



GOVERNMENT
car day SATURDAY 9 JUNE 2012

souvenir **£2**
programme

Welcome to Coventry

Coventry is a city shaped by the car, and today we're celebrating that heritage – and at the same time looking forward to the cars of the future. Today's display has veteran and vintage cars, modern supercars, electric vehicles, hybrids, one-offs. We have a host of experts debating the future of cars, revealing how the British motor industry has changed, explaining how to get a job in the motor industry, and answering your car-related questions. And there are car-themed events in Coventry Cathedral and the Herbert Art Gallery. So join us in celebration of the past, present and future of the car at Coventry Car Day.

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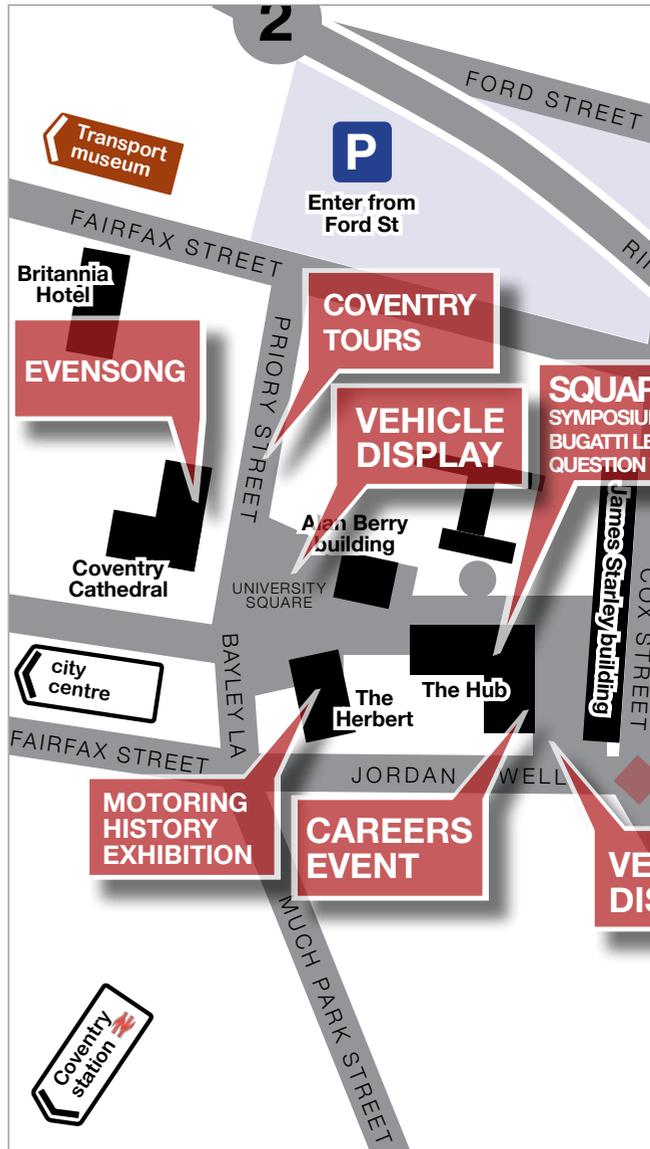
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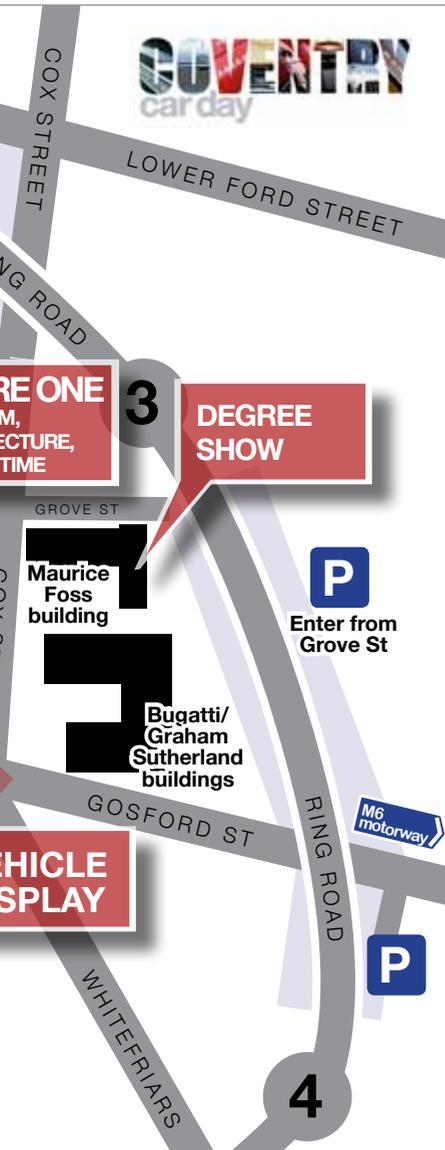
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Coventry Car Day 2012



