

Ian Bennett

Brochure Sample

Title *Beauford Cars*
Pages *4 inc covers*
Client *Dingle Service Station*
Agency *Ian Bennett t/a Hawk A/V*
Words *Ian Bennett*
Photography *Ian Bennett*

Designed and produced entirely by Ian Bennett, this four page brochure clearly illustrates his thinking outside of the box to achieve a result.

Ian was approached by the designer of a kitcar that replicated the grand style of cars in the 1930's to create a brochure for its launch. Having invested all his money in the project, the designer could not afford advertising agency fees, location hire, full colour print, or any retouching of the images.

Ian designed a brochure that used one colour print on one side to cut the print bill (but with a high gloss laminate to create vibrant impression), arranged the location at no cost, created a dark vignette in-camera at the time of photography to avoid retouching costs, wrote the text and carried out all page make-up.

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Beauford

With its long slender bonnet tapering to a strong masculine radiator cowl, flanked by two enormous headlamps carried on graceful wings flowing into strong wide running boards, the Beauford is a picture of thirties elegance.

Spare wheels, retained by gleaming stainless steel bands so typical of the era, nestle in each wing whilst at the rear of the car, a huge trunk capable of swallowing a whole week's provisions is easily removed and carried thirties fashion to your picnic site.

There's no doubt about it, the thirties were days of elegance and charm, of style and quality.

The Beauford is all of these things.

Designer Gordon Gaskell has achieved the near impossible by combining all of the various styling parameters indicative of the era with latterly developed conveniences that we now, so rightly, consider as essentials to comfortable motoring. Like an efficient heater. Like windscreen washers and wipers. Like draught free wind up windows. And comfortable seating for all the family, not to mention the ease of entry and ability to securely lock the vehicle when it is to be left unattended.

The Beauford has benefited from Gordon Gaskell's experience of working on the worlds finest hand built cars.

Re-building them to the highest standards employing time honoured skills in ash and alloy.

Its an involvement spanning close on three decades of impeccable craftsmanship— and it shows!

With such a well designed and constructed vehicle, assembly is relatively easy, the sturdy chassis being jig built, MIG welded, supplied ready primed and with all mounting holes pre-drilled.

