

November Newsletter

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

As we head into the winter months and potentially quieter times, we find ourselves doing a bit of 'housekeeping' within the dealership. This includes the delights of the annual stock take and counting loads and loads of parts, the servicing of workshop lifts and equipment, and a spot of general clearing up and painting and decorating.

Then we're always looking at ways in which we can improve and offer an even better product or service to our customers. To this end, we've introduced a couple of new benefits.

On our used cars, we're increasing as from December the length of their very comprehensive warranty package from 3 months to 12 months. Then in our workshop we are running a 'Winter Offer' which provides a sizable discount on labour. More details on both, later in this newsletter.

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.

Workshop winter offer



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

From now 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 usually 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 2nd December, we're hosting our annual 'Scalextric Challenge'. Come and show off your driving skills and take part in the general mayhem which is sure to ensue on track! 'Amazing' prizes on offer for the top drivers, mince pies and bacon rolls for the rest of us...

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](#)

20th Anniversary



I'm writing this newsletter on the 20th Anniversary of me taking on Allon White Sports Cars. It's been a thoroughly enjoyable 20 years, albeit a little frightening as to how quickly they've whizzed by!

The company has certainly evolved over these 20 years. In 2003 it had 3 staff, turned over £600,000 per year and only sold and serviced Morgans. We now have a team of 11, a turnover of £4 million, sell and service Lotus as well as Morgan, and have a coach trimming workshop working on all makes of vehicle.

And it's been great to see how the different areas of the business complement each other. From taking on Lotus, our knowledge of modern technology increased enormously which benefited our work on modern Morgans. From our experience of restoring Morgans we've been able to extend this to offering a restoration service for Lotus. Then coach trimming continues to bring in a whole raft of new customers.

The significant increase in business over the years is what drove the investment in our new Workshop and Trimshop building that opened up last year. This has made a huge difference to our day to day operations and the type and amount of work we can handle. It has also allowed us to significantly increase our showroom size (as the old workshop has been 'repurposed' as a showroom). But whether this new building will give us all the space needed for the next 20 years remains to be seen...

News from Morgan



We are excited to share the news that Morgan has announced a future vehicle project with renowned design house Pininfarina. The project will celebrate two centuries of coachbuilding by the two companies, but details of what exactly is planned are for now, being kept tightly under wraps.

All we can say is that there will be a limited run of individually commissioned vehicles which will combine Morgan's 21st Century coachbuilding philosophy with Pininfarina's legacy of purity and elegance in design. We look forward to being able to reveal more in 2024...!

And aside from the Pininfarina collaboration news, last week Morgan held a 'Global Dealer Meeting'. At this, CEO Massimo Fumarola and his senior management team shared their plans for the coming year and their longer term thoughts and business strategy for the next 5 years. Unfortunately there's little that can be revealed in this newsletter, other than there is an awful lot going on behind the scenes which will lead to a very positive and exciting future.

But what can be said from the dealer perspective is that Morgan seem to be investing a lot more money into research and development and production. Also, the company has far more detailed and forward looking plans than ever before, and this can only be good for the future and will benefit Morgan, dealers and owners alike.

Lotus Emira GT4



As well as building excellent road cars, Lotus also has a very proud tradition of achieving success on the race track. This continued when the Lotus Emira GT4 completed a stunning 'clean sweep' victory in its international race debut at the Macau Grand Prix earlier this month. It took first and second positions, with a commanding 12-second lead over the third-place finisher.

Established in 1954, the Macau Grand Prix is renowned for its challenging circuit. As one of the oldest street races in the world, it combines intricate twists, sharp bends and demanding terrain, pushing cars and drivers to their limits

The Lotus Emira GT4 has been homologated for competition in global GT4 classes and is powered by a Lotus-tuned 3.5-litre V6 with Motec engine management and a Harrop TVS 1900 supercharger. It features a Hewland six-speed sequential transmission with paddleshift and limited-slip differential. Power output is 455 bhp with 500Nm of torque.

For a quick video clip of the action from Macau, click on [Emira GT4](#)

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)

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Kind Regards

John



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