Timetable

9am • Square One

Symposium on the future of the car

Industry speakers and academics debate the future of the car

10am onwards • Herbert Art Gallery Coventry motoring history exhibition

11am onwards • Priory St Coventry automotive tours

Walking and minibus tours of locations around the city connected to Coventry's motoring past and present

11am • Hub ground floor Automotive careers Q&A

A panel of motor industry experts answer your questions on working in the motor industry

11.30am • Hub ground floor Automotive careers fair

One-on-one advice from automotive employers, organizations and Coventry University's careers team

1.30pm • Square One

Bugatti Lecture: Sir Nick Scheele

Former Jaguar and Ford executive Sir Nick Scheele will speak on changing role of the British motor industry

3pm • Square One

Coventry Car Question Time

A panel of motor industry figures will take your questions on cars and the motor industry

4.15pm • Coventry Cathedral

Evensong

Sir Nick Scheele will read a lesson at Evensong

All day • University Square & The Hub Vehicle display

Around 100 new and old vehicles on display, many of them with connections to Coventry

All events subject to confirmation

Tomorrow's car

The future of cars will be debated by a panel of experts with wide-ranging motor industry experience

Coventry Car Day begins with a symposium in Square One which will see motor industry experts debate the future of the car.

The number of cars on the planet is set to at least double by 2050, and 'peak oil' may already have been reached. Car manufacture is unsustainable in its current form. But legislation and attitudes surrounding cars are rooted in last century's technology – and that might prevent development of lightweight cars, built in a more sustainable way and using energy more efficiently.

To spark debate about future cars, the symposium will have short, insightful and provocative talks by influential figures from the automotive industry.

The symposium will aim to ask a series of questions:

- *How would car design be different if we could start again, freed from the current legislation?*
- *How might cars look and how can they be made more sustainable?*
- *Will we in fact have personal cars or is there a different model?*
- *How might legislation develop to match the new paradigm?*

**Symposium on the future of the car
Square One • 9am**

Speakers include:



Sir John Egan
*Chancellor,
Coventry University*
■ Chief executive of Jaguar when the company was restructured, split from British Leyland and privatised.



Richard Seymour
*Designer and
design director,
Seymourpowell*
■ One of Europe's best known and most accomplished designers.



Steve Cropley
*Editor in chief,
Autocar*
■ Respected automotive writer, visiting professor of automotive journalism at Coventry University.



Damian Harty
*Vehicle dynamics
researcher,
Coventry University*
■ Until recently a vehicle dynamics specialist at renowned motorsport engineering company Prodrive.



David Bailey
*Professor of
International
Business Strategy
and Economics,
Coventry University*
■ Expert in auto industry globalisation and economic restructuring.



Peter White
*Professor of
Thermofluid
Dynamics,
Coventry
University*
■ Interests include low carbon emission vehicles and thermal management.

