

Classic Car Business

For all classic trade professionals

ISSUE 01 / 2022

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FROM THE EDITOR

Another classic car magazine? Well, yes and no. Classic Car Business is unique as we're the only title dedicated to you, the people who work in the classic vehicle industry. For a long time, we've thought this huge sector has not had the recognition it deserves or warrants, which is why we're here to be a focal point for everyone who earns their living from buying, selling, restoring, and preserving classic cars.

The biggest asset the classic car world has are the people who help to keep these historic vehicles on the road. And the numbers bear this out, with the classic car industry valued at £18.3 billion by HERO-ERA's research. It's a vast sum of money that puts the classic vehicle sector way ahead of many others that routinely get much more publicity and attention. We can't guarantee your business more publicity, but we will give it our full attention in Classic Car Business. If you have any news, ideas, or thoughts on the classic car world, I want to hear from you, so please get in touch on the email or phone number on this page.

While the classic sector has happily ticked along for decades without much change, there are forces at work we need to recognise and address. Issues such as the environment, fuel supply, safety, and even the legality of restoring cars are all under scrutiny. If the industry is to survive and thrive, it has to work together to have the loudest possible voice that can be heard all the way to the top of government.

We are fortunate to have bodies such as the Federation of British Historic Vehicle Clubs and the Historic and Classic Vehicles Alliance to represent the concerns of the classic car world to key decision makers. The more support we can lend them, the stronger their powers of persuasion. Talking to Garry Wilson of the HCVA recently, he told the story of a government minister suddenly sitting up and demanding to know more when this MP heard how significant the classic industry is in size, scale and financial clout. Without that conversation, we would undoubtedly be further down the pecking order when it comes to decisions that will affect us for years to come.

This is where Classic Car Business has its role to play. We will keep you informed of what's happening in the classic sphere in the magazine and online at www.classiccarbusiness.com where you will find daily news updates. Thank you and enjoy this first issue.

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GARRY WILSON OF THE HCVA OUTLINES THE CHALLENGES FACING THE CLASSIC CAR SECTOR AND HOW THIS NEW TRADE BODY IS CAMPAIGNING FOR ITS FUTURE.

www.hcva.co.uk

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Welcome to the Historic and Classic Vehicles Alliances' (HCVA) column for Classic Car Business. Congratulations to Alisdair and the team at CCB on the launch of this exciting new magazine. It is only fitting that the HCVA and CCB work together as both have the classic car trade and industry as principal among our endeavours.

Thank you to all those in our £18.3 billion sector who have supported the HCVA as we build this essential organisation for the trade and industry. It has been a rather busy few months since launch in May 2021, building the membership and the associated marketing, tackling our campaign actions, and getting to know the stakeholders.

At its core, the HCVA is here to help 'Protect the Future of our Past'. This means we are here to work with legislators, government and allied agencies to ensure the voice of our sector is heard so we have a sustainable future. There is much to do, which is why the HCVA is:

Working with the DVLA on classic vehicle registration issues.

Navigating solutions to the Brexit impact on areas such as parts and vehicle movement.

Responding to government consultations.

Outlining the sector's environmental position.

Engaging youth more widely, both in terms of skills development and ownership.

We are pleased to have attracted membership from many organisations, both large and small. These cover insurance and auction companies, specialist marque repair and restorers, transport businesses, parts suppliers, and manufacturers to name a few. It is essential that we grow the 'Trade and Industry' and the 'Owner and Enthusiast' membership because the more members we have, the more that can be achieved to support the members. A virtuous circle. When we talk with the businesses, it is gratifying when the HCVA campaign and objectives are understood, leading to early engagement and joining. However, and very understandably, many are not quite sure why there is a need for an industry body and, in the case of smaller businesses, the investment in the alliance is significant. Some of the questions asked include:

'What's in it for me?' Fundamentally you are helping to ensure the sustainability of the industry and your business.

'But government won't let the sector fail.' Well, they won't if they know, but without the HCVA they won't. One recent government leader was stunned about the scale of this £18.3 billion sector, twice the size of the motorsport industry.

'I'll just wait thanks.' It may be too late. We have had two potential industry threats in as many months, and we have responded to these. However, without support, we won't be able to identify and respond to all of them. >>

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The HCVA is working with Government and agencies to ensure we can continue to use and enjoy classic cars as intended.

» So, what has been going on? Our Advisory Group members' hard work over the summer to engage with senior officials at the DVLA led to the HCVA being founders of a new working group, the Historic and Classic Vehicle User Group. The first meeting took place in October, bringing together the DVLA team with key membership groups. This new user group has been formed to enable issues to be aired and, more importantly, to identify how solutions may be found that support the DVLA and our sector. The DVLA clarified existing processes and policies at the meeting, including the registration of a broad spectrum of historic and classic vehicles. Each of the club associations and the HCVA, representing the trade and industry, presented their organisation and the key challenges. The meeting was very positive and there was enthusiastic agreement to progress the actions. The follow up was in January.

Rest assured the HCVA will continue to represent the interests of the classic vehicle sector and robustly voice the concerns and issues experienced by the trade and public alike when dealing with the DVLA, and actively seek a long-term resolution.

The recent Department for Transport (DfT) consultation on the 'Future of transport regulatory review: modernising vehicle standards' at first blush seemed to be of little relevance to our sector. However, of the various sections in the document, the one on 'tampering' when studied closely could have unintended consequences on many aspects of the industry. The aim of the proposed legislation was to stop organisations from modifying newer cars in a way that would impact their environmental, safety, and security systems as manufactured.

The unintended consequences for classic vehicles were significant. Those who have changed systems for reasons of parts availability, for instance, may have negatively impacted emissions. This would be illegal and the companies making the change, selling or transporting the vehicle would in theory be breaking the law. The HCVA provided a response to the DfT and requested three things:

An exclusion for historic and classic vehicles from the new rules.

Safeguards against future changes that might affect the sector. The bill would allow the Government to bring in a lot of new rule changes through either official guidance or secondary legislation, getting around the need for these things to be discussed in Parliament where they can be challenged. We've asked that all these powers are limited to only new cars and that our sector is excluded.

A complete rethink of the 'tampering' ban.

We were pleased that in Parliament on 4 November, the Under Secretary of State at the DfT Trudy Harrison said: 'Officials have been instructed to ensure that proposals do not prevent activities such as restoration, repairs or legitimate improvements to classic cars, or do any damage to the motor sports businesses involved in these activities.'

There is much happening at quite a pace as you can see. In the next edition we will discuss the environmental position of our sector, and youth engagement and our marketing campaigns. If you have any thoughts on these ideas, please get in touch, and I look forward to hearing from you. 📍

The classic vehicle industry in all its forms generates £18.3 billion per annum. Having representation at government level is vital.



ENCOURAGINGLY. TRUDY HARRISON MP, UNDER SECRETARY OF STATE AT THE DfT, SAYS CLASSICS SHOULD BE EXEMPT FROM NEW 'TAMPERING' LAWS.



Trudy Harrison MP

UP AND COMING

Finding new markets to source from and sell to is a constantly shifting search. We ask the experts where's hot or not.



Spotting a new market ahead of others is the Holy Grail. Whether it's to sell cars into that region or export them to trade elsewhere, identifying these areas takes skill, knowledge, and an understanding of the local market and its regulations.

For a long time, China was seen as the new frontier for classic cars. With a population of more than 1.4 billion, it would only take a small percentage of this huge country's drivers to have an interest in classic cars for it to be a world-leading market force. It has proven true with new vehicles, but classic cars have

remained an elusive market.

