

STARTERMOTOR

Supporting the Next Generation of Alvis Drivers

There is a clear need to engage a new generation, to encourage them to take up careers in the historic vehicle industry and to enjoy historic cars. With the way historic and classic vehicle prices have risen in the last 10 years it has become harder and harder for young people to become involved.

Earlier this year the AOC Board took the decision to make a grant of £1,000 to StarterMotor, a registered charity whose aim and passion is to see the next generation of young people driving, maintaining, and enjoying historic cars. StarterMotor was founded in 2016 to support engineering colleges at Bicester Heritage. Academy and college support has now been extended to Silverstone and Brooklands providing more learning cars and other resources. It has established itself as the sector's only charity solely focused on introducing the next generation to historic motoring, careers and events. It's providing guidance to specialists and support to clubs.

We know that if nothing is done, the world of classic motoring will begin to change and even disappear. The car world is undergoing seismic technical changes. Attitudes to driving and the ambition to own a car, let alone a classic, are changing too.

David Withers, CEO of StarterMotor, said, "We believe our old car world can provide a real haven in the digital age: enjoyment adventure and community. It is a place to belong, where friendship, common interest and mechanical fun are self-evident, where things are repaired and not thrown away. Starter Motor is determined to ensure a big welcome to the historic motoring community for young people by supporting them in their ambitions and promoting access to classic cars."

StarterMotor has partnerships with educational facilities, colleges and apprenticeship schemes and provides vehicles and other resources for their students to not only learn from, but also to use in competitions, events and shows.

They also work with industry partners to assist young enthusiasts in finding a part to play in the industry. There is a great need for engineering and craft apprentices as well as roles in areas such as insurance, sales, event management, marketing and auctioneering, all of which require a specialist knowledge and passion.

Historic vehicle clubs struggle to attract younger members. StarterMotor is working with major groups to identify changes needed and providing different opportunities for young people to become a part of this community. Many clubs need new youth policies and a new approach to events and the charity is here to help make that happen.

StarterMotor currently has three Alvis cars in their fleet, a 12/50 Ducks back, a 12/60 Beetle Back and a TA21. One of these is featured in a video by Three Blind Mice Media, a new online media venture which is



rapidly gaining a strong following among YouTube viewers. StarterMotor have been supporting them as an entertaining and relevant way to connect with younger car enthusiasts. See these links below to their most recent Alvis adventures.

https://www.youtube.com/watch?v=V09XTBMEkaA&ab_channel=ThreeBlindMiceMedia

https://www.youtube.com/watch?v=fnRXDcKT38U&ab_channel=ThreeBlindMiceMedia



The AOC is proud to support StarterMotor in encouraging current and future generations to consider historic cars as a hobby or even as a career opportunity. As well as our sponsorship, we have supported StarterMotor on their stand at recent events such as the very popular Bicester Scramble. We are also looking to set up some more joint events in the future, so look out for these and please come and support StarterMotor as they encourage the Alvis drivers of the future!

Visit the StarterMotor Website: <https://www.startermotor.co/>