Plus

John Jostins *Professor of Sustainable Transport Design, Coventry University*
Dr Geoff Le Good *Automotive aerodynamicist*
Nick Hull *Course director – Transport Design, Coventry University*

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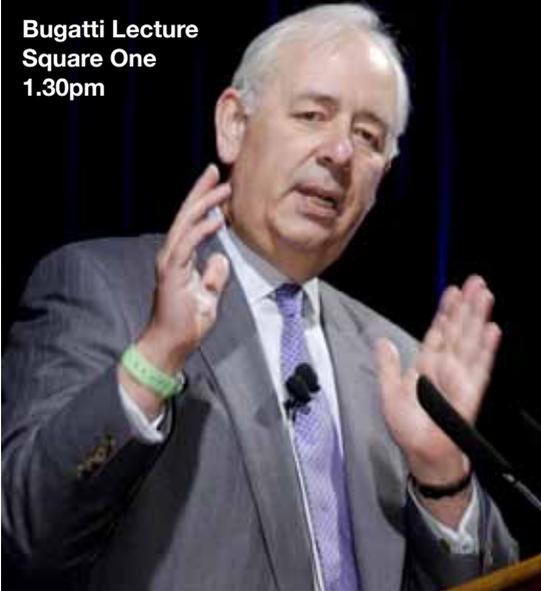


Britain's motor industry in change

Former Ford and Jaguar executive Sir Nick Scheele (below) will deliver the Bugatti Lecture at 1.30pm in Square One. The theme of the lecture will be the changing face of the British motor industry, and its contribution over the years to car design and manufacturing.

Sir Nick ran Jaguar from 1990 to 1999, during which time the company introduced several key new models. He went on to become chairman of Ford of Europe and then President of Ford Automotive Operations worldwide. He served as Chancellor of the University of Warwick, and he has been President of Coventry Transport Museum since 2006.

Bugatti Lecture
Square One
1.30pm



Take a motor city tour

Find out more about the history of Coventry motor manufacturing by taking a minibus tour or walking tour, starting from the bus stop in Priory Street. Both are free, but please consider making a donation: profits will go to an automotive charity.

Coventry car tours • Priory Street • from 11am

Pods point the way to your career in cars

Are you interested in working with cars? The car careers event in The Hub show you how. From 11am we'll have a panel of motor industry experts answering your careers related questions, and from 11.30am employers including Peugeot, Jaguar Land Rover and Nissan will be available to give you one-on-one advice at the yellow meeting pods (above right) on the Hub ground floor and first floor. Come along and find out how to start your car career.



Careers event • The Hub • 11am

Car questions answered

Come to Square One in the afternoon for an hour of questions, answers and debate with a panel of automotive figures, chaired by **Steve Cropley** of Autocar. Other panel members include Andrew Didlick from Peugeot UK, former Jaguar chief executive Sir Nick Scheele, ex-Prodrive engineer Damian Harty and industrial designer Richard Seymour.

Car question time
Square One • 3pm

Peugeot

Peugeot's new 208 hatchback makes its UK public debut at Coventry Car Day 2012. The new car is destined to be the company's biggest-selling model, and it will line up next to examples of previous Peugeot hatchbacks – the 207, 206 and 205.

Peugeot's diesel hybrid 508RXH and 3008Hybrid4 will also be on show, and a Peugeot iOn electric vehicle will be inside Square One forming the backdrop for the Peugeot-sponsored symposium.



The cars are the s

With around 100 cars on show there's something for everyone with Coventry connections. **Andrew Noakes** picks out



Ford

Ford's Evos concept car made its debut at the Frankfurt show late last year. The Evos signals the direction of Ford design and introduces new technology that will be used in future production cars.

With Evos, Ford is researching the use driving patterns and personal data to make life easier. "The car gets to know you and can act as a personal assistant to handle some of the usual routines of a daily commute," says Ford's Paul Mascarenas.



Mercedes-Benz

Coventry University graduate Mark Fetherston designed the stunning Mercedes-Benz SLS AMG. "It was such a special, and very personal project, and what was great was that the design stayed faithful to the original design sketch, which these days is unusual," he says.

stars

everyone – many of them some highlights.