A number of reasons account for the reluctance of Chinese classic car enthusiasts to own this type of vehicle. A prime motive is the country's strict rules in importing vehicles, which makes it prohibitively expensive. This route is also potholed with regulatory red tape, which classifies almost all classic vehicles that enter the country as an artwork and subject to the same restrictions, rendering them fit only for static display and all but impossible to use on the road.

There is also very little car-owning

culture in China. Its growing middle class is keen to own a car, but only a generation ago such a thing was unimaginable for most. As a result, there is not the desire to indulge in nostalgia, while Chinese culture also tends to see old cars as worth less and selling one can be viewed as an admission of falling on hard times, with a consequent loss of social status. Consequently, trading in classic cars in China poses unique challenges.

However, this doesn't mean there are not opportunities elsewhere. We asked two market experts for their views.

Credit: Aston Martin



We're still seeing healthy exports from the UK to Europe, and Brexit has not been the pain we'd originally envisaged.



TOM WOOD

Tom Wood founded Cazana in 2012 when he could not find reliable data on the classic car market, later selling the business to Cazoo in 2021. He bought Car and Classic in 2018. It's the largest classic car classified website in Europe, and it added an online auction in 2020 that has grown rapidly. Tom is CEO of Car and Classic, using the data it generates to identify trends in the market.

A good yardstick for spotting an emerging market is anywhere you will find a rapidly expanding middle class. As this group rises economically, classic cars become a powerful way of showing wealth and affluence. An example of this on Car and Classic is the increasing number of enquiries we're seeing from India. However, this comes with the challenges of regulation in these emerging countries and regions, which can make importing or using a car there difficult.

What we see from our data is that cars at the very top of the market are treated more like art, so it's less of a concern for the owner or collector to use them. At the more realistic end of the price scale, which is between £20,000 and £30,000 for many buyers, they are in demand all around the world as they can be used and enjoyed without worrying about becoming devalued.

We're still seeing healthy exports from the UK to Europe, and Brexit has not been the pain we'd originally envisaged. There was some confusion initially about exporting a car from the UK in 2020 and into 2021, but the rapid move to online selling brought about by the pandemic has helped here as buyers are more willing to buy in this way. It's vital to have an accurate description and lots of accompanying images for this type of sale to work. >>

New classic car markets are emerging, but not always where it seems obvious.

» As with all types of commodities, price differential between countries is a big driver. We see South Africa is a good country for UK traders as both markets are for right-hand drive cars, and South African cars tend to be rust-free, which is a big hurdle removed for both the trader and eventual buyer. Another appeal with South Africa is many of the locally-built cars from there are tempting to European buyers. Similar to the JDM (Japanese domestic market) scene in the UK, there are Alfa Romeos, BMWs and Mercedes produced only for South Africa that now offer an unusual alternative for UK enthusiasts. This trade fuels more work for UK businesses to import, service and restore these vehicles.

Elsewhere, we see the US remains strong as a place to import cars from into the UK. Influences such as Netflix and television series based in the US have helped to create a demand for American classics among younger buyers, many of them new to the classic car community. Trade in the other direction, from the UK to the US, has slipped, though.

The Middle East is an intriguing region as some very special pre-war classic cars make their way to these countries, but it's more supercars. Either way, it's high-end cars that generally go as part of a collection. As with all countries, it pays to check local laws about registration and use, as you will find it extremely difficult to sell a car to someone in a country where it cannot be used. Increasingly, this will also mean cities as low emissions zones come into force and impact classic car use.

PIERRE NOVIKOFF

Pierre Novikoff is Deputy Director of Artcurial Motorcars, a leading classic car auction house based in Paris, France. It has handled the sale of many important cars and collections, and Pierre has used his specialist knowledge to help revitalise the company since its formation in 2010.



10 years ago, we were waiting for China to open up as a new market, but it didn't happen for a variety of reasons, and I don't think that will change. However, there are many wealthy Chinese who are based in the country but keep a classic car in London or Paris to use when they are visiting. However, these clients tend to have bought some time ago as it's become harder to transfer money out of China.

Russia and Eastern Europe are a very different proposition as these regions have a history with classic cars. Even so, the market has not grown in the way we might have hoped and it became much more difficult to work there after the Ukraine crisis.

In India, there is a large middle class with money to spend, but it's difficult to move large amounts of cash out of the country due to its laws. This makes it hard for anyone keen to import a classic car into India to pay for it, so sellers are reluctant. Another factor holding back the Indian market, as well as other countries in a similar position, is rapid urbanisation discourages ownership of a car or restricts the practical ownership to a single car. The upside to this is some are

choosing to own a classic and use it more for pleasure while foregoing a modern car they don't need in a crowded city. I see classic cars being used much more for the experiences they offer, which is what many younger buyers are looking for. The Covid situation has encouraged this group of buyers to enjoy a classic car and use it to share events, rallies and racing.

We have seen some revolution with large collections being formed in Mexico. Another market that is on the rise is Morocco, but this is more of an opportunity for French dealers due to the historic links between the two countries and shared language.

There's a resurgence of interest from buyers in the Middle East due to the growth of Formula 1 and the Dakar Rally in this part of the world. With that comes interest in classic cars from those who are moving into a phase of life where they have disposable income, so it's those in their mid-40s driving this expansion. What we also find is Middle Eastern classic car owners are much more willing and happy to move their cars to where they want to use them, much like you would transfer a boat to where it's needed. ©



Interest in classic cars in the Middle East is being driven by motorsport.





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There's a shortage of understanding of these skills and they are dying out, so we need people coming into the business.

Image Credits: Nick Dimbleby

NEW BLOOD

The classic vehicle sector needs more skilled workers. Apprenticeships are gaining in popularity and educational support.

Classic cars are about enjoying the past, but business is about the present and future. This is why apprenticeships have become a key topic of discussion within the sector as the need to address a shortage of new blood for all types of restoration work is more acutely felt.

Figures from Heritage Engineering Apprenticeships show that three quarters of employers report difficulties in recruiting staff with the necessary knowledge and skills. Coupled to a 68% decline in motor vehicle apprenticeships since 2016/17, it has led to some businesses finding it impossible to expand as they cannot meet growing demand or replace existing employees who are looking to retire.

Part of this problem has centred around mainstream vehicle apprenticeships that have become focused

more on computer diagnostics and the replacement of whole units. This is not possible with most classic vehicles, where diagnostics are not available. Vehicle owners and businesses also prefer repair, restoration and preservation to keep the originality of a vehicle intact, and this approach is at odds with most modern motor industry practice.

Vittoria Annoscia-Thornley, of Thornley Kelham (right), said: 'There's a shortage of understanding of these skills and they are dying out, so we need people coming into the business. I think there's not enough appreciation on the education side for the depth of skills and work needed for a classic car restoration. When we advertise, we get people who want to change career, but they don't realise the amount of work involved, particularly for cars at concours level and the effort that goes into this sort of work.'



To recruit apprentices, Thornley Kelham has taken the traditional route in the past of advertising and interviewing, like many other companies. However, Vittoria believes work experience helps to sift out those who are

not suited to the roles on offer: 'We like to see potential apprentices come for a week's work experience and, better still, to spend a summer with us so we can see their aptitude and dedication. In return, they realise how

realistic it is for them to work in this industry and the different jobs on offer. When we do take on an apprentice, we want them to succeed as we've put in a lot of time and money. No one who has completed an apprenticeship with us has left.'

There can be an attrition rate, though, as Vittoria pointed out: 'We have had eight apprentices from different colleges. Many did not last past the first year due to a lack of application on >>





“WE KNEW EXISTING COURSES DIDN'T FIT WITH WHAT HERITAGE ENGINEERING FIRMS NEEDED.”



