



## Royal Automobile Club to present Motoring Lectures

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In celebration of London Motor Week the Royal Automobile Club will host a series of expert motoring lectures by some of the most prominent historians in the industry. The lectures will take place at the Pall Mall clubhouse on Tuesday 27th October, 2015. With such a stellar cast the lectures are sure to appeal to a wide cross section of motoring enthusiasts.

### **The Lectures:**

#### **Behind the badge: Symbolism & Confusion – Giles Chapman**

Emblems, badges, logos – every car has one, and almost every manufacturer has tried to use these graphic devices to relay important facets about their products. To play it safe, the default choices have frequently used coats of arms or the imagery of wings, but even these have often proved controversial. The event will highlight a dozen historic car badges to demonstrate the wide spectrum of symbolism car badges convey, and untangle some very convoluted back stories.

This lecture is presented by Giles Chapman, an award winning writer and commentator on the history and culture of the motor industry. A former editor of Classic & Sports Car magazine, his career has gone from strength to strength not only as an editor and journalist but also as a well-respected writer of over 40 books including 'My Dad Had One of Those', which has proved to be one of the best-selling car books of all time.

#### **Motoring to Define a Nation: Motorisierung and the Third Reich – Anders Clausager**

Motorisierung was the programme developed by the Nazi regime of the German Third Reich between 1933 and 1939. This talk explores the reasons for adopting the policy, the individual elements of the programme, and its effect on the German nation before and after its inception. Combining political, social and technical history, this fascinating talk explores the manufacturing, financial and engineering legacy generated by the programme.

Guest speaker Anders Ditlev Clausager worked briefly as a designer for VW and British Leyland before becoming an archivist for both the British Motor Trust and the Jaguar Daimler Heritage Trust. Now retired, he has a number of published books to his credit mainly featuring his love of British cars such as Austin, Austin-Healey, Jaguar and much more.

#### **An Extreme Adventure: The Peking to Paris Rally, 1907 and Beyond – Daniel Ward**

The Peking to Paris Rally remains one of motor sports most extreme races for vintage and classic vehicles. Covering a variety of terrains including the Mongolian desert, Daniel Ward's witty talk explores the history of the event and its participants through to his own experiences as a competitor driving his 5.3 litre, 1908 Talbot Roi-des-Belges.

#### **Back to the Future: Rolls Royce Technologies shaping Transport**

Sir Ralph Robbins is former Chairman of Rolls-Royce and has had a varied career which included working on the development of civil aero engines and boldly going (in industry), where other men feared to tread by investing heavily in aero engine technology through the 1990s when others were running in the other direction! His lecture will give a unique insight into the technologies that shaped aviation and motoring, propelling society towards a new age.

Sir Ralph is a Freeman of the City of London in recognition of his achievements.

**Itinerary:**

11.00am	Coffee & registration
11.15am	Chairman's welcome address and introduction to the Club
11.30am - 12.15pm	The relationship between motoring and aviation
12.15pm - 1.00pm	Badges, Emblems and logos: History, design and development
1.00pm - 2.00pm	Lunch
2.00pm - 2.30pm	Tour of the Club incorporating a brief history.
2.30pm - 3.15pm	Motoring to Define a Nation: German Motoring Policy and the Third Reich
3.15pm - 3.45pm	An extreme adventure: Peking to Paris Rally, 1907 and beyond

**Lecture Price:**

The lectures cost just £15 per ticket and are open to all motoring enthusiasts to attend.

Price includes all lectures, a light buffet lunch and a historical tour of the club.

Please note that pre-booking is essential, please contact: [heritage@royalautomobileclub.co.uk](mailto:heritage@royalautomobileclub.co.uk)

Members of the media wishing to attend, please contact: [rebecca@eventspr.co.uk](mailto:rebecca@eventspr.co.uk)

**Notes to Editors:**

**About London Motor Week**

London Motor Week is presented by the Royal Automobile Club and runs from Monday 26th October until Sunday 2nd November, culminating in the world famous Bonhams London to Brighton Veteran Car Run. Other events include:

Monday 26 October:	Royal College of Art - Design Presentation Evening
Tuesday 27 October:	Royal Automobile Club Motoring Lectures
Tuesday 27 October:	The Art of Motoring Exhibition (private viewing) open to public all week
Wednesday 28 October:	Motoring Book of the Year Award
Thursday 29 October:	Royal Automobile Club Motoring Forum
Friday 30 October:	Bonhams Auction
Saturday 31 October:	Regent Street Motor Show
Sunday 1 November:	Bonhams London to Brighton Veteran Car Run

**The Royal Automobile Club:**

The Royal Automobile Club was founded in 1897 and its distinguished history mirrors that of motoring itself. In 1907, the Club was awarded its Royal title by King Edward VII, sealing the Club's status as Britain's oldest and most influential motoring organisation.

The Club's early years were focused on promoting the motor car and its place in society, which developed into motoring events such as the 1000 Mile Trial, first held in 1900. In 1905, the Club held the first Tourist Trophy, which remains the oldest continuously competed for motor sports event. The Club promoted the first pre-war and post-war Grands Prix at Brooklands in 1926 and Silverstone in 1948 respectively, whilst continuing to campaign for the rights of the motorist, including introducing the first driving licences.

Today, the Club continues to develop and support automobilism through representation on the Motor Sport Association (MSA), Fédération Internationale de l'Automobile (FIA) and RAC Foundation, while continuing to promote its own motoring events, such as the free-to-attend Regent Street Motor Show and the London to Brighton Veteran Car Run, which are two of the highlights of the Club's London Motor Week, which this year runs from Monday 26 October to Sunday 1 November 2015.

The Royal Automobile Club also awards a series of historic trophies and medals celebrating motoring achievements. These include the Segrave Trophy, the Tourist Trophy, the Simms Medal, the Dewar Trophy and the Torrens Trophy.



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A Royal Automobile Club Event



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