Lightning

The Lightning GT electric supercar is said to hit 62mph from rest in under five seconds, and it has a range of up to 223 miles. The exterior design of the car was carried out by Coventry University design graduate Daniel Durrant.



Renault

Renault's extraordinary Twizy is a tiny, tandem-seat electric vehicle which went on sale in April. A full charge of the Twizy's battery takes around 3.5 hours, costs just £1 and can provide a range of up to 60 miles. It has a top speed of 50mph. The Twizy costs £6690, plus a battery hire charge which starts at £45 per month.

Car enthusiasts might say that the advent of electric vehicles marks the end of fun motoring, but they're wrong. The Twizy isn't very fast, but thanks to its unassisted brakes and steering, central driving position, low centre of gravity and the instant response an electric motor gives you, it's a hoot to drive.

Jaguar

With two former Jaguar bosses in attendance today, we had to have a good line-up of Jaguars and Daimlers. All have Coventry connections – either built at Browns Lane, or designed at Whitley.

We've got six-cylinder and V12 versions of the iconic E-type, several XJSs (including a one-off hatchback car) and the prototype Palmer Jaguar JP1. Jaguar Land Rover is supporting its involvement in the Coventry Car Day automotive careers event by bringing along a new XJ Supersport (right) and an XK coupé.



Triumph

Triumph is one of the best-known Coventry makes. Our Triumph line-up will include rarities like Phil Blake's TR5 (above) and a pair of Stags (including Stephen Cox's car, right). Plus two ex-works Spitfires, one of which raced at Le Mans in the 1960s.



And there's more...

There's far more to the car display than we have space to describe here. Ron Walker will be bringing one of his Coventry-built Swift cars (top left); the Coventry-designed Ariel Atom (top right) will be on show; and dozens of local enthusiasts are bringing classics (like Philip and Margaret Parkes' Morgans, above right). Browse around!



Alvis

Alvis made quality cars in a factory on Holyhead Road, Coventry until 1967. Four Alvis cars will be on show, including this 1952 TA21 owned by Bryan and Wendy Betts. Wendy's father was an engineer at Alvis (where he worked alongside Alec Issigonis of later Mini fame) and this was his company car. It was sold to the US in the 1980s, but bought back in 1999.

Ferrari

In 2005 three Coventry University design students won the work experience of a life-time – helping to design a Ferrari of the future. Ferrari fans also voted a Coventry student's concept car as the best in the world in an online poll. The relationship between Ferrari and Coventry University has continued, with Ferrari North Europe enthusiastically supporting the University's post-grad Automotive Journalism course. Ferrari's current range is represented today by the glorious California.





Land Rover design director Gerry McGovern is one of many high-profile graduates of Coventry University's design school.

Driven by design

Coventry University's design graduates can be found in cars around the world, as **James Taylor** and **Kyle Ecob** exp

In 1973, what was then the Lanchester Polytechnic launched a course in 'Industrial Design (Transportation).' Today, Lanchester Poly has become Coventry University, and its range of Automotive and Transport Design courses has developed a matchless reputation throughout the automotive world.

The University invests a lot of money in equipment to keep up with industry standards, giving students

the best possible environment to become professionals. Lecturers and technicians with industry experience are key in teaching the young hopefuls what is required to succeed in the very competitive world of transport design.

Students studying the range of design courses are arguably some of the hardest-working on campus, putting in many hours of toil to learn the arcane arts of package





Above: Hard at work in the studio. Right: working designers regularly visit – this is Volvo’s Steve Mattin. Below: sketch by Takumi Yamamoto, who went on to shape the outlandish GT by Citroën.



styling studios
blain.



drawings, renderings, ergonomics, software packages and clay modelling. Each year, final stage students work tirelessly in the university’s clay studios, computer suites and workshops to create stunning quarter-scale models and artwork for the annual degree show in June.