» their part. What we've found is there's a big variety between colleges for feedback and support for apprentices. Some providers are appalling, offering no mentoring, so the student falls behind. Naturally, we now only work with those providers who offer the best support.'

The Marches Centre of Manufacturing and Technology offers apprentice courses for Mechanics, and Coachbuilding and Trim at its site in Bridgnorth. It has been designed with input from the Institute for Apprenticeships. This has also informed the courses run by the Heritage Skills Academy (HSA), which was set up in 2015 by John Pitchforth (right) to bring more apprentices into the classic sector and equip them with the skills particular to this industry. He said: 'We knew existing courses didn't fit with what heritage engineering firms needed, so we saw the chance to create a course dedicated to classic cars that also has a relevance to motorcycles, steam, and aviation. So much of the knowledge and skills, as well as the interests, cross over and are transferable. We've had great support from within the classic sector as many businesses are aware their existing staff are looking to retire in the near future.'

All of the students on the HSA's course, which now number around 150, spend most of their time working with an employer. They spend one week per month at the HSA's Bicester or Brook-

lands training centres that have fully equipped workshops and classrooms. Owain Johns, Development Director of the HSA, explained: 'Our course is different because we work closely with employers and industry experts to shape it. We also look to build a family feel, and put an emphasis on recruitment and ensuring we have strong retention of students. We want our students to succeed and go on to long careers in this industry. For the students and the Heritage Skills Academy to work long-term, we have to deliver world class training. This is why we are working with around 100 employers in the industry right now and expect more to join as we progress.'



Andy Kelly, Director of Coachbuilding and Trimming at the HSA, added: 'The students can see what we are learning about all around them. When we've finished discussing something, they are straight back to work to put that new knowledge into practice. Their enthusiasm is amazing and it's a huge benefit to go from sitting together at a table to standing at a workbench in just a few steps.'

Of course, apprenticeships are not a new idea within the classic car industry. Many companies have taken on a 'junior' with an informal approach to teaching on the job. This has worked for some companies, but others have found a more structured system works better. Vittoria Annoscia-Thornley said: 'We ask for basic

(left) Apprentices spend one week per month on release at college as part of their course.



C-grade or above maths so students don't waste time taking exams when they start with us. It also helps if a college has established a good course outline, which makes life easier for companies as we can follow the course structure, though this needs to reflect how a restoration company works.'

This is similar to the application criteria for the HSA's two courses, one for Mechanical Technician and the other for Coachbuilding and Trim Technician. However, the HSA takes a pragmatic view of exam grades and values enthusiasm and experience. Owain Johns said: 'We have no upper age limit for applicants. Anyone with no formal qualifications can still apply if they can demonstrate prior experience and knowledge.'

The crucial role apprentices play in the future of the classic car sector is also being recognised outside of those businesses working in the industry. The Jensen Owners' Club has launched an initiative to fund toolkits for apprentices and also to provide financial assistance to an individual who needs help attending educational courses. The club is putting aside £2,500 for this and it's not restricted to students working solely on Jensen models.

Schemes like this demonstrate the growing awareness of the need to bring more apprentices into the classic car sector. With around 150 in training, it's a good start, but there are an estimated 650 vacancies each year that need filling, so there remains a gap that must be filled for the sector to thrive and expand. **C**



How much does an apprentice cost?

Investing in people is vital to the long-term viability of any business. The money spent on training an apprentice correctly will pay dividends, but an employer must also be aware there will be a considerable outlay when taking on an apprentice.

A course with the Heritage Skills Academy (HSA) or Marches Centre of Manufacturing and Technology (MCMT) will last between 42 and 48 months depending on the apprentice's prior experience and knowledge. These courses require the student to be off-site at the educational campus for one week in every four. There is the cost of travel to and from the campus, accommodation, and subsistence to factor in, and whether this is something the business will pay in whole or part.

Employers will have to pay an apprentice's wage, which is a minimum of £3.70 per hour for under-19s or those over 19-years old but in their first year of the course. However, both the HSA and MCMT recommend a higher hourly wage of between £4.50 and £5, with an annual rise at the discretion of the employer and depending on the student's progress. The HSA also charges a £175 plus VAT charge for an HSA uniform and PPE (personal protective equipment) while on campus.

An employer is also expected to provide a minimum of 20 days holiday per year and a working week of no more than 46 hours including college attendance, depending on age. On top of this, the company must provide Employers Liability and Public Liability insurance for its apprentices.

The apprenticeship course itself costs £26,000 in total, but this is paid by the government so is free for companies with fewer than 50 employees. Companies with more than 50 employees must pay 10% of the fee to the training provider. This applies to 16-18-year olds, while for 19-years and above the employer will have to pay a 5% contribution. A £1000 incentive is paid to non-levy employers who recruit a 16-18-year old. This is paid in two instalments of £500 each, one at 90 days and the other at 365 days.



TAKING A **STAND**

Being at a classic car show with a stand is a big investment for any business.
Is it worth the cost?

Attending a classic car show as a business with a stand, cars or products to sell, staff, and many other associated costs is a huge investment of money and time. For some businesses, it's a vital means of trading, while for some it's about keeping the classic car community aware of their brand. For others, classic events have simply become redundant as online shopping is now the dominant route for many customers.

Dougal Cawley, Managing Director of Longstone Tyres (right), said: 'The benefit of attending a show is becoming very difficult to gauge as we do less and less trade at events. At the NEC show in November 2021, we didn't sell a single tyre during the whole weekend even though footfall was good. We can only hope it worked to lodge our name in people's minds when they come to buy tyres afterwards.'

'There is the problem that nobody wants to carry around 50kg of tyres during an event like a classic car show, but we didn't take any orders which would be the usual method for us at Longstone. At Vintage Sports-Car Club race meetings, we run our tyre fitting service, which is more effective but even that is dwindling as a cost-effective event attendance for us as a business. The cost of renting stand space varies between events and it's a big financial consideration for any trader. On top of that, there's travel, accommo-

modation, the cost of building a stand, and there's staff to think about when asking them to be there. The total mounts up very quickly.'

The pressure to choose which events, if any, is being felt across the classic sector, as Vittoria Annoscia-Thornley, of restoration firm Thornley

Kelham, explained: 'It's a tough one to decide which events to attend. If we have an interesting car that's just out of restoration, we talk to the owner about exhibiting. However, it's very hard to quantify how shows generate leads and work. We're very selective about events to attract the right customers for our specialisation, though they can offer great exposure for us. London Concours has been fantastic for us. If we win an award at a show, it gives us another opportunity to promote ourselves and gain recognition.'

Vittoria Annoscia-Thornley (left) also takes a wider view of events and their effectiveness at generating new business. She sees events beyond the traditional static car shows as vital to the success of Thornley Kelham:

'Events are a showcase and chance to network. Word of mouth is important, too, and going on rallies gives us the chance to develop strong links with both existing and potential customers.'

Event organisers are also aware of the need to change and develop the way shows are run for both the public and



traders. Andy Entwistle, Chief Executive of the British Motor Show (left) that mixed new cars with classics and trade stands, said: 'Covid has caused a lot of uncertainty for organisers and exhibitors, but I think it's also

helped bring in a more diverse attendance from smaller traders as some of the larger ones have stayed at home. This also helps bring in a different crowd, which is good for everybody as it means it's not just the die-hards who would come to the show regardless. Shows need to evolve and offer more entertainment to draw in crowds, and traders are part of that evolution.'

'The rise of online shopping has made visitors far more aware of whether or not they are getting a bargain at a car show. However, I believe there is also an opportunity with classic shows to sell more to foreign visitors who perhaps have fewer chances to see products in the metal, so are more likely to spend money there and then. Foreign visitor numbers are down at present due to Covid worries, but they will come back and many classic owners in Europe love the UK's events.'

