J40 Motor Company prepares to delight at the 2022 Goodwood Revival

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J40s Galore at Goodwood...

- J40 Motor Company to create a large J40 display and racetrack at 2022 Revival, situated in a special location at Woodcote Paddock within the Motor Circuit
- World first – Brand new J40 Continuation concept car to be launched

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- Demonstration track offers children a chance to experience the Settrington Cup
- Development area will showcase innovative J40 upgrades and enhancements
- Original, restored and ready-to-restore J40s offered for sale
- Historically important J40 cars on display
- Preview of a new J40 history book presented along with a chance to pre-order
- A range of parts, accessories and merchandise will be available to purchase

Salisbury: 28th July 2022

They tell us:

(All photographs from the J40 Motor Company).

The J40 Motor Company, the world's only dedicated J40 sales, service, restoration, and community specialist, is set to present the greatest J40 exhibitor display ever seen at the 2022 Goodwood Revival. Situated within the Circuit at Woodcote Paddock the J40 Motor Company display forms a part of the Revival event content and lies at the heart of the racing action.

The 2022 Revival celebrates 10 years of the renowned Settrington Cup, and with this year's race promising to be more exciting than ever before, what better time for the J40 Motor Company to celebrate the globally-loved Austin J40 pedal car with the launch of a brand-new Continuation model?

In a world first, the J40 Motor Company will present a brand-new continuation J40 for the first time. This new model will feature a host of upgrades and enhancements whilst remaining faithful to the original Austin. Blank-sheet design brings the ultimate in fit, finish and specification whilst a number of engineering upgrades will provide a new driving experience.

To further celebrate 10 years of the Settrington Cup, the J40 Motor Company will also

display a number of historically important J40 cars, including a car made on the last day of J40 production in Bargoed, sorth Wales.

As the J40 was created for children, the J40 Motor Company team felt it was important to allow Revival guests the chance to experience the J40, just like the 70 children lined up for the 2022 Settrington Cup will on the Saturday and Sunday of the event. A test track will be created to cater for young drivers aged between 5-10 to get their first experience behind the wheel, all within sight of the historic Motor Circuit.

Since launching in 2020, the J40 Motor Company has shipped parts and accessories to J40 enthusiasts around the world, manufacturing quality replacement parts in-house at their Salisbury HQ. As part of a rapid expansion plan, the company now offers an official in-house restoration programme and a range of classic Austin J40 examples for sale – from all-original early examples to useable cars in need of light refurbishment.

A full range of parts and accessories will be presented, along with a selection of classic J40 pedal cars for sale, the first time the company has offered vehicle sales since launch. Selected cars will be fully documented and verified before being offered for sale with a specific J40 warranty and expert guidance from leading J40 experts.

J40 Motor Company Managing Director, Mark Burnett, said “It’s our mission to protect the J40 for drivers of the future as, for many, it provides their first interaction with a classic car. Fixing up a forlorn family J40 teaches restoration, actually driving one encourages a love of cars and taking part in the Settrington Cup must surely inspire the next generation of racers. The J40 Motor Company is dedicated to encouraging the next generation of classic car enthusiasts and whilst J40 pedal cars are not cheap toys, we are committed to ensuring all children get a chance to see, drive, experience and love the Austin J40.”

www.j40motorco.com

https://www.goodwood.com/motorsport/goodwood-revival/

About the Austin J40/ J40 Motor Company

Now famous for the children's Settrington Cup at Goodwood Revival, the Austin J40 pedal car was originally made in England by the Austin Motor Company Limited, based on the 1948 A40 Devon and Dorset. Each car was manufactured in south Wales at a specially constructed factory. Standard features included working headlights and horn, detachable wheels with Dunlop tyres, a realistic facia panel and leather or cloth seating. In addition, each car had an opening bonnet and boot, chrome bumpers, hub caps, grille, and boot handle.

A total of 32,098 Austin J40 pedal cars were made before production ceased in September 1971 with cars being shipped around the world. Today the J40 pedal cars are as sought after as a full-sized classic car with restoration ready examples, continuing to be discovered in sheds around the world, now fetching thousands of pounds. Concours examples, as seen on the grid at Goodwood Revival, can fetch much more.

The J40 Motor Company, owned by Burlen Ltd, was founded in 2020 to manufacture and supply Austin J40 parts and accessories around the globe. Today the J40 Motor Company has a manufacturing and restoration HQ in Salisbury and a sales and experience centre at Bicester Heritage. Services offered include sales, service, restoration, continuation cars, driving experiences, merchandise and events making the J40 Motor Company the largest Austin J40 specialist in the world.

About the Goodwood Revival

The Goodwood Revival is the world's greatest historic motor race meeting, and the only sporting event of its kind to be staged entirely in a period theme. More than just an unrivalled weekend of historic racing, it is an immersive celebration of a less disposable

world, where “make do and mend” was a way of life rather than a casual slogan.

The Revival is, at its heart, a celebration of craftsmanship and sustainability, from an age when possessions were made to last and be cherished. It promotes a thoroughly modern ethos – to “reduce, reuse, repair, restore and recycle” – in the most authentic way possible. All the cars are original, having been lovingly maintained since new, many of the outfits have been handed down through generations, and even the retailers specialise in pre-owned artefacts – everything from clothes and accessories to automobilia and books.

It is, proudly, the world’s biggest and most glamorous second-hand event.

Further reading:

You may also be interested in this 2015 article on Wheels-Alive about the original Austin J40: why-austins-smallest-car-hails-from-the-welsh-valleys/