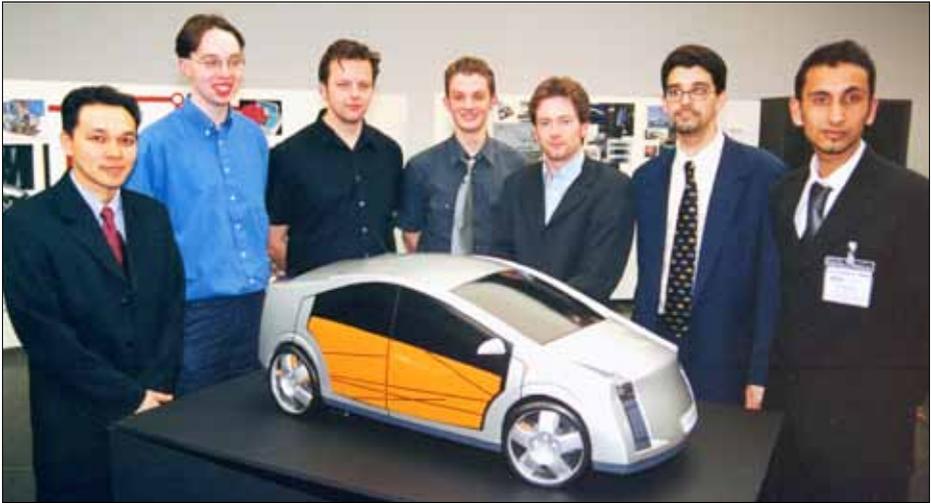
The degree show itself has become a key part of the automotive industry calendar. Many of the key movers and shakers from the car world attend the show each year, including many of the course’s famous alumni.

Land Rovers have been designed by Coventry alumni for more than three decades: Geoff Upex was behind the current Range Rover, Discovery and

Freelander, and was one of the first Coventry car design graduates. His successor as Land Rover design director, Gerry McGovern, honed his skills in Coventry too.

Coventry graduates Adam Hatton and Mark Phillips were responsible for the Jaguar XF and XJ, under the direction of Ian Callum (who is a visiting professor at Coventry University). Modern Morgans are drawn by Matthew Humphries, who secured his position at the famous Worcestershire hand-crafted car firm while on work placement there during his Coventry degree.

Two Coventry graduates now hold key positions at Aston Martin, based just a few miles away in Gaydon: Miles Nurnberger is chief exterior



Above: Miles Nurnberger (blue shirt, above) at a design presentation with Ford in 2000. He went on to become chief designer for exteriors at Aston Martin.

designer and Matthew Hill is chief designer of interiors.

The first-generation Lotus Elise was worked on by Coventry man Andrew Hill, and the second generation was masterminded by another Coventry graduate, Russell Carr. The Nissan 350Z was penned by Ajay Panchal and 2005 graduate Bustami Pollard is currently part of the styling team at Lamborghini.

Recent automotive design graduates have successfully secured important design roles with big firms such as Rolls-Royce, Jaguar and Bentley. And it's not just the big names who employ Coventry graduates: design consultancies the world over also recognise and utilise the creative skills students hone within the walls of the city's renowned art and design school.



Coventry student projects, clockwise from above: Richard Seale's Jowett 2020 from 2011; Saurabh Shah's Car for Japan, 2011; Douglas Hogg's Bugatti Aerolithe, 2010.



Graham Harwood



Engineering the future

Coventry University has a range of accredited engineering degrees dedicated to producing engineers who are capable of tackling the wide-ranging challenges facing the motor industry in the 21st century.



The Automotive Engineering course has strong links with motor industry employers including Jaguar Land Rover, Lotus, Ricardo, Prodrive, Mira, Zytec, Tata Motors and Shanghai Automotive, and former students are employed by car, truck and bus manufacturers across the globe.