As Andy Entwistle notes, the rise of online shopping is having a marked effect on the viability of traders attending shows and covering their costs to be there. Dougal Cawley added: 'I'm not sure what organisers can do to help traders, really, or improve the experience for us. As the NEC show proved, there are plenty of people happy to come >>>





The rise of online shopping has made visitors far more aware of whether or not they are getting a bargain at a car show.

The costs of a show are just too high for them not to pay their way.



» along, but I just don't think many wanted to get their wallets out and spend, either ordering tyres from us or buying from other traders. Classic car owners are buying items like tyres more and more online rather than at shows. An event gives them a chance to have a look, but they don't seem to spend there and then.

'There's also a shift in the type of cars as fewer of the "wire wheel" cars are popular and youngtimer cars grow in popularity. It's changing the make-up of people at shows and many of the owners of younger classics prefer shopping online rather than in person. Why not, when you can get a great deal and have the goods delivered to your door? That's a threat to car shows, though, which is why we've seen more with live displays to bring in the crowds, but I don't think it's helped businesses like us when we're at an event.'

That shifting demographic is also evident in how willing classic car owners are prepared to travel to visit an event. Vittoria Annoscia-Thornley said: 'We find shows like the Chantilly in Paris and events at Hampton Court

have an older, wealthier visitor profile that includes a lot of collectors. On the other hand, events like the London Concours have a younger crowd that come from the city. For them, it's a local show that has been brought to their doorstep and takes away an obstacle in



them visiting as there are many other attractions and demands on people's attention, both in the classic car world and beyond. There's no doubt shows help us reach a younger demographic, and they are a chance to get people talking and generate a conversation.'

Making the time to talk to people is something Andy Entwistle picks up on, and he said: 'A very simple point we make is for traders to talk to everyone who stops at their stand. It's amazing how many exhibitors at shows

would prefer to talk among themselves or with people they know instead of engaging with the public.'

As for what traders can do to improve their experience when taking space at an event, Andy Entwistle added: 'It's important to approach a show with the right mindset and treat it as much as an exercise in brand building and awareness as about shifting product. We encourage traders to think beyond the usual displays and come up with ideas to show off their products in the best light. It's why, at the British Motor Show, we held a "Dragons' Den" stage show where smaller companies could pitch their products to the visiting crowd. This proved very popular with the traders and showgoers as it was an entertaining way to engage with potential customers.'

As the 2022 show season approaches, all classic car businesses will be weighing up the cost of attending events and the return on that investment. As Dougal Cawley summed up: 'We're going to have to look very hard at which, if any, events we attend. The costs are simply too high for them not to pay their way.' 🗣️

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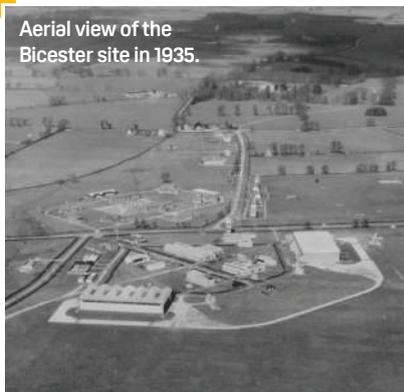
COMMUNITY



A car crash is an unusual starting point for the UK's largest classic car hub, but that's what inspired Daniel Geoghegan to found Bicester Heritage, which now sits under the broader Bicester Motion umbrella.

'I was navigating in a Riley in the Flying Scotsman when we crashed,' says Dan. 'While I was recovering in 2012, I wondered about the process of rebuilding the car itself. Parts were being sent all over the country, so it made sense if there was somewhere you could find all of the necessary specialists in one place. I took inspiration from other clusters, such as motorsport, Silicon Valley, and Cambridge Science Park. There's clearly a value in getting lots of people together. It's good for

Aerial view of the Bicester site in 1935.



customers because they get a better experience, and good for efficiency because you don't spend a day a week on the road picking things up and dropping them off.

'Anyone running a business can become lonely, so people at Bicester

can talk to each other and be part of a community. There is also a lot of solution finding and mutual help. It seemed to me the historic car world was crying out for a place where you could get a group of like minds together to make their businesses more valuable, think about apprenticeships, and consider growth. It gives customers what they want as nowadays they want a good experience because they see classic cars as leisure.'

Since founding Bicester Heritage in 2013 using experience from Dan's background in property investment, the largely Grade 2 listed site has expanded now to house almost 50 tenants running 100 businesses. They range from firms offering restoration services such as trimming, engineering, and metalwork, to sales of classic



Credit: Bicester Heritage (all images)

SPIRIT

Bicester Heritage has rapidly become a leading centre for classic car businesses. Chief Executive Daniel Geoghegan explains the thinking behind the site and its future plans.

cars, and also others providing services. There's also an on-site brewery and what Dan happily says is the best coffee in Oxford.

The present success of Bicester has taken a long time to nurture, and any new space offered is routinely oversubscribed with companies wanting to fill it. Dan says: 'We've had around 500 enquiries over the past eight years for the space available, so it's a ratio of around 10 to one for what we can accommodate. Any successful enterprise has to be beneficial for all concerned. We want specialists here who want to be at Bicester, but who also bring something to the party. Our pact with them is to create a jigsaw puzzle where we won't cause unnecessary competition. "Values" is an underused word in commercial prop-

erty and that is to make sure we treat our tenants with respect. They are the heroes and we've got to have a new future where we look at the leisure and experiential side of what we do and present a modern proposition.'

Marrying the past, present and future is always on the minds of Dan and his team, which is why Bicester Motion now functions as an overarching name for everything on the site. This recognises the changing landscape of classic cars, as well as the wider automotive sector. 'Customer requirements have changed,' says Dan. 'Twenty-five years ago, a classic car was something dads did on the weekend. Now, many customers want an enjoyable day out, so there's a much higher emphasis on service and being in a

welcoming environment. We've noticed this at the Scrambles as they've grown. Those original enthusiasts are still there, but we now have 4000 or 5000 people at an event and there are lots of families. This is because a classic car is the perfect conduit to having a great family day out.

'Our belief is inclusivity is the new exclusivity. If we're perceived to be in an ivory tower in the classic car world, we need to lower the drawbridge and let people in. I think what we've achieved at Bicester has been disruptive in the best possible way as it offers a model for the industry to see that clusters are good. It's been happening in the boat world for a long time with marinas where you have all of the services in one place and you can also get a coffee and chat.' >>





What we've achieved at Bicester has been disruptive in the best possible way as it offers a model for the industry to see that clusters are good.



it's just the old car world, but when they get here they realise it's project management, property, media, travel, engineering, and manufacturing.'

While Bicester Heritage has to be run as a successful business, Dan also sees his role and that of everyone involved in the classic car sector as ambassadors. With pressure from government and environmental campaigns, the sector has to promote itself and show it's not a threat but an asset to the economy and cultural richness of the country. Dan explains his view: 'What we don't want is the wrong perception becoming reality. I think we ought to be looking at a campaign to say "I'm green, I drive a

» Another vital component of Dan's vision for a classic car hub was to see years of accrued expertise preserved and passed on. This has been addressed in several ways, including being a base for the first Heritage Skills Academy. Dan explains: 'Enterprise value and knowledge capture were two of the important elements to include. Apprenticeships are a big part of Bicester and we also have our charity Starter Motor to lend classic cars to

young people. Given the average age of a classic car owner in the UK is in the 60s, there are many old cars going to be changing hands either by being sold or passed down in the next 20 years. If we want to find homes for these cars, we need to be out there talking to people demonstrating it's fun. There's also a schools outreach programme to give students a careers day here. This is really interesting because many of the youngsters think



classic". Bicester now has a critical mass that gives us a voice as we face more regulation and environmental headwinds. We need to broaden our voice as classic cars are about fun, skills, mental and physical health, engagement, and culture. We're doing a good job here and as an industry, but there's a lot more to do.'

