

Capri Style



The Newsletter of the Capri Mk1 REGISTER

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Classic Ford Show 2011



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Old Spice is Devon sent

'Old Spice' smell like a man, man, Capri's

- There were three of them Mk1, Mk2 and a Mk3 Capri ready to take on the world again in an advertising campaign, all were dressed up in Old Spice livery - red and white decals adorning every bit of body space. The use of these cars was pure and simply advertising, the old man of the after shave circuit was being given a new lease of life and bought up to date into the 21st century.



Why, you may wonder, would they want to use an older car why not an up to the minute car to show off its new image? Well Old spice wanted to promote its masculinity and its prowess, no body waxing posers, just real men with real toys for real boys and a real male smell -leaving the flowery smells on the shelf for the girlies.. Maybe a bit of excitement to make you feel well - alive, like real men did back in the day.

The Capri does that, it ticks every box, it has progressed through decades and survived, and if truth is known there's an ever growing popularity from younger people who want the feel of a real car with real power and yes pulling power. Be a man.

Their caption is 'What it means to be a man, man

So by using classic Capri's to sell a classic product reinvented for the 21st century was a brainwave on the part of the adman. Three Capri's decked out and touring not only the UK promoting the product but also Europe, plus a huge campaign on You Tube bought home the require publicity, it was a huge hit.

Then the promotional tour came to an end - time to get rid of the three Capri's - but what do we do with them?

The Mk3 was offered to Absolute Radio the retro radio station where iconic pop is played daily. They ran a competition on air whereby real men phoned in and revealed their manliest moment, . The chosen four went onto a final live programme on Fathers Day 2011, where the winner chosen was Chris Grey—he took home the Mk3 2.8i.



The late News of The World Sunday newspaper ran a competition on April 14th to give away the Capri Mk2, however we have been unable to find any information about it.

It was the Mk1 which seemed to take centre stage, look at 'You Tube' or flicker and the Mk1 is endlessly featured, mostly with girls posing on the bonnet and roof. Everyone appeared to be partying.

This didn't do the body work of a 40 year old car any favours but it's advertising - and it worked, even if the car gathered a few dents along the way.

This Capri was donated to Capri Club International who chose to hold a draw at their August event. Everyone who bought a ticket to the show was entered in the free draw for the Old Spice Mk1.

It was decided to use engine valves with numbers on the bell end, the valves were randomly drawn from a bag by the members at the event. I am told it was a very good way of doing a draw as there was no way it could have been corrupted.

Well I wasn't there and I didn't buy a ticket, however I have been a life member of CCI since the early 90's and so get free tickets to all of their events as part of the life-time package.

August 14th pm I have a text from a friend saying Isabel you have won a Mk1 Capri. Well I thought it was a wind up but no next day CCI confirmed that my ticket number had indeed been drawn and the Old Spice was mine, I just had to collect it.

Well I couldn't stop laughing.

Evesham to Fillongley is about 45 miles, Evesham to Devon is over 170 miles, but I was not daunted and I couldn't wait to bring home my 'new' Capri. So two weeks after moving down here we were on the way back up to the Midlands. It was a lovely sunny day when we arrived to view the Old Spice for the first time, no I didn't expect concours, which was just as well



as it has taken a beating over the time it has been used, and there is a good old ding in the O/S wing, the O/S door struggles to close and the interior is the worse for wear (looking for some ruby red door cards XL) but hey it was free and it has history, and doesn't everyone want to win a Capri??

And I was still laughing.

Roy checked over the tyre pressure, water and oil. He checked round the engine bay and the brakes, then pronounced it ok. I was too nervous to drive it first so elected Roy to do the test run, first stop Tesco Evesham for fuel. Parked on the car park at Tesco's to say heads turned on swivels



would be an understatement, and there were plenty of smiles to match mine. Roy drove on and down the M5 with me driving behind the Capri, it seemed to love the road and there was no signs of oil burning or anything else. Exit onto services at Michaels Wood where Roy informed me the Capri was running like a sewing machine. Parked there for a while it drew masses of attention and several people couldn't resist the photo opportunity (wonder where they ended up), we sat in our other car alongside watching the faces and antics of mostly men - the faces changed from sombre to happy when their eyes alighted on the Capri. Amazing how many wanted to get up close to it. Amazing how many smiled at it.

Well I won the car and now it had been 'tested' it was time for me to get into the drivers seat, the rest of



and get up close to my Capri. I drove it the way home, the further we went the more it liked it, the engine just purred, the steering was easy, the drive was superb. The flashing lights from other cars as we zipped down the motorway at 65 - 70mph told its own story, Old Spice had got it right, they couldn't have picked a more iconic, well loved car to launch their 21st century product. Only complaint from Roy - no free samples, guess he deserves a bottle for Christmas .

Don't know when we will get time to give it the TLC it deserves but this, 11 previous owners, car has found a good home. No we won't concours it we'll just have fun with it.

Isabel

Classic Ford Show 2011

We often have a club stand at this event but this year only two people enquired and by then it was too late to book space, so we decided to give it a miss,

However we did end up attending but not as a club, and we met up with quite a few members there who could have made up a club stand had we known. Moral of the tale is—let us know early enough and we will book a club stand, benefit is that you are in the thick of it and not in the car park.