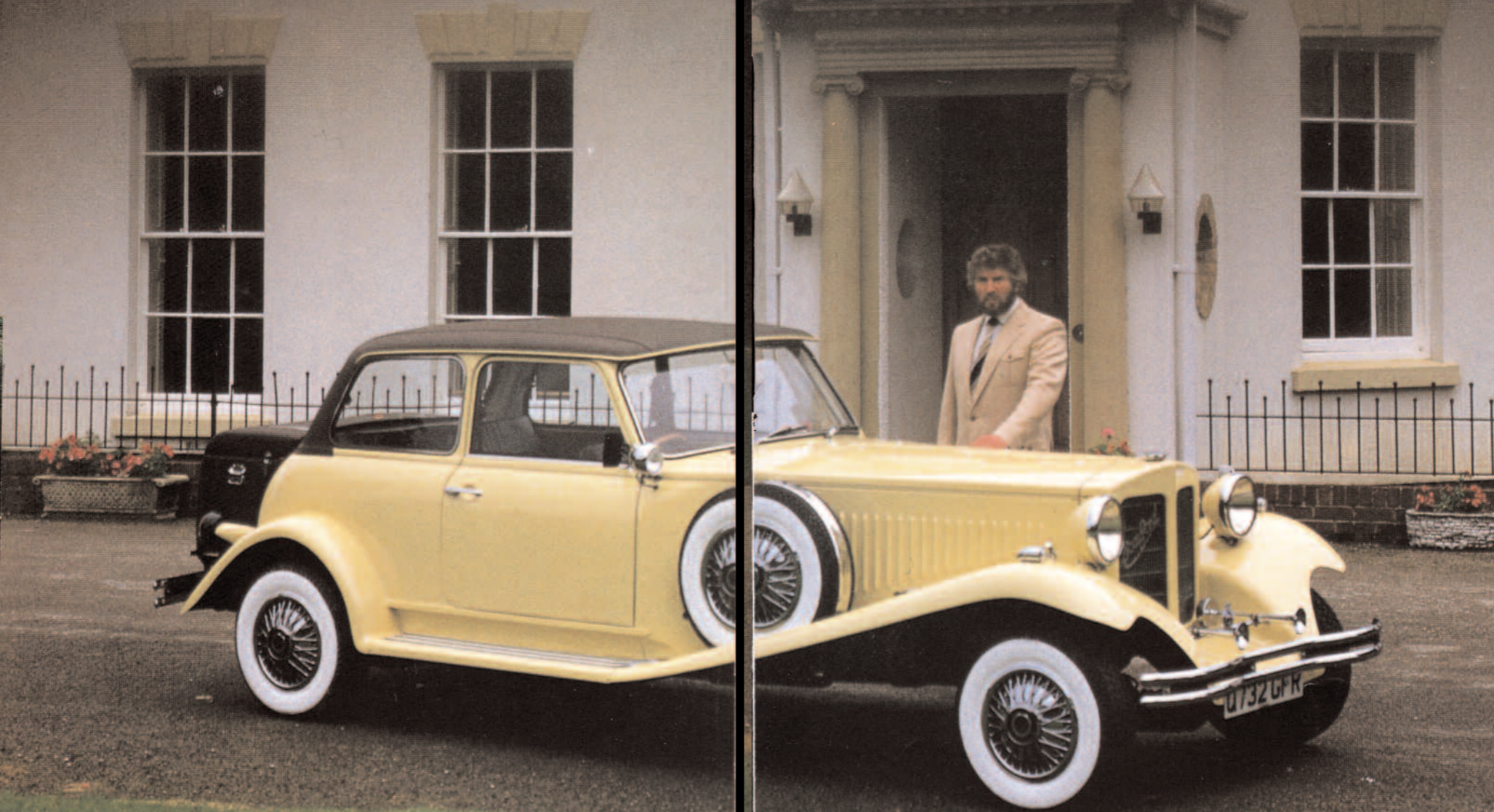
The Beauford is undoubtedly the finest engineered and produced kit on the market.

It is available at all times for you to inspect its superb quality, to test drive its impeccable road manners, and to admire its elegant beautiful looks.

Beauford.

Beauford

the exclusive
yet affordable
practical
hand built classic



The mechanical components and running gear come from the Ford Cortina. Any model of Mk III or Mk IV will provide engine, gearbox, propshaft, front suspension (complete on crossmember), exhaust system, hand brake cable, radiator and associated hoses.

This single source for all major components greatly simplifies the gathering together of required parts and ensures their compatibility in addition to reducing costs somewhat.

The Mini bodyshell can be any saloon from 1968 onwards and since all the parts that normally deteriorate or fall prey to the dreaded rust are to be cut off, selection of a suitably inexpensive example will be relatively easy.

The front wings, front panel, bonnet, both subframes, outer sills, rear skirt and most of the boot floor, in addition to the complete engine/gearbox unit, are all removed and often the re-sale of just the engine and gearbox can give a profit on this part of the project. Should you not wish to carry out this operation, most garages would be able to undertake the removal of these parts within three to four hours at a cost little more than that of a spare tyre!

The cleaned Mini bodyshell, after painting underneath, is bolted to the chassis using the original sub frame mounting holes and the pre-drilled holes in the chassis.

The body/chassis kit includes everything required to complete a fully road going Beauford and the panels are easily fitted in a logical sequence.

There is neither cutting nor modification required to any of these panels and it is easily possible to panel the car in a weekend, such is the fit and quality of manufacture.

Optional extras to the very comprehensive kit include the trunk with its mounting rack and the fully chromed front and rear bumpers.

Specification

Engine	Any Ford engine from 1300cc to 3litre V6 (1600cc/2000cc OHC recommended)
Running Gear	Ford Cortina MkIII or Mk IV
Length	475cm (15'7")
Width	168cm (5'6")
Height	152cm (5')
Wheelbase	320cm (10'6")
Weight	1000kg (2200lbs)



Beauford Cars
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