Part of that is the ambitious plan for the future of Bicester to expand the development within the existing site, including a 200-room hotel with conference and spa facilities, as well as Innovation, Aviation, and Wilderness Quarters. Another planned route is the Experience Quarter with car manufacturers based there to show off new

models in what could be described as a permanent motor show.

Dan says: 'Traditional motorshows are on the way out as few people want to spend the day in an airless exhibition hall, so an experience has to be unpressured and engaging. People now want to be part of something. The same is happening with car clubs, which is why we've created our Scramblers events as a different way of communicating with enthusiasts. It's also why the likes of Motorsport UK has moved to Bicester Motion as they recognise the shift from being an administrator to giving people a lifestyle and leisure engagement.

'Bicester was designed from the

outset as a zoned site, so it lends itself very well to being divided into quarters offering different experiences. We also have existing access from the ring road and we can give each of these zones their own identity. Of all of these quarters, the Heritage Quarter is the most distinct because it is the last remaining intact Second World War bomber site. It just has a new life now. Our plans will enable the past, present and future of mobility and technology to be well represented and feel distinct but integrated. We have the opportunity with a blank canvas in the middle of the country to be involved much more with owners and that's very exciting.' 🇨

fuel disclosure

One of the biggest concerns for classic car drivers is E10 fuel. Here's what you need to know...



The biggest shift in the composition of vehicle fuel since the removal of lead is the introduction of E10 petrol. It became the standard 95 RON unleaded fuel on most suppliers' forecourts from 1 September 2021. As the name suggests, it contains up to 10% ethanol rather than the previous E5's 5% maximum content. This switch has been driven by government to reduce carbon dioxide (CO₂) emissions by 750,000-tonnes per annum in the UK.

However, concerns among classic car owners have been rife. Aside from the small 1% reduction in fuel economy that comes with switching to regular use of E10 in place of E5 fuel, there are more fundamental issues.

The two main points are that E10 is hygroscopic, so it absorbs water, and the ethanol molecules are smaller than petrol's other components so it is more easily absorbed by elastomer materials such as rubber and plastic used in fuel systems. Another consideration is that E10 tends to make engines run leaner, so the fuel/air mixture needs to be adjusted to account for running on this type of fuel.

Of course, one way to avoid the problems of E10 is to stick with 97 RON or higher grades of unleaded petrol. Diesel is not affected by the introduction of E10, but what if you cannot avoid filling up with E10?

Nigel Elliott, an automotive fuels specialist and adviser to the Federa-

tion of British Historic Vehicles Club, said: 'Ethanol has increased acidity, conductivity, and inorganic chloride content when compared to conventional petrol which is essentially neutral. The ethanol can cause corrosion and tarnishing of metal components under certain conditions. These characteristics are controlled in the ethanol used to blend E5 and E10 European and UK petrol by the ethanol fuel specification BS EN15376 in order to help limit corrosion.'

Inhibitors to prevent the detrimental effects of E10 are available, and Nigel added: 'Aftermarket ethanol corrosion inhibitor additives, often called ethanol compatibility additives, are usually combined with a metallic

valve recession additive and sometimes an octane booster. They have been found to provide good protection against metal corrosion in historic and classic vehicle fuel systems.'

That's the good news. The bad news is E10's chemical make-up means it can penetrate and weaken key fuel components as its molecules are smaller and more polar. Unless the entire system has been replaced with E10-compatible parts, a vehicle can still suffer damage either when being used or stored. As well as the obvious vehicle parts such as fuel lines, pump, and seals, other components need to be replaced, too, in order to safeguard against damage from E10. This includes, fuel filter housings and the filter, plastic carburettor floats, plastic or glassfibre fuel tanks, and carburettor gaskets.

An upside to using E10 unleaded petrol in a vehicle is its cleansing effects. Nigel Elliott explained: 'Ethanol is a good solvent and can remove historic fuel system deposits from fuel tanks and lines. It is advisable to check fuel filters regularly after the switch to E10 petrol as they may become blocked or restricted. If your vehicle is to be laid up for an extended period of time, it is recommended that E10 petrol be replaced with ethanol-free petrol which is available from some fuel suppliers. Do not leave fuel systems dry, as this can result in corrosion and the shrinking and cracking of elastomers and gaskets as they dry out.'

With an estimated 600,000 classic vehicles unable to run on E10 unleaded petrol without modification, it is a threat to the mechanical health of many older vehicles. However, the continued availability of E5 Super unleaded petrol and ethanol-free fuel from specialist suppliers, it is possible to carry on using classic cars unaffected. ©

TOP TIPS to deal with E10

- Make sure replacement fuel hose is from a reputable supplier and carries the R9 label.
- Fuel additives help reduce the effects of E10, but are not a full solution.
- Do not store a car with E10 petrol in its fuel system. E10 is hygroscopic so it absorbs water from the atmosphere that can corrode fuel components.
- When storing a car, use an E10-free fuel.
- If you fill up with E10 unintentionally, run the car as normal and refill as soon as possible with E5 or ethanol-free fuel.
- The UK government has agreed to E5 Super unleaded fuel remaining available on forecourts, but this will be reviewed five years on from the September 2021 introduction of E10.
- Filling stations that stock two grades of petrol and supply a minimum of 1 million litres per annum must offer an E5 Super grade. There are exemptions for retailers in parts of the Highlands, north, and west of Scotland that can continue to sell 95 RON E5 unleaded petrol.
- E10 vehicle compatibility can be checked at: www.check-vehicle-compatibility-e10-petrol.service.gov.uk/manufacturer/
- Modern classic cars with three-way catalytic convertors and Lambda sensor do not require mixture adjustment to run on E10 unleaded petrol.



SYNTHETIC FUEL

There has been much talk of synthetic fuels as a silver bullet to secure supply for vehicles with internal combustion engines. While it will offer a solution in the long term, synthetic fuel is still a long way from commercial reality. Bosch is working on its own carbon-neutral fuel and has calculated that switching to this type of fuel could save 2.8 billion tonnes of CO₂ emissions by 2050.

To produce a synthetic fuel, hydrogen is extracted from water and combined with carbon, which can come from recycling or carbon filters. Volkmar Denner, CEO of Bosch, said: 'Carbon dioxide can become a raw material for synthetic fuel. One further crucial advantage of the combustion engine using synthetic fuels is that the existing filling-station network can continue to be used.'

With classic vehicles in the UK covering an average of 1,200 miles per year, the expected higher cost of synthetic fuel would have a minimal impact on overall running costs and use. Aside from local taxes, the biggest hurdle will be securing low-cost renewable electricity to produce synthetic fuel in large, commercially viable quantities.

Classic Car Business

For all classic trade professionals

Classic Car Business magazine is the only dedicated title for the classic car industry. It focuses on the news, skills and issues of this expanding sector to provide those inside the classic car trade with the information needed to make the right decisions.

Created by an experienced team in the sector to engage with industry experts and specialist trades...

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TAKING A STAND

Being at a classic car show with a stand is a big investment for any business. Is it worth the cost?

A showing a classic car show is a business with a stand, you're not just displaying a car, you're also showcasing your business. It's a vital means of trading, while for some it's about keeping the classic car community informed on what's going on in the market.

