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| By date | Pioneering (8) | Object # |
| Pioneering  1 | **1886 Benz Patent-Motorwagen (replica)**  **Germany**  **The starting point for modern motor cars**  Today’s cars can trace their roots back to this fragile-looking motorised tricycle. Carl Benz developed the design over the winter of 1885 and 1886, drawing on his interest in bicycles, and powered it with a water-cooled, single cylinder engine with electric ignition. In 1888, Benz’s wife Bertha became the world’s first ever motorist when she took their two sons on a 50-mile journey from Mannheim to Pforzheim in the second Motorwagen prototype. | 1 |
| Pioneering  2 | **1896 *The Autocar* – Red Letter issue, 14 November**  **Welcoming new freedoms on the roads**  A year after its launch, *The Autocar* printed this striking anniversary issue in all-red type. It celebrated more freedoms for Britain’s motorists. New legislation – known as the Emancipation Act – removed restrictions, including the need for a man to walk in front of cars to warn other road users and the speed limit went up from 4mph to 14mph. A group of motorists drove from London to Brighton to mark the occasion, an event that still takes place each November. | 2 |
| Pioneering  3 | **1903 De Dion Bouton 6hp France**  **The car that started our collection**  One of the most popular cars of its time, this 6hp De Dion Bouton first came to the Beaulieu estate in 1913. When Edward, 3rd Baron Montagu, opened Palace House  to the public in 1952, he put this car on display in the entrance hall as a tribute to his father, the pioneering motorist John Montagu. That display grew into the Montagu Motor Museum – and from 1972, the National  Motor Museum.  Performance: 30mph  Price New: £200  Owner: National Motor Museum Trust | 3 |
| Pioneering  4 | **1907 *Peking to Paris* by Luigi Barzini**  **The epic tale of a daring 10,000-mile adventure**  Barzini tells the story of his 1907 Peking–Paris race with Prince Scipione Borghese and his chauffeur and mechanic Ettore Guizzardi. Their 7.4 litre Itala was one of five cars that set out from Peking on June 10th to drive across two continents. Four completed the journey. Borghese was the first to finish, arriving in Paris on August 10th, 20 days ahead of his nearest rival. *Peking to Paris*was the favourite motoring book of the museum’s founder, Edward, Lord Montagu. | 4 |
| Pioneering  5 | **1908 Votes for Women! Shell postcard**  **Promoting equal rights with an early advert**  With up to seven postal deliveries a day, postcards were a great way to get messages across quickly in the early 20th century – almost like email or text today. Women’s rights weren’t moving as fast though, and driving was seen as mainly for men. Shell’s postcard linked motoring to female drivers, while raising awareness of the lengthy Suffrage campaign to gain the vote for women. | 5 |
| Pioneering  6 | **c.1910 Gentleman’s motoring coat**  **Essential warmth for the open road**  Early motor cars had little protection from the weather and uneven roads which could be dusty in summer and muddy in winter. Special clothing helped protect motorists from these conditions. This gentleman’s great coat is made of wool and has an animal fur lining and collar. Fox or musquash fur was often used in motoring coats. Their warmth, luxury and comfort made them the height of elegance and an essential style choice for wealthy car owners. Ethical concerns around using fur for fashion came much later. | 6 |
| Pioneering  7 | **1912 Norton BS ‘Old Miracle’ Great Britain**  **Breaking records for over eight years**  After a long and successful career at Brooklands, this Norton holds an impressive 112 records. It is believed to be the machine Jack Emerson rode to set both 100-mile and two-hour records on the famous banked track in 1912. Rider and tuner Daniel ‘Wizard’ O’Donovan then rebuilt it. He used it for many class record attempts, including his 82.50mph flying kilometre in 1915 and a 12-hour average of 54.27mph in 1920.  Price new: £60  Owner: Montagu Collection | 7 |
