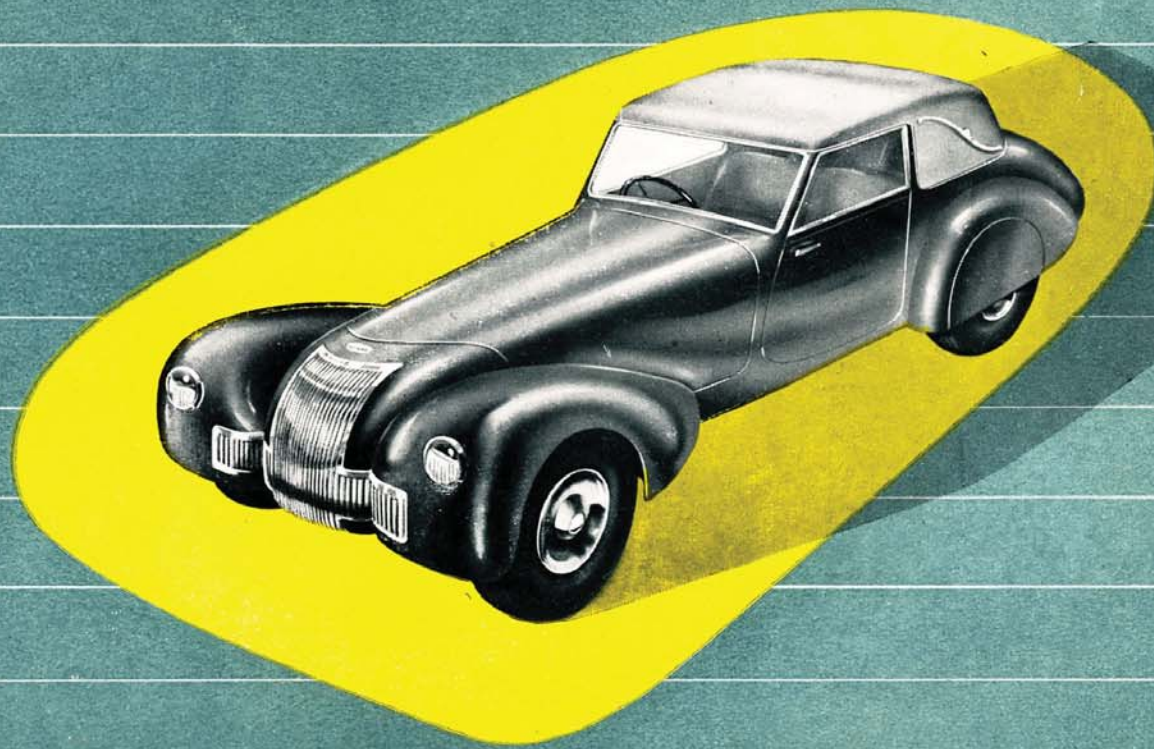


NEW

ALLARD CARS



ROBIN DAY

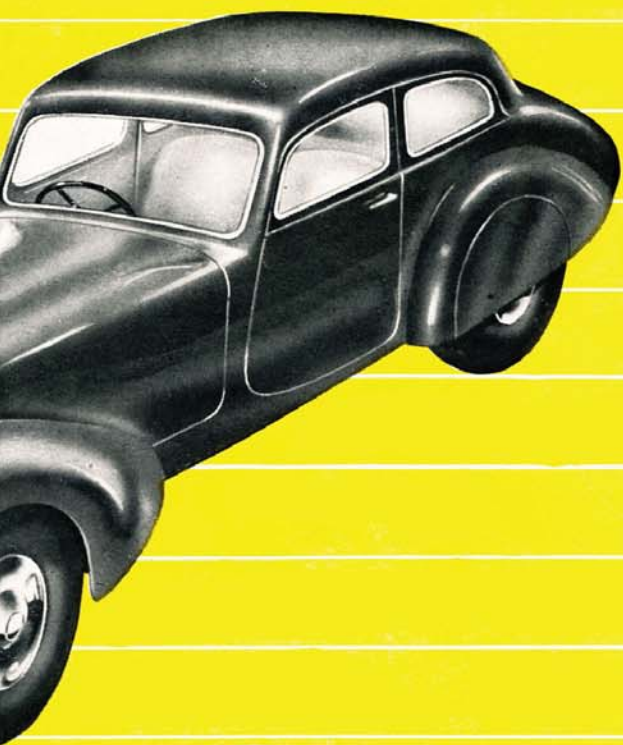
the car for the discriminating motorist

T H E N E W A I

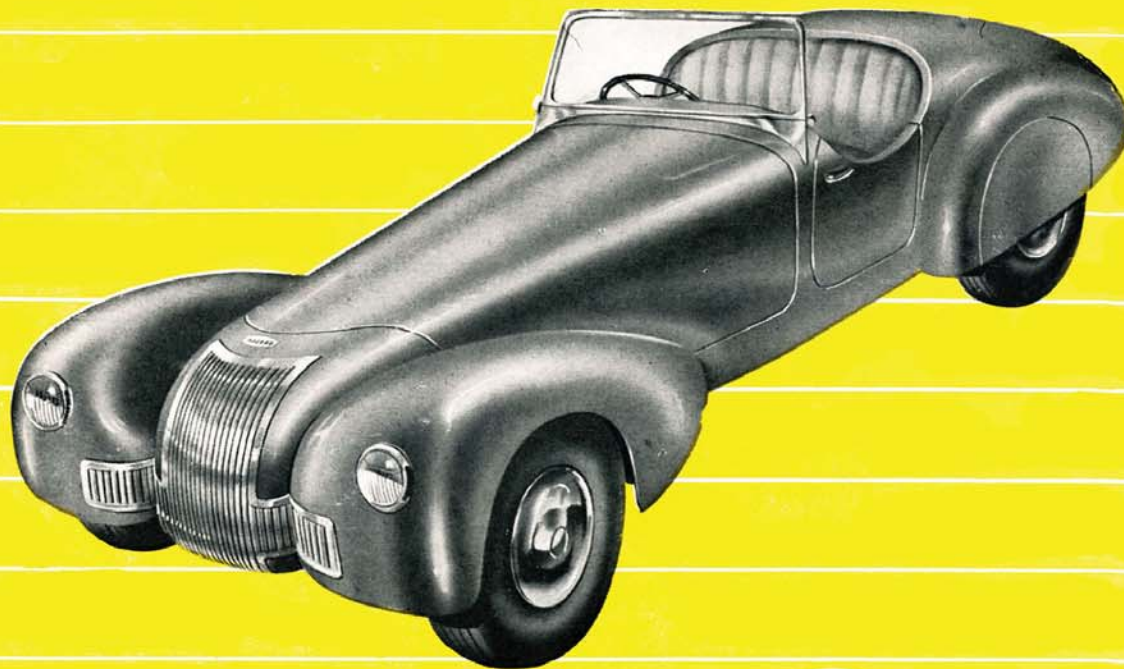


Four-seater
coupe
9' 4" wheel base

L A R D C A R S



Saloon
9' 4" wheel base



Competition
two-seater
8' 10" wheel base

specification

SOME OUTSTANDING AWARDS
WON BY ALLARD CARS SINCE 1936.

1936

Best Performance—KBCC 50, Lawrence Cup, Knott Trial, Gloucester.

1937

Best Performance—Scottish Sporting Car Club, Highland 2 day Trial, Sunbac Colmore Cup Trial, Sunbeam, G.W. MC Haward, Southsea President, KBCC Stafford Clark, G.W. MC Spring Cup, Chester Motor Club, Knott Trial, Wye Valley.

1938

Best Performance—Scottish Sporting Car Club, Highland 2 Day Trial, Sunbac Colmore Cup Trial, Sunbac Coventry Cup Trial, Wye Valley A/C, KBCC sporting, Inter Varsity Trial.

Fastest Sports car—Poole Speed trials, Backwell hill climb.