David, Managing Director of Longwood, says: "I've been at classic car shows for 20 years and I know that a stand is a big investment, but it's also a big opportunity to promote your business and gain exposure."

He adds: "The cost of building a stand and having it at the show is a big investment, but it's also a big opportunity to promote your business and gain exposure."

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The rise of online shopping has made visitors more aware of whether or not they're getting a bargain at a car show.

OIL (THE DARK ART OF)

Changing or topping up the oil in a classic car by your stock does not mean dabbling with the dark arts.

Changing the correct oil is a vital part of maintaining a classic car. It's a task that many owners neglect, but it's one that can make a significant difference to the engine's performance and longevity.

John, a classic car enthusiast, says: "I used to think that changing the oil was a simple task, but I've since discovered that it's a bit more of an art form. You need to know what you're doing, and you need to have the right tools and equipment."

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CLASSIC CAR BUSINESS

Bicester Heritage has rapidly become a leading Classic Car Business. Chief Executive Daniel Gough explains the thinking behind the site and its future plans.

SPIRIT

Daniel Gough, Chief Executive of Bicester Heritage, says: "We've been fortunate to have a site that has become a leading classic car business. We've invested in the site and its future plans, and we're proud to be a part of the classic car community."

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COMING SOON!

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For all classic trade professionals

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TRUE HERITAGE

How the man behind Bicester Heritage realised his dream after crashing



APPRENTICES
Addressing the classic car skills shortage



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Finding new areas to buy from and sell to



ISSUE 2
2022

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OIL (THE DARK ART OF)

Changing or topping up the oil in a classic car in your stock does not have to mean dabbling with the dark arts.

Choosing the correct oil to top up or replace in a classic car can be daunting. Yet it needn't be and Guy Lachlan, Managing Director at Classic Oils, says: 'The most important thing is not to be bamboozled into doing nothing.'

To understand which oil is right for a classic car, we need to learn a little about viscosity. For those who dodged double chemistry, don't panic, it's not too technical. Before the alchemy, a

better suited to colder climates.

Using a thinner oil might seem a good idea for a classic as it will circulate more easily when the engine is cold. However, Guy says: 'Heavier grade oils tend to be "dragged" around bearings and surfaces, so it stays there when the engine is switched off. A good quality oil clings to the surfaces after running the engine, so there's a micron thick layer on the metal when it's started again. This is called "full film lubrica-

tion" and prolongs engine life.' potentially change to a different viscosity of oil for winter and summer use. As many older classic cars don't have a filter, it's also important to use an oil that lets contaminants settle in the sump rather than be held in the oil where they can cause damage to engine components.

Another concern for classics is using synthetic oil in place of mineral oil. Both come from a base oil, where mineral oil is refined to remove impu-

"IF YOU WANT THE FULL STORY OF THE ENGINE'S HEALTH, HAVE THE USED OIL ANALYSED AS IT CAN GIVE ADVANCED WARNING OF POTENTIAL PROBLEMS LONG BEFORE THEY CAUSE A FAILURE."

GUY LACHLAN, MD, CLASSIC OILS



Credit: London Classic Car Show

quick bit of history. The Society of Automotive Engineers (SAE) came up with a numbering system for motor oils according to viscosity in 1926. At this point, all motor oils were monogrades, which thinned as the engine warmed up, and the SAE number describes its behaviour over a range of temperatures.

Now for the tech. Multigrade oil was developed as engines became more sophisticated. For example, in a 20W-50 oil, the first number tells us its viscosity when cold and the second number when the engine is fully warmed up. The W stands for Winter. A 5W-40 has a thinner viscosity and is

tion" and prolongs engine life.'

A higher viscosity oil in classic car engines also helps reduce oil consumption, protects seals, and maintains the correct oil pressure. Don't get too hung up on the oil pressure gauge, though, as it is only an indicator. If you want the full story of the engine's health, have the used oil analysed as it can give advanced warning of potential problems long before they cause a failure.

Guy recommends multigrade oils for all classics wherever possible for maximum protection. If you stick with a monograde oil, you need to follow the original service intervals and

rities. Synthetic oil is produced by chemical synthesis, which gives a more uniform structure to the oil molecules that is ideal for modern engines found in many emerging classic cars.

Equally as important as selecting the right oil and viscosity to suit a car is storing the vehicle correctly. Guy says: 'Condensation can form inside the engine, so parking the car in a garage is a big step up from leaving it outside. If you can control the climate in the garage, even better.' A final piece of advice from Guy is that no-one ever damaged their engine by changing the oil. **C**



Classic TRADE

Classic Car Business chats with **Rob Wittridge**, CEO of Classic Trade, an online platform changing the way dealers source stock.

Tell us what inspired you to start Classic Trade?

I've been in the auction industry for many years, working with large franchise dealer groups and negotiating vehicle remarketing contracts on a regular basis. I thought I knew everything about auctions until I attended my first classic car auction in 2019.

When I was advised of the fee structure, I thought they were joking. This particular auction had a 12% plus VAT buyer fee and a 6% plus VAT seller fee. Needless to say, I didn't buy a car that day and left wondering where dealers buy their stock.

The more I researched, the more I realised how little support there is for classic car dealers. In the franchise world, dealers buy cars at auction for 'trade' and sell for 'retail'. In the classic car industry, dealers buy cars at auction for retail and then somehow have to make a margin. I felt I had the passion, knowledge and expertise to do something about it, so I launched Classic Trade.

How is Classic Trade different from other auctions?

Our mission is to change the way dealers source their stock. Everything about the platform is tailored to a classic car dealer. Classic Trade is a trade platform and all buyers are approved professionals. It's free to sell and just 5% to buy. Our auctions are every

Tuesday from 8am and finish from 2pm onwards, so not evenings and weekends. We offer quality stock direct from private sellers and all cars are fully profiled with descriptions and 50-plus photos. All cars are sold off-market, meaning nobody can Google the car and find out how much you paid for it or how long you have had it in stock.

Who are your biggest competitors?

We're not looking at any of the auctions as competitors, our challenge is changing the behaviour of dealers who have been under-served for so many years and had to trawl through classifieds or compete against collectors at auction. One question we are regularly asked is 'why would a seller sell to trade?' The answer is simple: compared to physical auctions, our lower fee structure

means they can sell to trade and still return more money, plus there are no upfront costs, and there's no need to transport the car anywhere, so it's easy and convenient. Our sellers are looking for a professional service from start to finish, with a network of approved buyers we can ensure provide a hassle-free process without the hagglers, tyre kickers or time wasters.