| Pioneering  8 | **1930 Bentley 4½ litre Supercharged**  **Great Britain**  **Roaring out of the twenties**  Few cars can capture the energy of the late 1920s in the way that Bentleys do. Supercharged or ‘Blower’ 4½ litre models were high-performance road cars that combined engineering excellence with racing power. For many people this is one of the most desirable British cars ever made, even though their competition record disappointed. Our founder Edward, Lord Montagu gave this car to the National Motor Museum when it opened in 1972.  Performance: 90mph  Price new: £1,395 (for sporting four-seater model, reduced from £1,750)  Owner: National Motor Museum Trust | 8 |
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| By date | Achievement and endeavour (8) | Object # |
| Achievement and endeavour  1 | **1899 12hp Daimler**  **Great Britain**  **First in many ways**  Daimler was Britain’s first car manufacturer – and this is one of its earliest designs. It is now one of the most significant cars in our collection. John Montagu MP, 2nd Baron Montagu bought it new in May 1899 and drove it in that year’s Paris–Ostend race, coming third in the touring class. He also made it the first petrol-engined vehicle to enter the Palace Yard of the House of Commons. In 1900, he entered it in the 1,000 Mile Trial ground-breaking drive from London to Edinburgh, where many people in Britain saw motor cars for the first time.  Performance: 30mph  Price new: £775  Owner: Science Museum, London | 9 |
| Achievement and endeavour  2 | **1903 Napier ‘Gordon Bennett’**  **Great Britain**  **Racing ahead in green**  Drivers from around the world competed in the pioneering races for the Gordon Bennett Cup between 1900 and 1905, with a national racing colour for each country’s cars. Britain’s entrants wore green – the same colour as British racing cars until the late 1960s. SF Edge won the 1902 event driving a Napier. Charles Jarrott drove this car in the 1903 race in Ireland, crashing spectacularly after the steering shaft broke. The car was badly damaged, but Jarrot and his mechanic recovered.  Performance: 75mph  Owner: National Motor Museum Trust | 10 |
| Achievement and endeavour  3 | **1913 Percy Lambert racing silks**  **Making history in an hour**  Percy Lambert was the first man to drive a car more than 100 miles in one hour. His incredible feat at Brooklands on 15 February 1913 attracted huge public interest. Later that year, he died [in an accident] trying to win back the record, after promising his fiancée it would be his last attempt. This is a replica of the only known surviving set of racing silks in the world. The originals have to be kept in our store, safe from damaging ultraviolet light. | 11 |
| Achievement and endeavour  4 | **Irving Napier Special ‘Golden Arrow’, Great Britain, 1929**  **Aircraft power for land speed records**  A 23-litre aeroplane engine called a Lion powered this beautiful car to the World Land Speed Record on 11th March 1929. The location was Daytona Beach in Florida and the driver was the dashing hero Major Henry Segrave, First World War fighter pilot, Grand Prix winning racing driver and already the holder of two Land Speed Records driving for Sunbeam. Golden Arrow used state of the art aerodynamics to achieve a record speed of 233.446mph.  Engine: 23,900cc, W12, overhead camshaft, 925bhp at 3,300rpm  Performance: 231.446mph  Owner: Montagu Collection | 12 |
| Achievement and endeavour  5 | **1932 Coupe des Dames – Morna Lloyd Vaughan**  **A victory with a twist**  Lloyd Vaughan was already a successful surgeon when she began a second career of rally driving in 1924. She entered seven Monte Carlo Rallies over nearly 20 years. At her second, in 1932, she and her co-driver Charlotte Nash drove a Triumph Nine Coupé. They won this Coupe des Dames trophy for the best performing women drivers – even after spending hours setting broken legs and giving other medical support to competitors who had crashed before the finish. | 13 |
| Achievement and endeavour  6 | **1950 BRM V16**  **Great Britain**  **Britain’s first Formula One car**  With Italian marques dominating in the earliest years of Formula One British Racing Motors set out to build a Grand Prix car to compete. Their first project was the ambitious and incredibly complex V16, which had all kinds of technical innovations. This car, chassis number 1/01, was the first of just five V16s to be built. Rule changes outlawed the V16s from Formula One World Championship races after 1951, but these impressive machines laid the foundations for Britain’s great success in the years that followed.  Engine: 1,496cc, V16, double overhead camshaft, 600bhp at 12,000rpm  Performance: Over 170mph  Owner: National Motor Museum Trust | 14 |
