

For Immediate Release:

## HOLDEN VINTAGE & CLASSIC CELEBRATE 25 YEARS OF MOTORING EXCELLENCE



Originally established as an exclusive supplier, manufacturer and reproducer of Lucas classic car parts, Holden Vintage & Classic is celebrating its 25<sup>th</sup> anniversary this year. Rising from humble beginnings, with a small outlet in Hartlebury, the company has grown to include larger premises at Bromyard, they are the sole supplier of parts and also have successful relationships with Aston Martin, Bentley, Lotus, Ferrari, and Morgan.

For Holden Vintage & Classic, the last 25 years has seen them grow from Lucas product specialists to one of the most respected classic car part suppliers in the world. Today, as well as supporting major international brands, Holden also successfully source, manufacture, reproduce and supply parts to enthusiasts and restorers, alongside stocking a range of vintage clothing and gifts. The majority of business is driven through the website, although major presence at shows such as Goodwood Revival, Silverstone Classic and Beaulieu Autojumble also help to ensure their success.

Owner, Jeremy Holden says "We started as a mail order company 25 years ago and we never imagined just how much demand there would be! The last 25 years has seen us establish ourselves as the 'go-to' company for classic car parts and not only have we been able to move to bigger premises in that time, but we have also been able to stock a far larger range of products. From restoration to enthusiast upgrades, our business is now truly international and we're so proud of just how far we have come. I just have to remember not to get too involved in competing with my own cars or I never get anything done!"

The company employs solely classic car and racing enthusiasts, so anyone looking for support or expertise has come to the right place! Jeremy Holden is now keen to concentrate on expanding the range of vintage motoring clothing and accessories as well as reinvesting money into tooling and machinery for Lucas parts – of which they are the sole supplier.

Another major change in their 25 year history is the sale of 'Holden Aluminium Technologies' to SAPA Group in April this year, in a bid to secure the long-term potential of the brand. Commenting on the sale, Holden's Managing Director, Richard Williams said "We are confident that this move will secure the long term future of our business and allow us to grow strongly under the umbrella of the Sapa organisation. The exposure to Sapa's extensive extrusion capabilities will ensure that Holden's customers receive the very best service, quality and technical back-up that the market can offer."

**Available for interview:** Jeremy Holden, Owner, Holden Vintage & Classic

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**Notes to editors:**

Holden Vintage & Classic is a mail order company established in November 1988. Located in Bromyard in Herefordshire, England, the company has developed as a result of worldwide interest in period motoring. The company started as Lucas electrical specialists for which they are renowned; they use original tooling to manufacture parts where possible, or commission new machinery to produce parts which are otherwise unavailable. The product range has now been widened to cover many other items including clothing, accessories, books, DVDs and tools for the garage or workshop. For further details visit: [www.holden.co.uk](http://www.holden.co.uk)