Roy and I had decided that maybe it was time to downsize the number of Capri's we owned as we had decided to join our family in the South West of the country. We figured that maybe one Capri each was enough in these austere times (though I do know of one person who has over 30—not Mk1's though). So we went to Classic Ford show in June and parked our Mk3 Laser, which we had owned since 1986, in the for sale area.

There were a few Mk3 Capri's in the 'for sale' area (as well as many Escorts and other Ford's), it proved to be a good base from which to get around the show, a good base to meet up with people as the area teemed with people most of the time, and handy for trade stalls etc being slap bang in the middle. It was worth the extra tenner just to park there. The 'cars for sale' area backed onto the collection road where the cars going down the strip parked awaiting their turn so we had a front seat view of these amazing cars too.

It is true that the Escorts, once the Mr and Mrs Average's family cars, now tend to dominate the show, they are extremely popular and are easy to find parts for, just a quick look around the trade showed pile after pile of Escort related parts, both old and new. In contrast you were hard pushed to find anything Capri related. The regular Capri parts suppliers are having a tough time of it now as they are unable to source new stock, so coupled with the ever higher charges that both Classic Ford and Ford Fair demand the regular Capri traders have chosen not to attend these events for the time being.

It's a shame this show is like Ford Fair leaning ever more towards the heavily modified cars and even more towards the Escort lovers, it can make you feel a bit left out. But a good look round the show revealed some gems, so as well as weird and wonderful there was standard well loved and wonderful. With over a 1000 club cars taking part there was plenty to

see in each and every part of the show ground. Must admit some of the modified cars were brilliant to see, and cheered up what was a cool overcast day.



Classic Ford Day seems to attract a wide and diverse range of modern classic Fords, the Pops, Anglia's, Consuls, Zephyrs and Zodiacs as well as vans, American trucks and American cars, it is a heady mix of everything Ford. There is also an ever bigger influx of European visitors and traders.

There was a fine display of Ford Shelby Mustangs from very early to very modern, the very iconic American 'Uncle' of Capri, as well as a big turn out by the RS Escorts and Anglia's, clubs that are always very well supported. Around and about there were probably every British model that Ford produced and even a couple that they didn't. The club had taken part in some action on the Saturday but one was unfortunate and the engine set fire. No-one was hurt but the threat of an explosion was very real.



Occasionally prototype cars come to light, cars that have been long forgotten in the annals of time, or were never made public.. Just such a prototype was a 1964 Mk1 Cortina Saxon, a weird little Cortina with a coupe body. Ford didn't make more than one and that was soon put in the bin, but then decades later a picture of one emerges and stimulates the mind of one Colin Ginn.



The only way to own one of these curios was to make one.

This strange car didn't know whether it was a Cortina, Consul Capri or otherwise.

If engines give you a buzz then you would have been as high as a kite here. Be it a standard V6 Essex or something a bit sportier like a Cossie or a Ford V8 bored out to max. They were turbo charged engines to pore over and dribble over, more power and shine than you could ever imagine, the stuff dreams are made of.



This year to add interest there was a restoration area where companies such as Soda blast, Aldridge Trim and New Pro Foundries could display their skills. In this area were vehicles that had been restored by the owners. The only allowances made were professional overall of gearbox and professional paint jobs, the owner must have done all the other work..

Another area was the Terry Grant Stunt Team, entertaining the crowds with their daring antics, one of which was to hang onto the side of a 1937 Ford Sedan crouched on the running boards while the driver puts the car through manic cornering, has to be seen....

Another new this year was the Power and Style awards with the lucky winner winning a set of Yokohama tyres worth £500. anyone could enter, then their car would appear on the Classic Ford website, the finalists would be chosen and invited to the final at the show. There was only one Capri Mk1 in the final and that was the replica 'Team Gunston' South African Perana, though there were several Mk3 Capri's. I would like to say that Chris won with his Mk1 but sadly not this time. You can see the Gunston Perana Replica Capri at the Classic Motor show NEC in November.

There were plenty of owners willing to test their cars down the strip and amongst them quite a few Mk1 Capri's. The JET car was once again giving demonstrations of its power and speed as it gave out its deafening roar which vibrates your ear drums before completing its measured distance over the track, think it got to 211mph —may have more...



Around the show there were many more Capri's on club stands and even in the car park, but one was a bit of an eye catcher as it was in Vista Orange, the first of the Capri Mk1 Specials. The owner was introduced to me by a mutual friend otherwise I may easily have overlooked the opportunity to get some pictures of the Capri. This one was a 1600GT not the usual 2000GT that is associated with the 'specials' it is accurate in every other respect and was

a bright splash on what was an overcast dull day. Yes it made my day.

Darkening skies made us think of making a dash for home . Anyone who has been to Santa Pod will tell you if you don't get out of there before 4.00pm you are stuck for hours in slow traffic. At the for sale area the laser had attracted a lot of attention and as we were packing to go a guy made us the offer we wanted, seems he had been lusting after it all day and the thought of losing the opportunity to own the stunning Mk3 made up his mind. So deal done we beat a hasty retreat, missed the traffic, missed the rain and now miss the car.

But hey we had a good day out.