| Achievement and endeavour  7 | **1961 Honda RC162 Japan**  **Innovation and skill race into the spotlight**  Honda dominated the 250cc and 125cc classes of the 1961 Motorcycle World Championship. Mike Hailwood rode this RC162 to victory in the 250cc Isle of Man TT. He then added another three Grand Prix wins to take that year’s 250cc world title. Honda’s success came as a shock to its European rivals – it was only the maker’s third season in international racing. That year marked the start of Japanese domination of motorcycle sport and the motorcycle industry.  Engine: 249cc, 4 cylinder, double overhead cam, 45bhp at 13,500rpm  Performance: 136mph  Owner: Montagu Collection | 15 |
| Achievement and endeavour  8  (image) | **1963 Bluebird CN7 in transit**  **Heading through the Australian bush to a record attempt**  The remote salt flats at Lake Eyre in South Australia were chosen as the ideal setting for Donald Campbell’s 1963 world record attempt in Bluebird CN7. Campbell’s team transported Bluebird through many miles of bush to get there. When they arrived, they found that the salt pan was flooded. More bad weather followed. After weeks of dashed hopes and untypical rain, the attempt was abandoned. Campbell and Bluebird made the same journey again the following year to set a new World Land Speed Record of 403.10mph. | 16 |

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| By date | Technology, progress and environment (9) | Object # |
| Technology, progress and environment  1 | **1899 Motorwheel by Perks & Birch**  **Great Britain**  **A clever way to speed up bicycles**  The launch of safety bicycles in the 1890s offered people cheap, flexible travel – and led to a cycling craze. These clever compact motorwheel attachments offered cyclists an affordable way to convert their bicycle into a motorcycle. They were designed by Edwin Perks and Frank Birch. Singer bought the manufacturing rights in 1900 on its journey from bicycle to motorcycle producer, along with several well-known competitors. Singer went on to become a leading car manufacturer.  Performance: 18mph  Owner: Montagu Collection | 17 |
| Technology, progress and environment  2 | **1905 London Views film**  **From horses to horsepower**  This silent home movie was taken by a tourist visiting Edwardian London. The film is one of the oldest in our collection, but the roads look as congested as they are today. Motor transport was gradually replacing horse-drawn vehicles, and drivers jostled for space on busy roads. Motor buses had been introduced to London three years earlier, but traditional horse buses were still carrying passengers too. See them side by side in this footage. | 18 |
| Technology, progress and environment  3 | **c.1907**  **Halda taximeter**  **Making ride-hailing fair**  Taximeters are what gave taxi cabs their name. These basic analogue computers have been protecting passengers from overcharging since 1891. They were compulsory in London cabs from 1906. Digital counterparts are still used today. This one was made by Halda of Sweden, but they were invented in Germany. | 19 |
| Technology, progress and environment  4 | **1907–1908 *Steam, Petrol or Electricity – Which?***  **Weighing up motor power options**  Steam, petrol and electric powered vehicles were all available in the early 1900s. Petrol cars became more popular among motorists. They could travel further than electric cars between fuel stops and were much quicker to start than steam cars. This brochure from the Electric, Van, Wagon and Omnibus Company compared the same options for commercial vehicles. Electric power came out ahead. | 20 |
| Technology, progress and environment  5 | **c.1921 Road Guides *Road Navigator***  **When getting lost was part of the journey**  Wayfinding used to be a lot more challenging than typing a postcode into a satnav. This hand-wound navigator was invented to help early motorists get to their destination. Patented in the UK and sponsored by the Motor Union Insurance Company, it came with a range of rolled route maps to slot in for different journeys. | 21 |
