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Ultra-rare Derbyshire-built car comes home

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Incredibly rare Derbyshire-produced Paramount returns to its home county, and is on display at Great British Car Journey...

They tell us:



(Words and image from Great British Car Journey).

Better known for the manufacture of Rolls-Royces and Toyotas, few people know that in the 1950s, Derbyshire was also home to the production of the now almost forgotten Paramount car.

And now, the fifth Paramount car ever made has gone on display at Great British Car Journey after being discovered at a classic car auction.

Richard Usher, founder and director of Great British Car Journey explained: "We consider ourselves experts in British classic cars but even the Paramount was a mystery to the team here. We had no idea this car even existed. It wasn't until we were alerted to its local history that we knew we had to have it and bring it home. The Paramount really is a forgotten piece of Derbyshire's motoring heritage."

Only 10 Paramount cars were manufactured at the factory in Swadlincote and all of them bear the registration PNU, and were numbered 1 - 10.

"We'd love to trace another of the Swadlincote Paramounts, but we think it's highly unlikely any will be in existence which makes ours even more special," said Richard.

Just 16 Paramounts were produced in Derbyshire; first at the Swadlincote factory and then later in Melbourne, until production moved to Buckinghamshire in 1953. In total, just 76 Paramount cars were made until 1956 when production ceased.

"Our brilliant team at Great British Car Journey have already got the car running and looking a lot smarter than when she arrived," he added.

According to an advert from 1950, the beautiful red, four seater convertible Paramount was 'designed to provide a sports car of exceptional beauty whilst retaining the distinctive British character favoured by most sports drivers.'



The Paramount boasts Triumph running gear underneath its all-aluminium bodywork which is stretched over a wooden ash frame mounted on a tubular metal chassis.

Richard added: "The car is beautifully made. It is testament to the skills of the craftsmen who made her, as the bodywork is full of complex curves."

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The Paramount now joins Great British Car Journey's only other Derbyshire made car in the interactive exhibition - a Rolls-Royce once owned by Scouts founder Lord Baden Powell.

To see the car on display at Great British Car Journey, purchase discounted tickets and find details of opening times at <https://greatbritishcarjourney.com/plan-your-visit/>

About Paramount Cars

Paramount Cars was founded as a garage business in Swadlincote in 1948 by Bill Hudson and Sam Underwood.

Just 12 months after production of the Paramount started, the Meynell Motor Co. bought the business and moved it to Melbourne. Production then moved from Derbyshire to Leighton Buzzard in Buckinghamshire in 1953 after the company was once again sold, this time to Camden Motors.

Camden Motors increased the initial selling price of £637 to more than a £1000 for the hard top version of the Paramount. The price was uncompetitive, and production ceased in 1956.

About Great British Car Journey

Great British Car Journey (GBCJ) is located at Derwent Works, Ambergate, Derbyshire, DE56 2HE.



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The interactive classic car museum opened in May 2021 and was subsequently named as Visit Peak District and Derbyshire's Best New Tourism Business 2023.

The exhibition boasts a collection of more than 140 iconic British cars manufactured and designed in the UK between 1903 - 2000, including the classic Mini, Austin Seven, Ford Escort and the DeLorean.

GBCJ takes visitors through a nine-stage story of the rise and demise of the British motor industry using a unique interactive device which has been created by event technology specialists Imagineear.

Drive Dad's Car allows visitors to take a test drive with an instructor in a selection of over 35 iconic British cars, including the Austin Seven, Morris Minor, Rolls Royce Silver Spirit and Reliant Robin.

Keep up-to-date with developments at Great British Car Journey and Drive Dad's Car on social media: Facebook - @GreatBritishCarJourney and @drivedadscar

Twitter - @car_british and @DadsDrive

Instagram - @gbcarjourney and @drive_dads_car

Book tickers to the attraction at www.greatbritishcarjourney.com

Book Drive Dad's Car driving experiences at www.drivedadscar.com

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