



## 2015 Alden Classic Sports Car Show

### Mark Your Calendars

**August 9th**

The Alden Show Committee is pleased to announce the 2015 Show will honor the Sport Cars of Jaguar. The great Jaguar story started in 1922 when 21-year-old Billy Lyons formed a company in partnership with a neighbour to produce motor cycle sidecars in Blackpool where they lived. From the very start, Lyons knew the importance of style. Until then they had been rather ugly appendages but the Swallow sidecars, as they were known, were very striking and attracted a lot of interest and healthy sales.

Lyons then turned his attention to cars, offering stylish bodies on popular chassis. The first and best known of these was the little Austin 7 Swallow, in open and saloon versions. Again the style caught the eye, and they proved very popular. With the introduction of the S.S. Models in 1931, Lyons evolved his thriving company a step further by arranging for the Standard Motor Company to produce engines and chassis of SS design for the company to fit long, low rakish bodies which suggested great performance but did not quite live up to that promise.



In 1935 the name Jaguar was adopted and the improved range were then known as SS Jaguars. The first real sports car, the SS100, had stunning good looks and performance to match.

Following the war, the SS name was dropped, for obvious reasons, and the company became Jaguar Cars. In the subsequent years the company has been owned by British Motor Holdings, British Leyland, Publicly Traded for six years, then in 1990 Ford acquired the holdings only to sell the company to Tata Motors in 2008. The engine evolution over that time in conjunction with styling led to the development of some great sport cars.

The show will recognize the XK120—XK140—XK150—E Type—XJ S—XJ220—XK8/XKR—XK—F Type, as sport cars.

Alden Classic Sports Car Show will be held on August 9th with the picnic on August 8th. This show is the only display dedicated to "Sports Cars" in Michigan. As with past shows, judging will include American, Italian, German, British, and Japanese sport cars. We look forward to our 16th show with record participation.

An additional Press Release will be forthcoming in March and with pre-registration beginning in late May.

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