| Technology, progress and environment  6 | **1939 Harrods electric delivery van**  **Great Britain**  **Deliveries ahead of their time**  Electric vehicles have been on our roads since the early days of motoring. Harrods started using American-built Walker electric vans for deliveries around London in 1919. The department store renewed its fleet in the 1930s with vehicles designed and manufactured in its own workshops. Sixty of these one-ton vans were built between 1935 and 1939.  Engine: 3½hp electric motor  Performance: 18mph  Owner: Montagu Collection (Donated by Harrods Limited) | 22 |
| Technology, progress and environment  7 | **Fordson Tractor**  **From horse powered to horse power**  Just as motor cars and lorries revolutionised road transport, motorised tractors changed farming and the countryside forever. Ford manufactured tractors under the Fordson brand from 1917. The Model N was produced in large numbers between 1929 and 1945 at Ford’s Cork and Dagenham factories. They made a major contribution to the production of food in Britain during the Second World War, with the Dagenham plant producing 135,000 during the war years alone.    Performance: 7mph  Price New: £180  Owner: National Motor Museum Trust | 23 |
| Technology, progress and environment  8 | **c.1950s**  **Cat’s eyes**  **Making night-time driving safer**  Driving in the dark was harder before Percy Shaw invented cat’s eyes to help motorists see curves and corners ahead. Their double-sided glass cylinders reflect light from headlamps. As vehicles drive over them, the glass is pushed down into the rubber base and cleaned. Shaw may have been inspired by the reflective eyes of a real cat on a dark night. He started producing his design in 1935 and it is still keeping motorists safe around the world today. | 24 |
| Technology, progress and environment  9 | **Crash test dummy**  **Sierra Sam saves humans from pain**  Before crash test dummies, brave people risked injury to test the impact of vehicle crashes and the benefits of safety measures, such as seat belts. The dummies that saved them were first developed in 1949 for testing US Air Force ejector seats. Named Sierra Sam, the dummy was later adapted for automobile trials. A modern dummy – or Anthropomorphic Test Device (ATD) – has over 100 sensors, and there are female, child and elderly versions too. The most sophisticated ATDs cost nearly £1 million each to create. | 25 |

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| By date | Art, advertising and design (8) | Object # |
| Art, advertising and design  1 | **c.1906 Crown Staffordshire model car**  **Reflecting wealth in miniature**  A skilful craftsperson painted the intricate decoration on this rare porcelain model of an Edwardian car. Crown Staffordshire created many luxury items in bone china – from ornately patterned crockery to cutlery handles, flower ornaments and costume jewellery. The manufacturer’s stamp shows this model was made from 1906. It would have been expensive, reflecting the fact that motoring was something only the wealthy could afford. | 26 |
| Art, advertising and design  2 | **1911 Rolls-Royce Spirit of Ecstasy**  **A symbol of motoring excellence**  The world’s best-known car mascot is also probably one of the most recognisable sculptures ever made. Rolls-Royce’s iconic ‘Flying Lady’ was created in 1911 by Charles Sykes. The same figure has decorated Rolls-Royce cars ever since. Until 1939, Sykes cast the figures in his own workshop, using the lost wax process – creating metal duplicates in a mould made from an original sculpture. The artist undertook many commissions for John Montagu too, including his personal car mascot, The Whisper. It is believed that John’s secretary and mistress Eleanor Thornton was his inspiration. | 27 |
| Art, advertising and design  3 | **c.1921 T88 Pump with Pratts Branding**  **Welcoming icon or threat to tradition?**  American petrol pumps first appeared in Britain during the 1920s. This early one by Gilbert and Barker sold Pratts petrol that was produced in Fawley, near Beaulieu. Its almost human-shaped silhouette and light-up glass globe were designed to suggest safety and convenience. | 28 |