1939

Best Performance—Scottish Sporting Car Club, Sunbac Colmore Cup Trial, Sunbac Coventry Cup Trial, KBCC Stafford Clark, Maidstone and Mid Kent Bossom Trophy, Southsea Presidents, Winwood Cup, Liverpool Club Jeans Gold Cup, Brighton and Hove MC, Brighton-Beer Trial.

Fastest Sports car, Sports car record—Prescott Hill Climb, Wetherby Hill Climb.

Engine Rated at 30 h.p., 77.79 mm. bore by 95.25 m.m. stroke—3622 ccs. capacity. V. 8 L head side valve—2 banks of 4 cylinders at 90 degrees Off set. Cast alloy crankshaft carried in 3 large diameter main bearings—detachable cylinder heads—valves of silicon chromium alloy steel—pistons of aluminium alloy—full force oil lubrication system—floating power 3 point suspension—dual down-draught carburettor with single control—special coil and distributor for high revs. with automatic control—large area single plate cushioned clutch centrifugally assisted.

Transmission Gear box providing 3 forward speeds and reverse—synchromesh 2nd and top—all gears helically cut and silent—remote control gear change lever.

Ratios :—3.5 top ; 6.61 second ; 12.3 first ; 12.6 reverse. Drive between gear box and rear axle is by tubular propeller shaft with single universal joint enclosed in torque tube.

Rear Axle Three-quarter floating axle shafts carried on roller bearings—robust spiral bevel crown and pinion carried on double bearings, with outrigger bearing supporting pinion. Ratio 3.5 to 1.

Front Axle Independently sprung—adjustable hub bearings—tie rods and all joints fitted with oilless silent bloc bushes—self-adjusting type steering knuckle joints.

Steering Marles cam gear, high ratio, provided with full adjustment spring type telescopic steering wheel. Column is adjustable for position.

Drive Left or right hand drive optional to order.

Brakes Four wheel two shoe assemblies, hydraulically operated—special ribbed drums—handbrake quick release racing type operating on rear wheels only.

Springing Transverse cantilever front and rear—oilless shackles—ride stabilizer fitted to rear—hydraulic shock absorbers all round.

Frame Heavy box section well braced with cross members. Track front 4 ft. 8 in., rear 4 ft. 2 in. Wheelbase—coupe and saloon 9 ft. 4 in., competition 2 seater 8 ft. 10 in. Ground clearance 9 in.

Wheels Easy clean type.

Tyres 5—6.25 by 16.

Fuel System Rear petrol tank large capacity—petrol feed incorporating a reserve.

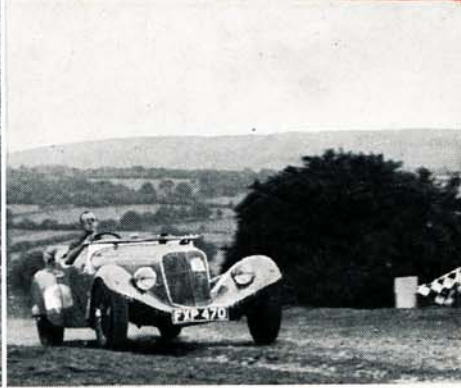
Exhaust System Dual manifolds and large diameter pipes with straight through silencers.

Lighting 12 V compensated voltage control with large capacity battery. Head lamps with hand-operated dipper switch—dual stop and tail lamps.

Equipment Fitted fascia board with speedometer, oil pressure, petrol and water gauges, ammeter, dash lights, etc. Dual arm electric wiper and interior mirror. Trafficators, on coupe and saloon.

Chassis Weight Approx. 17½ cwt. Varies according to equipment.

NOTE The Company reserves the right to make any changes in the above specification.



The Allard car, outstanding in pre-war competition events.

The New Allard is a truly modern car. It incorporates every up-to-minute feature called for by the discriminating motorist. Yet, in spite of its modern design, every part of the car has been thoroughly proved. Since 1936 the Allard has won a reputation as Britain's premier competition car, and now in addition to the short chassis competition two seater, there are offered the four seater drop-head coupé and the new saloon. The Allard cars have been designed to provide a reliable and fast car suitable both for roadwork and sporting events. The high power/weight ratio, coupled with correct weight distribution, gives a high performance without undue effort.

