

TELEPHONE: 27626 (FIFTEEN LINES)



BY APPOINTMENT
TO H.M. QUEEN ELIZABETH THE QUEEN MOTHER
MOTOR CAR MANUFACTURERS

TELEGRAMS: DAIMLER PHONE COVENTRY

The Daimler Co. Ltd.

COVENTRY

Daimler

G. P. O. BOX N° 29

OUR REF. **WEH/LMT.**

YOUR REF. ---

12th July, 1963.

J. S. Immenga, Esq.,
Hoofdstraat West 30,
Uithuizen (Gron).,
Holland.

Dear Sir,

We thank you for your letter of the 7th July and have noted your request.

Accordingly we have pleasure in enclosing herewith, illustrated brochures describing the current range of our passenger cars together with typed list showing the notable events in the history of our Company, both of which we trust will prove of interest to you.

Should you require further information however, we suggest you contact our Distributors for Holland -

Messrs. N.V. Lagerwijn's Automobielen-
Maatschappij,
'S Gravenhage,
Frankenstraat 81, The Hague,

who will be pleased to give you any assistance necessary. Thanking you for your kind interest in our productions.

Yours faithfully,
for THE DAIMLER CO. LTD.

W. Hilton
W. HILTON.
EXPORT MANAGER.

Annual Holiday

These Works will be closed from
Friday, 12th July, 1963 until
Monday, 29th July, 1963

NOTABLE EVENTS IN THE HISTORY OF

THE DAIMLER CO. LTD:

Gottlieb Daimler built his first car.		1886
Arrival in this Country of the first Daimler Engine.	May,	1891
Formation of the Daimler Motor Syndicate Limited.	May,	1893
Arrival in this Country of first Motor Vehicle with a Daimler Engine.	July,	1895
Registration of the Daimler Motor Company Limited.	January,	1896
First Motor exhibition held in London at which Daimler Motor Company exhibited.		1896
First London to Brighton 'Emancipation' run in which Daimler Engine predominated.	November,	1896
First Coventry - built Daimler Car produced.	January,	1897
First time JOHN O' GROATS TO LAND'S END accomplished - on a Coventry - built Daimler Car.	October,	1897
H.R.H. THE PRINCE OF WALES given first ride on the public roads in a Daimler.	June,	1898
KING EDWARD VII ordered his first car- A DAIMLER.	June,	1900
Tenth Birthday of The Company.		1906
Historic test of 2 Daimler Sleeve - valve engines by R.A.C. (Engine run on bench for 5 days 14 hours non-stop. Engine immediately fitted into Daimler 4 seat saloon and driven 112 miles to Weybridge. Here the car did 1,930.5 miles on the Brooklands track at an average speed 42.4 M.P.H. Car driven back to Coventry, making over 2,150 miles in all. On arrival at Coventry engine replaced on test bench and run for 5 hours 15 minutes. Engine then completely stripped. R.A.C. report states 'THE ENGINE WAS COMPLETELY DISMANTLED, AND NO PERCEPTIBLE WEAR WAS NOTICEABLE ON ANY OF THE FITTED SURFACES'.)	March,	1909
Amalgamation of the B.S.A. and Daimler interests.		1910
Formation of the DAIMLER CO. LTD:		1910
Absorption of the LANCHESTER MOTOR CO. LTD:		1931
Ver - Production - 6,665 Scout Cars; 2,764 Armoured cars; 2,441 Tank Steering Units; 20,302 'Hercules Aero Engines; 18,306 'Mercury' Aero Engines; 12,196 'Pegasus' Aero Engines; 10,971,000 Aero Parts;		

14,356 Bomber Gun Turrets; 7,183 'Power Egg' Aero Engine Assemblies; 1,083 Bus Chassis; 74,000 Bren Gun Bodies; 184,327 Bren Gun Parts; 403,769 Browning Gun Parts.	1939 - 1945
Fiftieth Birthday of the Company	1946
Commissioned by Government of South Africa to supply Fleet of Daimler Cars for use of Royal Family during TOUR OF SOUTH AFRICA.	1947
Daimler Cars used at CORONATION OF QUEEN ELIZABETH II,	1952
Commissioned by Government of New Zealand to supply Fleet of Cars for HER MAJESTY'S USE ON THE ROYAL TOUR.	1953
Sixtieth Birthday of the Company.	1956
Introduction of completely NEW HIGH PERFORMANCE V8 ENGINE UNIT, fitted in Fibreglass - Bodied 120 M.P.H. SPORTS CAR. - The SP.250	1959.
The Daimler Company Limited purchased by Jaguar Cars Ltd., but continuing as complete entity.	May 1960
Introduction of new 'MAJESTIC MAJOR' 4½ Litre V8, 120 M.P.H 6-SEATER SALOON	October 1960
Introduction of new 110 M.P.H 8-SEATER LIMOUSINE with 4½ Litre ENGINE	September 1961