The Motorsport Engineering degree has excellent links with employers in the performance engineering industry, including Red Bull Racing, the Auto-Cycle Union, Lotus, Penske and Triumph, which ensure that the course benefits from the latest technical content.

State-of-the-art facilities include a wind tunnel, a full-size shaker rig and engine test cells – as used in the automotive industry.

Students can get involved in the Formula Student and Shell Eco-marathon projects – on show today – which help to develop engineering and project-management skills.

www.coventry.ac.uk/engineeringandcomputing



Motoring writers start here

Coventry University's post-grad Automotive Journalism course is the only one of its kind, and has an enviable track record: Autocar, Auto Express, Auto Trader, Sky, What Car?, Motorsport News and Pistonheads have all hired its graduates.

The course staff includes an award-winning motoring writer and editor, and there is enthusiastic support from visiting professor Steve Cropley (editor-in-chief of Autocar) and the Guild of Motoring Writers.

Students produce their own car magazine, *Automotive* (above). It's hard work, but an incredible learning experience.

www.coventry.ac.uk/media

Motown of the mid

Coventry's car makers have all but disappeared, but the city s
in the motor industry, as **Jason Craig** and **Andrew Noak**

Few visitors to Coventry's Cathedral Square and the University's Priory Hall have any idea that in the 1920s this was the site of a huge multi-storey factory that built Triumph motorcycles. It's just one example of Coventry's hidden motoring history.

Another of the University's halls of residence, Singer Hall in Hillfields, is built on the site of the Singer factory which built cars until 1956. The original 1890 office block still stands on Canterbury Road.

In Gosford Street the University's William Morris building made machine guns in the first world war, and was then taken over by Morris to make engines in the 1920s.

A few yards away, the Standard Motor Company had a factory on Much Park Street – the site of the Coventry court house today. On the other side of the road, Lea-Francis made cars from 1937 to 1960.

Daimler occupied a converted cotton mill in Sandy Lane, near the canal basin, from 1896 to 1937. Alvis made cars and military vehicles on the Holyhead Road, now the site of the Alvis retail park. Rover built cars near what is now the Retail Market until the 1930s, while Riley and SS (which later became Jaguar) were both based in Foleshill.

William Hillman established his car factory in Pinley in 1907. Hillman was eventually taken over by PSA,



the French parent of Peugeot, which now has its UK headquarters nearby at Pinley House.

Coventry's skilled workforce, which had graduated from watch and clock making to sewing machines, must have attracted the early car makers. The 1886 Starley Safety Bicycle, built in the city, defined modern bikes and many bicycle companies progressed to motorcycles and cars.

Growth in the city's motor industry was a key factor in the increase of Coventry's population – from 16,000 in 1801 to 220,000 by the end of the second world war.