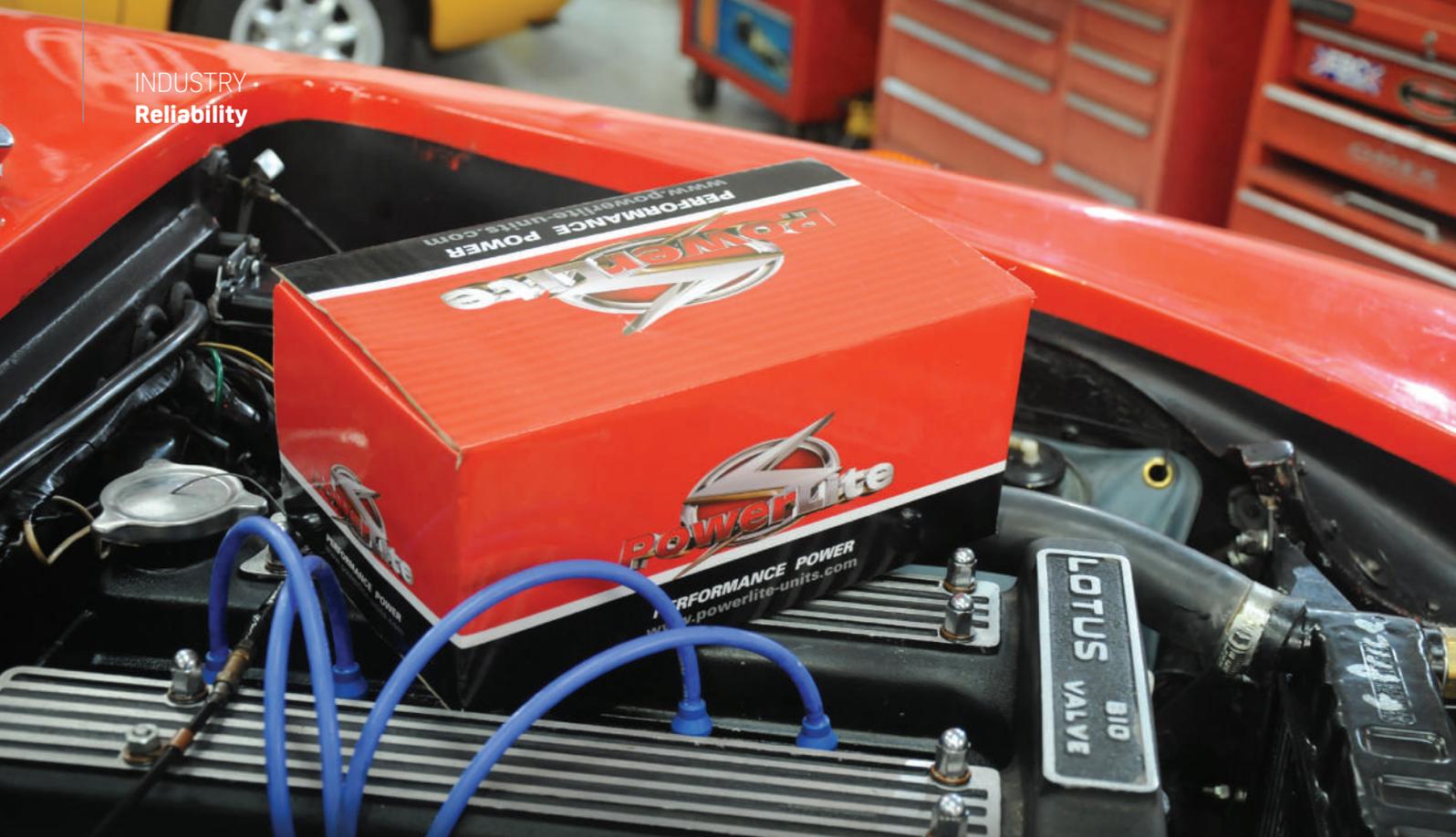
So, how do dealers sign up and get involved?

Joining the Classic Trade network is easy and it's free! Go to www.classictrade.co.uk/register and sign up in a few simple steps. Remember, our team will need to check your credentials and see a copy of your trade insurance certificate to complete your registration. Then you're ready to start trading with us. 📞



SIGN UP NOW...

classictrade.co.uk/register



A BRIGHT IDEA

Powerlite is launching its Approved Fitting Centre Program to offer businesses greater turnover and address one of the most basic classic car concerns.

The ‘will it, won’t it’ worry about starting up a classic car will be familiar to most owners as they twist the key or press a starter button. Powerlite offers a solution to this with its range of high-torque starter motors, alternators and dynamos. Now, the company is expanding this to offer an Approved Fitting Centre Program across the UK, giving garage businesses the opportunity to add this revenue stream for a higher turnover of work and attract in new customers.

Powerlite was established more than 20 years ago specifically to offer improved starter motors, alternators and dynamos to classic car owners. The success of this also highlighted to the company how many owners are wary of working on electrics, which is where the Approved Fitting Centre Program comes in. Providing a professional service to work on these components, with most jobs completed as a simple drive-in, drive-out job, owners have the peace of mind of upgrading their car without the hassle of breaking out the spanners.

Ed Taylor, UK Sales Manager of Powerlite, says: ‘We created Powerlite to give classic car owners a modern standard of electrical equipment. Now, we can offer that with a professional fitting service, which is important as more drivers ask their classic cars to do more. With many owners fitting items such as electric power steering, heated screens, uprated lights and wipers, the demands on the electrical system increase greatly. For this, you need improved charging capacity, while better starting is always welcome on road or competition classics.’

All of Powerlite’s products are made in the UK and in-house, so the company can offer its Approved Fitting Centre Program partners full technical assistance, back-up, and training. A measure of how successful this is proving with the 35 nationwide centres already in the network is that some are developing bespoke equipment for their customers with Powerlite.

‘We’re always looking to add to our 250-plus range of equipment,’ says Ed Taylor. ‘And while we’re looking to build

the number of businesses in the Approved Fitting Centre Program, we will also make sure they are not competing geographically to ensure each partner will enjoy a large catchment area and turnover of work. As an added incentive for partners and owners, our usual three-year warranty is extended to five years if the component is fitted by an Approved Fitting Centre.’

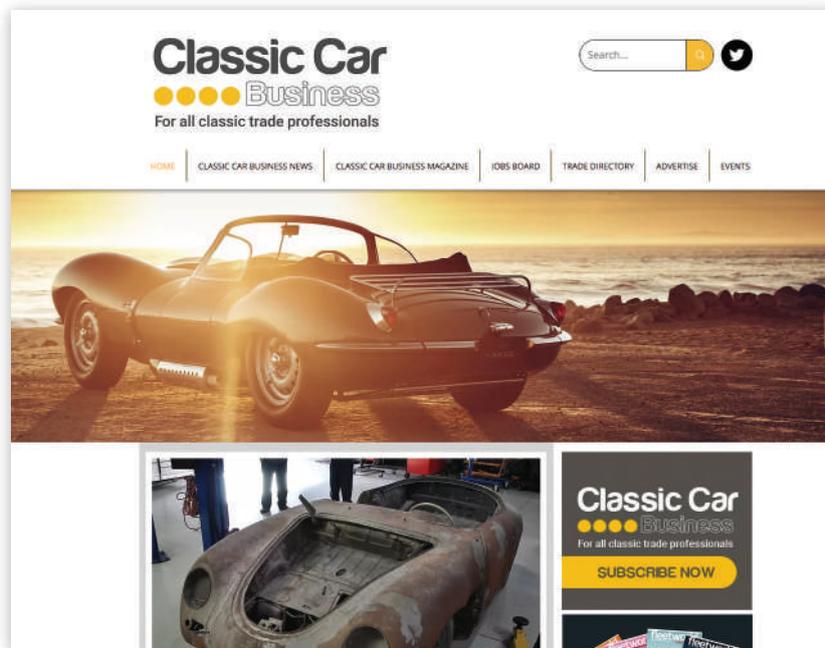
Ed also points out that Powerlite offers a full remanufacturing service for starters, alternators and dynamos. He says: ‘For concours restorations or owners who want absolute originality, we can repair and rebuild these components at our UK base. Once complete, they will be as good as or even better than they were new. We also have our Dynalite range that look like a traditional dynamo but have an alternator inside.’