| Art, advertising and design  4 | **1925 Cinq Chevaux glass car mascot by Lalique**  **Art for the golden age of motoring**  Artist and master craftsman René Lalique designed a line of five prancing horses to capture the spirit of Citroën’s new five horsepower car – the 5CV Citroën Type C. The exquisitely styled Lalique glass mascot was mounted on the car’s radiator. It was illuminated from beneath through a custom-designed Breves mount, so light radiated from its form. Lalique went on to design other car mascots, but this is believed to be his first. | 29 |
| Art, advertising and design  5 | **1955 *Discovering Britain* with John Betjeman**    **Promoting motoring to armchair viewers**  Watch one of the first-ever adverts on British TV. This three-minute film by Shell aired on ITV’s second day in 1955. *Discovering Britain* was a series of films showing the joys of motoring around the country, all without mentioning petrol. As one of Britain’s most-loved broadcasters and editor of the Shell guide books, the poet and writer John Betjeman was a perfect choice as narrator. | 30 |
| Art, advertising and design  6 | **c.1957 RS71 road sign – school/children crossing**  **Everyday signs of changing society**  Early road signs were a confusing mix of designs. The 1930 Road Traffic Act introduced a national standardised system, but updates were still needed for all kinds of reasons. The 1957 school sign replaced a flaming torch symbol that people complained was not clear. This one was not very successful either. The children’s clothes were seen as middle class and out of touch. In 1965, the designer Margaret Calvert created a new sign that aimed to reflect a classless society. It is still in use today. | 31 |
| Art, advertising and design  7 | **1963**  **Lotus Europa drawing**  **Taking racing innovation onto the road**  Ron Hickman was a vehicle designer and inventor who worked for Ford and then Lotus in the 1950s and 1960s. At Lotus in 1963, he came up with a new design for a mid-engined sports car. Lotus pitched it to Ford as an endurance racing car they could use to rival Ferrari. They rejected it, and Lotus used Hickman’s design to create the Lotus Europa sports car. The model was produced from 1966 to 1975 and 9,230 were sold. | 32 |
| Art, advertising and design  8 | **1981 Ford Escort RS1800**  **Great Britain**  **From family saloon to rally supremacy**  Driving this car to second place in the 1981 RAC Rally secured Ari Vatanen that year’s Rally World Championship. The much-loved Ford Escort had been Britain’s second best-selling car in the 1970s. The simple family saloon was also the basis for a succession of rally cars that could hold their own against far more sophisticated vehicles. Motor sport success was often followed by a boost in sales, inspiring the slogan ‘Win on Sunday, sell on Monday’.  Performance: 120mph  Owner: National Motor Museum Trust (Donated by Carreras Rothmans Ltd) | 33 |

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| By date | Industry and economy (7) | Object # |
| Industry and economy  1 | **1840s–1930s Road builder’s clogs**  **Footwear for hard work in all weathers**  Clogs were a popular footwear choice among road builders for almost a century. Handmade by specialists, they were very practical. The combination of an alder wood sole and leather upper kept workers’ feet dry and warm in the winter – and cool in summer. As well as being long lasting and comfortable, their simple materials and construction made them easy to repair. | 34 |
| Industry and economy  2 | **1913 Ford production line**  **Transforming manufacturing for good**  Early cars were built one at a time in a slow, manual process. When Henry Ford automated the work, he revolutionised the industry. His first moving assembly line for mass producing motor vehicles was in Michigan, USA. Instead of workers moving around the car they were making, the car was moved along the line to specialised teams. That cut the time needed to build a car from 12 hours to [one hour and 33 minutes](http://ophelia.sdsu.edu:8080/ford/02-28-2010/about-ford/heritage/vehicles/modelt/672-model-t.html). It was the start of factory work as we know it. | 35 |