But Coventry's industrial achievement was to be its downfall in the



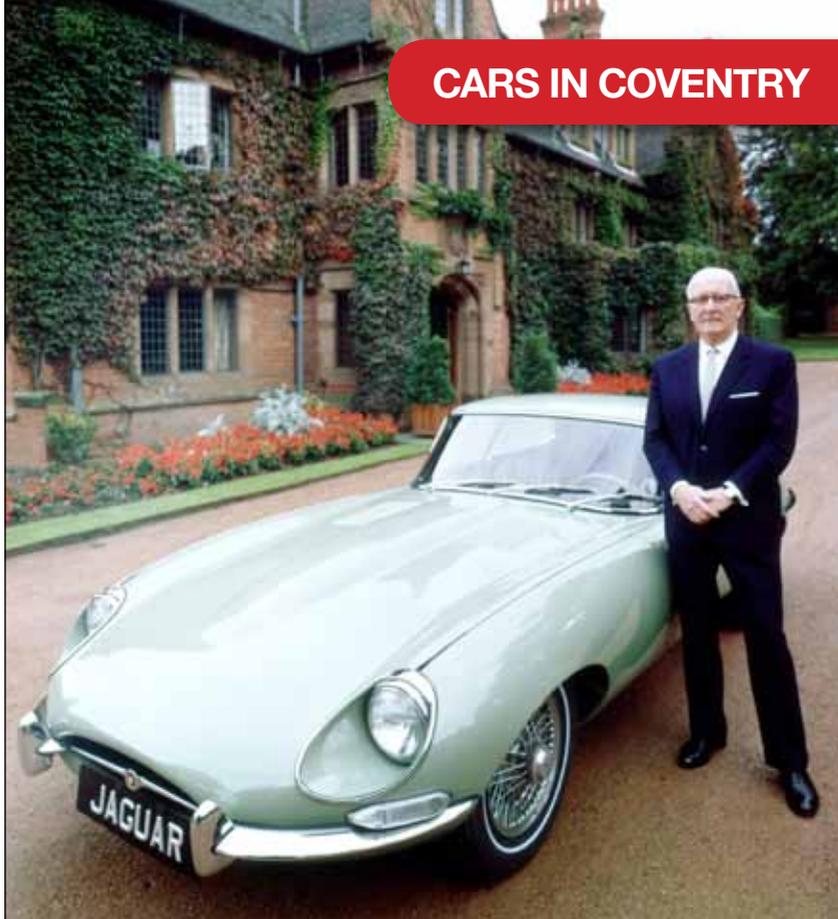
lands

still plays its part
es explain.

Right: Sir William Lyons poses at his home, Wappenbury Hall, with perhaps his greatest car, the Jaguar E-type.

Left: E-type roadsters in production in the 1960s.

Below (from top): Hillman Avenger typical of 1970s mass production; Triumph had some success in racing and rallying; Alvis hand-made fine sporting cars; Councillor Jack Harrison opens new Peugeot HQ in 2008.



CARS IN COVENTRY

second world war. Car factories turned their mass production expertise to munitions and aircraft, and Hitler's Luftwaffe targeted the city. Three quarters of the factories were destroyed by Nazi bombs.

Post-war, Coventry's car industry boomed again. Jaguar expanded into the Browns Lane factory in 1952, and Standard built a massive complex on a 120-acre site at Canley. Standard also supplied engines for the 'Little Grey Fergie' tractor, built at Banner Lane, to the west of the city centre.

Most of that manufacturing has now gone. Jaguar ended car production at Browns Lane in 2005,

and soon after PSA closed its Ryton factory, which had built Hillman and Peugeot cars since 1946.

Coventry's great motoring heritage is preserved today by the Coventry Transport Museum – and in a subtler way by the names of buildings and roads around the city.

But it's not all history. The London Taxi Company is still building the 'black cab' on Holyhead Road. New Jaguars are designed at Whitley, and the next generation of car designers, engineers and motoring writers learn their craft at Coventry University. And that's something the city of Coventry can continue to be proud of.

COVENTRY TRANSPORT MUSEUM

FREE
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A day out the whole family will...

COVENTRY TRANSPORT MUSEUM



Built on 150 years of passion

A visit to Coventry Transport Museum whisks you away into stories of real people, real passions, and real hope. This is real Coventry – the breathtakingly vast Transport Museum is home to the world's largest collection of British road transport, most of which was designed, built and loved by the people of Coventry.

LOVE incredible journeys

Get up close and personal with the actual vehicles that defined some of history's most important moments.



Coventry Transport Museum is at the heart of Coventry City Centre. Find us at Millennium Place, Coventry, CV1 1JD.

www.transport-museum.com
Tel: 024 7623 4270

LOVE free admission

The museum is FREE to visit and is open 10am to 5pm every day.*



LOVE stories
Discover the real stories behind the people who made Coventry the centre of the world's motor and cycle industries.



LOVE inspiration

Explore the pioneers who pushed the limits of speed and styling, and feel the force of the land speed record in our Thrust Simulator.



Coventry
TRANSPORT MUSEUM

Keeping the story alive

*Closed Christmas Eve, Christmas Day, Boxing Day and New Year's Day.
Last admission 4.30pm