The results gained by these cars in sporting events since 1936 are sufficient proof of their reliability, and road tests by various motoring correspondents in every case stress the fine performance, smooth riding, efficient braking and good road-holding capabilities.

All three models embody the same advanced engineering features which have won the Allard its outstanding reputation. Some of the outstanding Allard advantages :—

- 1 Exceptionally high power/weight ratio due to the Allard's light weight and very powerful 8-cylinder engine.
- 2 New rigid box section chassis with independent front wheel suspension and correct weight distribution ensures exceptional road holding and safety.
- 3 Large, smooth acting and powerful 4 wheel hydraulic brakes and racing type fly-off hand brake.
- 4 Smooth, silent, 8-cylinder engine, which runs for many thousands of miles without needing attention, made by the Ford Motor Co., Ltd.
- 5 In spite of low over-all height the Allard has excellent ground clearance (nine inches) making it suitable for use in any part of the world.
- 6 Absolute reliability, with silence and safety.
- 7 The famous Marles steering, light but positive.
- 8 Excellent visibility due to the curved radiator front and low bonnet.
- 9 Remote control gear change—synchromesh on second and top.
- 10 Stream-lined body design enhances appearance, improves performance and reduces petrol consumption.
- 11 Effortless performance, with no parts unduly stressed.
- 12 Lucas, high quality, electrical equipment.
- 13 Perfect driving position, giving complete control.
- 14 Latest type, double-acting, self-recuperating shock absorbers.
- 15 Steering column adjusts for length and height, adjustable seats.
- 16 Low running costs in proportion to performance.
- 17 Service and parts readily available.
- 18 Engine well back in chassis giving correct weight distribution.
- 19 Special ride stabiliser at rear eliminates sway.

A L L A R D

ALLARD MOTOR COMPANY LTD., Office: 43, ACRE LANE, LONDON, S.W.2. BRIXTON 6431.

g u a r a n t e e

All reasonable skill and care is exercised in the manufacture of Allard Cars. Accordingly all Warranties, Conditions or Guarantees as to quality or fitness for the purpose for which goods are sold, or as to any other matter implied by Common Law, Statute or otherwise are in all cases excluded.

In lieu thereof the Company will guarantee to repair or supply free of charge any part or parts which may become faulty due to defective material or workmanship within six months from date of purchase provided that :—

The Car is still in the possession of the original purchaser.

The owner communicates with the Company immediately the fault becomes apparent.

The Owner sends the car or alleged faulty part or parts to the Company carriage paid stating the Chassis and Engine No. and date of purchase.

All rights or liability under this Guarantee will be cancelled if :—

The Car is used for racing or competition work without the Company's consent in writing.

The Company's guarantee does not include proprietary articles manufactured by other firms, but such warranty as these manufacturers issue is transferred to the customer.

The Company's liability is confined to the free replacement of the agreed defective material.

It does not include the removal of the faulty parts and the fitting of such new material as the Company may agree to supply.

t e r m s o f b u s i n e s s

The Company reserve the right at any time to alter the Specification, price and conditions of sale of all models.

The price will be that ruling at the time of delivery. Every effort will be made to adhere to a promised date of delivery, but same cannot be guaranteed and no claim shall be made upon the Company in respect of any delay or for any loss or damage arising therefrom.

The term Agent is used in a complimentary sense only, and our Agents are not authorised to incur any debts, or transact any business on the Company's behalf other than the sale of goods purchased from the Company : nor are they authorised to give any warranty or make any representation other than those contained in the guarantee, on the Company's behalf.

Customers' cars are only driven by members of our Staff at Owners' risk.

All Cars or Chassis sold by the Company are supplied on the express condition that they shall not be exhibited, directly or indirectly, by the Agent or purchaser, at any Exhibition without the written permission of the Company.