| Industry and economy  3 | **1935**  **Datsun Type 14**  **Japan**  **Inspiring a new national industry**  British car design was a powerful influence on Japan’s early motor industry. The Datsun 14 was inspired by the best-selling Austin Seven. Of 3,800 built in 1935 and 1936, only 53 were exported. Sir Herbert Austin had this one brought from Australia out of curiosity. Japanese cars only became popular in Britain around 30 years later. Datsun was rebranded as Nissan in the 1980s and began building cars in Sunderland in 1987.  Performance: 51mph  Price new: £114 (Japanese price – not marketed in the UK)  Owner: National Motor Museum Trust | 36 |
| Industry and economy  4 | **1940 Switchover**  **Capturing a time of change**  As the Second World War intensified in 1940, Ford’s Dagenham factory switched to war-time production. As thousands of male workers had left to fight, women stepped into their roles – the first time many had worked outside their homes. The factories were camouflaged from enemy planes and workers put in longer shifts to meet wartime demand for vehicles. With productivity up, the factory made over 500,000 army trucks, ambulances and tractors between 1940 and 1945. | 37 |
| Industry and economy  5 | **1946 British Intelligence Service report**  **Investigating the secrets of the people’s car**  Hitler’s government commissioned the Volkswagen Beetle in the 1930s. It was part of a programme to provide motorised transport for the German population. This report investigated whether the car could help Britain’s motor industry recover after World War II. British car manufacturers examined two vehicles – a captured military type and a model produced after the war. They rejected both as uneconomical and unsuitable. The Beetle famously became one of the best-selling cars of all time. | 38 |
| Industry and economy  6 | **1954 *Practical Motorist and Motorcyclist*, December issue**  **Have you checked the oil?**  As cars became more affordable, many motorists decided to maintain their own cars rather than use expensive garages.  Magazines like *Practical Motorist* magazine , which began in 1934, gave them advice and instructions on how to do this. It became *Practical Motorist and Motorcyclist* in 1954, and was available monthly until 1997. The computer technology in modern vehicles makes anything other than basic home maintenance impossible today. | 39 |
| Industry and economy  7 | **1959 Austin Seven (Mini)**  **Great Britain**  **Winning design keeps selling**  With over five million built in a 41-year production run, the Mini is the best-selling British car ever. Its small size conceals a true four-seater. That surprisingly spacious interior is down to a combination of the transverse-mounted front engine and front-wheel drive. The lovable design started a trend for small family cars and has been copied many times. As well as providing affordable transport for millions of people, Minis have also been a big success on the racing track.  Engine: 848cc, 4 cylinder, overhead valve, 34bhp at 5,500rpmPerformance: 70mph  Price new: £537Owner: National Motor Museum Trust | 40 |

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| By date | Society, mobility and leisure time (9) | Object # |
| Society, mobility and leisure  1 | **c.1920s Children’s book**  **Telling the colourful story of charabancs**  Charabancs helped brighten up many people’s lives in the aftermath of World War I. This children’s book captures their popularity. Open-topped with rows of bench seats, they carried workers and their families to the seaside or countryside on day trips, often annual works or club outings. | 41 |
| Society, mobility and leisure  2 | **1923 Family photograph**  **Remembering a leisure drive**  After stopping for a picnic next to their 1923 Minerva 26hp Landaulet, this family decided to capture the moment. The photograph was probably taken by the family’s chauffeur. The woman to the right of the baby was the family’s governess, Miss Appleby. Motoring was still a hobby for the rich in the 1920s. | 42 |
| Society, mobility and leisure  3 | **1933**  **Wilcot Robot triple indicator light**  **A ‘pioneer’ in road safety?**  Early drivers used hand signals to show they were about to slow, stop and turn. Morris Cars described the ‘safety-first’ direction indicator as a ‘pioneer invention’. The red, amber and green cluster was designed to look like a traffic light and fitted to both sides of the car. Its complex system of flashing coloured lights confused other road users. Morris replaced them free of charge with illuminated swinging-arm signals that were approved by the Ministry of Transport. As road safety awareness grew throughout the 1930s, standardisation and regulations did too. | 43 |
