

NORCEMOG News

NORTH WEST & CHESHIRE

January 2021



Thrill On The Hill Prescott Hill Cheltenham 2019.

Happy New Year to you all.

A big thank you to all that said they liked my 1st News Letter, and thanks go to those that have contributed to the News Letters, please keep contributions coming in.

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1) Oakmere Morgan - Northwich

Oakmere Motor Group is situated in the heart of Cheshire and has long been established as one of the premier family owned motor groups in the North West of England.

Established in 1978 as a Lotus specialist, we are now very proud to boast full dealer franchises for Lotus, Morgan, Caterham, TVR, Mazda and Toyota. We are also delighted to be an approved Volkswagen Service centre.

We have a completely customer-focused approach to everything we do and are always here to help. Many of our staff have served with us for over 20 years and we genuinely believe it is them who make us truly unique.

Whether at our state of the art showrooms in Northwich or on the road at the numerous events we undertake throughout the year, we are always delighted to talk anything motor car related to both existing and prospective customers.” We have been an official Morgan dealer since 2012 and now sell around 40 new Morgan’s and the same number of used Morgan’s each year.



(Northwich Showroom)

1) Oakmere Motor Group - continued.

We have an experienced and enthusiastic sales and service team who are all petrolhead at heart !

The Prestbury boutique showroom was opened in February 2020 and serves as a showcase for our Sports car brands in the heart of Prestbury village close to Macclesfield, Alderley Edge and Wilmslow. Prestbury is sales only however we do hold a stock of Morgan merchandise and Morgan rental vouchers.



(Prestbury Showroom.)

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Simon A Clough, Oakmere Motor Group, 01606 41481.

PS, Simon has said if NORCEMOG would like a Sunday run out or Noggin, he would be pleased to provide an area to meet, and provide coffee, it would just need to be arranged with Simon.

Due to covid-19 restrictions, please check web site for current status.

2) WHYDIY ? By David & Una Haynes. (premiere partie de trois) Part 1 of 3.



ShropMog' Well this centre doesn't really exist, officially that is. As a member of the Staffordshire Centre, StaffsMog, those of us that live across the border in Shropshire use the ShropMog title for a bit of fun.

In May 2008 the Staffordshire Centre, organised by ShropMog,

went on a tour of the South of France, specifically to see the new Millau Viaduct designed by Norman Foster and attend the Monaco Grand Prix, alas not the F1

one, but the Historic Grand Prix that is held biannually two weeks before the big F1 event. Then visit the Bugatti Museum in Mulhouse.

Organisation was impeccable. We used Continental Car Tours, as it was then called, to book channel crossings and car friendly accommodation, to suit our own itinerary. We all travelled independently meeting up for the first time at a small village close to Millau. Una and I spent a couple of days driving down taking in the sites and local culture, others made a dash for it, that's not for us retirees.

I'm sure books have been written on how they built the Millau Viaduct but to drive over it, under it, take in the views and visit the visitors centre was enough for us. It's enormous and magnificent. We'd all parked outside the visitors centre and on return to the cars I found a Frenchman lying on the ground at the side of my car. The following conversation ensued,

Me Frenchman Me Frenchman Me Frenchman Me Frenchman

Madam, Monsieur, Puis je vous aider?

C'est un Morgan?

Oui, un Morgan Plus 8.

Le chassis est bois! (said with some authority still lying on the ground) Non monsieur le chassis est acier.

Non, non c'est un Morgan le chassis est bois.

Monsieur, c'est ma voiture et je suis que le chassis est acier!. Grunts something in French I didn't understand.

Frenchman's wife appears and looks at me, then at her husband still on the ground head now almost under the car.

John Paul, *Viens Maintenant*

Madam looks at me again, gives a grand Gaelic shrug of the shoulders and

repeats '*Viens Maintenant*' with some disgust.

Now speechless I do my own Gaelic shrug of the shoulders as John Paul is lead away by Madam,

both gesticulating wildly as only the French can do. Alas no photographs exist of this episode.

2) WHYDIY ? By David & Una Haynes. (premiere partie de trois) Part 1 of 3 Continued.

Following day off to spend a few days in Avignon before driving to Monaco. Driving between our hotels was a free choice thing, agree to travel with another member of the group or do your own thing, we chose the latter.

(A suivre en fevrier) to be continued in February.

3) Morgan x Piston Gin.

The Morgan Motor Company has long been famous for its use of ash wood in the construction of its cars, but the 111-year-old firm has now discovered a creative use for the surplus material, with the launch of its Morgan x Piston Gin, produced in collaboration with Piston Distillery.

Believed to be the world's first ash-infused gin, it is made using delicate shavings of the wood that is used to form the body-supporting frame on every Morgan. This frame sits on the CX-Generation bonded aluminium platform – or, historically, Morgan's venerable steel chassis – on every four-wheeled Morgan, supporting the car's bodywork. The use of wood – chosen for its pliable nature, light weight and sustainability – has been part of Morgan's coach building method since it launched its first car, a three wheeler, in 1909.

Morgan x Piston Gin features notes of natural crisp sweet apple and delicate wood from the carefully selected shavings of ash. Its signature pour is a ginger ale mixer, garnished with fresh blackberries and plenty of ice.



The spirit is produced by Piston Distillery, a gin maker founded in 2018. Its award-winning gin combines 14 botanicals to deliver a unique taste and captivating experience from the moment the stainless steel bottle top is removed. A distinguished local producer with a shared dedication to skilled craftsmanship, high quality, and an appreciation of classic style, its values perfectly reflect Morgan's. Based in Worcester, just nine miles from Morgan's famous factory on Pickersleigh Road in Malvern, the fellow Worcestershire-based brand was also chosen as part of Morgan's commitment to working with local businesses.

Morgan x Piston Gin is on sale now from Morgan's online shop, priced at £45.00, or £55.00 presented in a gift box.

3) Morgan x Piston Gin Continued.

Toby Blythe, Head of Marketing, Morgan Motor Company, said, “Ash wood forms one of Morgan’s three core materials, alongside aluminium and leather, and as such is intrinsic to our coach-building identity. When we worked with the expert distillers at Piston Gin – who are based just down the road from us, in Worcester – we were curious to find out how this material could be infused with their acclaimed gins. The result, we believe, speaks for itself.

The new Morgan x Piston Gin makes the perfect gift for Christmas or any other celebration, or just a drink to enjoy yourself.”

Grace Stringer, Distillery Manager, Piston Distillery, said, “As with Morgan, quality materials and craftsmanship are at our core, so it has been wonderful to work alongside another local company whose values are at least as high as ours. It’s a great idea to pay homage to Morgan’s history by using ash as its signature botanical, and adding the apple to soften the flavour has created a wonderfully distinctive gin.”

The Morgan Motor Company firmly acknowledges that whilst Morgan and Piston Distillery share many similarities, under no circumstances should their products be consumed together. Over 18s only. Please drink responsibly.

In the meantime please keep safe.

Best Regards

Philip Shuttleworth

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