. Then in 1973 the rights were sold to Caterham who reverted to Series 3 styling. Production of the Caterham 7 still goes strong today, and although the concept and overall styling hasn't changed, there have been significant developments on the engine front and a few changes to chassis and suspension.

And as testament to just how good Colin Chapman's Lotus 7 design was, it has spawned many imitators in the kit car world - Westfield, Tiger, Dax, Robin Hood, Locust, to name but a few.

If you'd like to know more about the Lotus 7 and its evolution over the decades, Silodrome offer a comprehensive write-up - click on [Lotus 7 History](#).

Contact us

If you want to talk to us on any sports car related issue, please contact Allon White Sports Cars by:

Phone: [01234 750205](tel:01234750205)
 Email: sales@allonwhite.co.uk
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Kind Regards

John



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