| Society, mobility and leisure?  4 | **c.1952 DRH car radio**  **Driving music**  Crossley Motors was the first British company to sell cars with factory-fitted radios. Advances in technology soon made them cheaper to fit, so more people could enjoy musical choice on car journeys. This radio was made by Delcro-Remy-Hyatt (DRH) – part of the American company General Motors – but was produced and fitted to cars in Britain. The streamlined design reflects the influence of American style on cars and car accessories in the 1950s. | 44 |
| Society, mobility and leisure  5 | **1955 The Royal Caravan**  **Holidays on the move**  A young Prince Charles and Princess Anne were presented with this unique miniature caravan as a gift from the then Caravan Club. Representing the post-war spirit of freedom and adventure, it was specially designed and built during a booming demand for the trailer caravan holiday.  The royal children toured Buckingham Palace gardens in the caravan with their father, Club Patron HRH Prince Philip the Duke of Edinburgh, who had a towbar specially fitted to a Hillman Husky from the royal fleet.  **Manufacturer:** Rollalong of Ringwood  **Owner:** HRH The Princess Royal | 45 |
| Society, mobility and leisure time  6 | **1964 Honda C50/Super Cub Japan**  **Making motoring accessible around the world**  Over 100 million of these have been made in 15 countries since their 1958 launch. That makes them the most numerous motor vehicles of all time. Bringing together features from mopeds, scooters and motorcycles, the Super Cub is economical, reliable and versatile. Its step-through frame also means it is easier to get on and off than a motorcycle.  Performance: 43mph  Price new: £92  Owner: National Motor Museum Trust | 46 |
| Society, mobility and leisure time  7 | **1976 AC 70 carriage**  **Great Britain**  **Three-wheeling freedom**  Thousands of people with disabilities grew their independence driving these three-wheeled carriages, with wheelchair-height seats and adjustable controls. Supplied by the Ministry of Health from the late 1940s, they were a familiar sight for decades. Sports car maker AC Cars was just one of the companies building them. When production stopped in 1976 there were 21,500 in use. Some were still in use when safety concerns led to a ban in 2003. Modern cars are more easily adaptable for different driving needs.  Performance: 55mph  Owner: National Motor Museum Trust | 47 |
| Society, mobility and leisure  8 | **1979 Mod fishtail parka**  **Taking a second look at a 1960s style movement**  The ultimate Mod symbol was to ride a Vespa or Lambretta scooter – ideally customised with chrome accessories, extra lights and mirrors. Music, fashion and hairstyling were also important. Mods protected their tailored suits under parkas and famously clashed with Rockers. A late 1970s revival brought Mod culture to a new generation, including the owner of this personalised parka with its Vespa and South Wales Scooter Club patches. | 48 |
| Society, mobility and leisure  9 | **2013 England supporters’ car pack**  **Showing your colours on the move**  From the early years of motoring, vehicle owners have always looked for ways to personalise their cars. A variety of different car mascots were on sale in catalogues from the early 1900s. Custom paintwork and sun visor strips showing the owner’s name have also been popular, especially in the 1970s. This pack of flags, mirror shields and fluffy dice was produced in 2013 for England football fans to customise their cars. Car ownership has always allowed you to say something about who you are and what you support. | 49 |
| Society, mobility and leisure  10 | **1990 AA Callsafe bag phone**  **Heavyweight mobile solution**  Before mobile phones became more common in the late 1990s, getting help on the road usually meant finding a phone box. To make life easier for its members, the AA – Automobile Association – offered this early mobile phone. With one of these in the car, drivers could call the AA or emergency services on the Vodafone network. The battery in the bag plugged into the car’s cigarette lighter socket. At a hefty 3.5kg, the whole thing weighs over 17 times more than most smartphones. | 50 |