Powerlite’s products have been giving classic car owners the confidence their car will start every turn of the key. With the Approved Fitting Centre Program, classic car garages can fire up their business. 📍

ONLINE

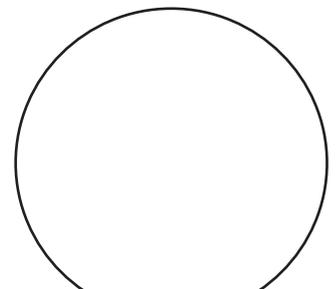
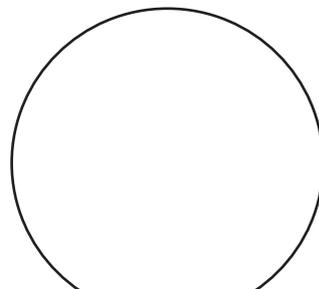
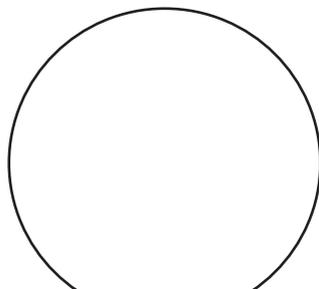
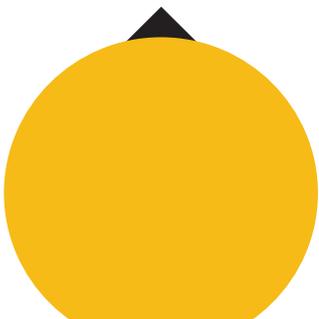
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BY THE NUMBERS...

The classic car industry is one of the unsung heroes of the UK economy. Here are the numbers involved that make it so important.

The classic car sector is the biggest cottage industry in the UK. Look at the numbers and it's more mansion than cottage, with an annual turnover of £18.3 billion. It contributes in tax revenues each year, and supports 113,000 jobs according to research by independent economics specialist Cebr. In 2019, 222,728 classic cars were sold in the UK, with an average price of £7047 and a total value of sales worth £1.570 billion.

This research was commissioned by HERO-ERA and shows the classic vehicle world in the UK is worth twice that of the Scotch whisky industry and equal to the UK ports sector. It puts the classic industry among many of the biggest businesses in the country and it's supported by 700,000 enthusiastic owners of classic cars, motorcycles and other historic vehicles, and this number is growing year on year. These owners have a collection of 1.54 million vehicles between them, and this number is also rising as more vehicles qualify as a classic and greater numbers of people choose to own them.

HERO-ERA's research shows classics now make up 7% of the total number of vehicles in the UK, though they cover only around 0.2% of the total annual mileage. This means the environmental impact of classic cars is very low and the average classic generates 565kg of carbon dioxide emissions per annum, which is around half of that of a typical mobile phone or laptop computer as most classic cars cover only 1,200 miles each year and are well maintained.

Tony Jardine, Communications Director of HERO Events, said: 'This is a growing industry and people appreciate that it re-uses, repairs and restores rather than simply replacing. The industry as whole is galvanising against threats from legislation and environmental concerns as we get better at understanding our economic reach. There are other issues, such as we have the artisans but we need the apprentices for 10 years down the road.'

That concern is being addressed by the Heritage Skills Academy (HSA), which runs two training sites – one at Bicester and another recently opened

at Brooklands Museum. Owain Johns is Development Director at the HSA and said: 'Apprentices are a long-term investment and we now have 150 on our courses, up from 60 in 2019. Classic car ownership is booming and we need to fill the skills gap.'

There are 23,783 people directly employed in the UK in the maintenance and restoration of classic vehicles, though that number rises to 113,000 when you take into account the total number of jobs reliant on the sector. Some of those jobs are supported by the 900 classic car events held in the UK in a normal year, more than 500 clubs, and 68 motoring museums.

With so many people involved in an industry we all love, it's not surprising the classic vehicle sector scores in the top 8% for job satisfaction. People working in the industry also typically earn 70% above the average salary for their role.

The bottom line is the classic car sector has the sort of numbers that add up to a vitally important part of the UK, and global, economy. **C**



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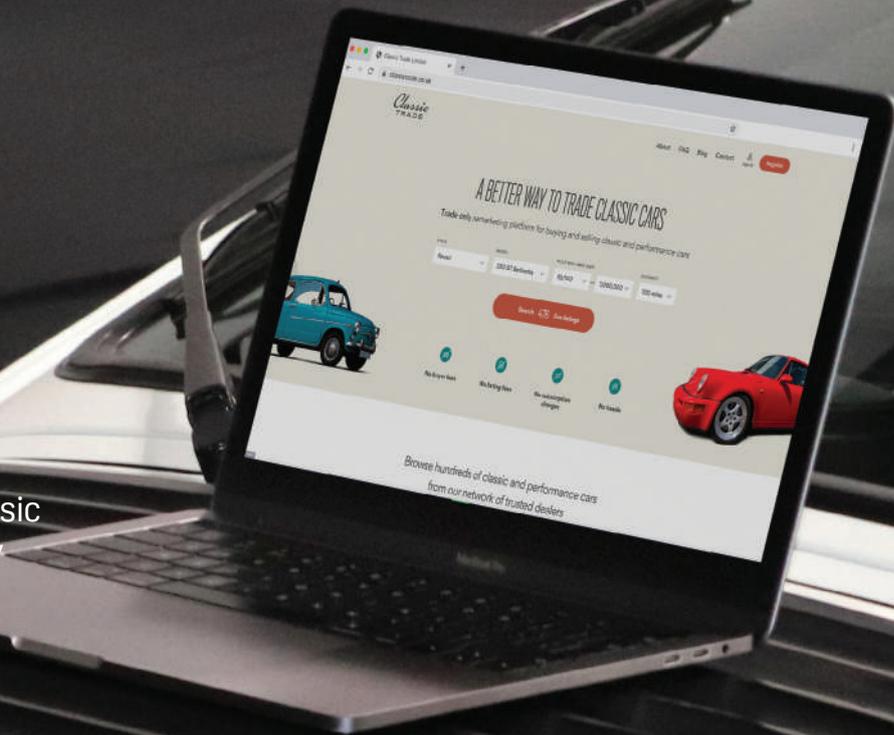


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DEALS WITHIN WHEELS

Rob Wittridge has set up Classic Trade as a classic dealer-only portal to source cars direct from private sellers.



As the classic car industry develops, demand for quality cars to remarket is increasing. Spotting a niche to supply cars solely to dealers, Rob Wittridge set up Classic Trade in 2020. The timing proved fortuitous as lockdown made it more difficult for dealers to physically inspect stock, so a trusted means of sourcing new vehicles made perfect sense.

Classic Trade works by consigning cars from private owners to the website and running an online auction every Tuesday, between 8am and 2pm. Unlike other auctions held on evenings or weekend, Classic Trade's auctions are specifically timed to fit in with dealers' working hours. The company expects to sell 150 cars in March and is looking to increase volume throughout 2022.

Rob Wittridge explained: "Classic Trade's fee structure is about 65% cheaper than a traditional auction, meaning dealers have more margin



when it comes to reselling. As the platform has been created for dealers, we don't advertise our sale results either. Our sellers use Classic Trade as it

offers the convenience and safety of dealing with professionals from start to finish."

Created on a purpose-built platform by Wittridge, who has a background in the automotive auction industry, he believes it is vital to offer more support to classic car dealers. He said "The classic car industry is changing rapidly, online auction platforms are offering more choice and convenience to buyers and sellers than ever before, but it's all retail. We believe Classic Trade offers the perfect solution for dealers to source quality stock direct from the seller.

Classic Trade is a trade-only platform for classic car dealers, to create an account you must be able to verify your trade status by providing a copy of your trade insurance. ©

"WITH FEW OPTIONS AVAILABLE OUTSIDE OF THE EXHAUSTIVE PHYSICAL AUCTION ROUTE, DEALERS TEND TO TRADE WITHIN THEIR OWN LIMITED NETWORKS."

ROB WITTRIDGE, CLASSIC TRADE



Credit: Classic Trade

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