

DEALER PROFILE



BESPOKE PERFORMANCE

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It is most likely that both past and present owners of TVRs, especially those living in the Home Counties will remember, if not a past of present customer, the TVR Centre in Arkley. From the mid-eighties until the Blackpool manufacturer's demise of this highly regarded high performance British sports car some six years ago, the Hertfordshire based outfit was responsible for over 20 per cent of its UK sales and service. And from 1999, it also took on Noble.

Under the Bespoke Performance banner, the firm has relocated to far superior premises in Ware, still in Hertfordshire but now with plenty of parking and easier access to the A10, M1, M11 and A1(M).

Beside the move to bigger and better premises to cater for the whole classic car spectrum, there are other exciting plans afoot for Bespoke Performance as Mark Kent explained. Mark is a self-confessed TVR fanatic and feels there is a niche market for new 'bespoke' built models silhouetting iconic classics but where comfort, performance, handling and weather equipment can be vastly improved; not to mention the advantages of modern mechanical running gear.

This is nothing new of course with such desirable recreations already available such as the Jaguar SS100, Porsche 356 Speedster and 550, a variety of Ferraris and even a Mercedes 300SLR where prices for the 'real thing' are beyond many pockets but one in particular Mark is pretty excited about is the Big Healey '3000'.

AH enthusiasts may remember the limited run of HMC continuation models built by the Healey Motor Company back in the '80s often known as the MkIV. Later in the '90s Holmes Sportscars Ltd was formed and under the direction of Graham and Peter Holmes, limited production continued although was short lived. But that's not the end of the story for Mark has discovered



that there were enough parts to complete at least a couple more cars and together with the Holmes brothers skills, they will be hand built and as the new Ware's company name implies, to "bespoke" customer specification. This means latest air conditioning and heating system, power steering, luxurious leather and wood trim and quality hood and full weather equipment for the SE model "It's a rare opportunity to own one of the very last of these very special limited editions", Mark told us. In addition to the remaining two and if the demand is there, further Lightweight models could be built to order.

Taking a look inside Bespoke's new service facilities, it was interesting to see the variety of customer's cars of all ages in for various facets of attention.

A pre-war Packard and an Aston Martin International were in for minor maladies and check-over whilst an "as new" TVR Sagaris was having the finishing touches to a complete rebuild around a brand new chassis having been bent in an unfortunate accident after just a few miles.

The new Bespoke Performance centre is managed by Martin Russell, and now with the aid of three qualified technicians and a store keeper for, the team is fast gaining a reputation for sales, servicing and restoration such individual makes as TVR, Noble, Mazda RX8, Ginetta & Fabio, TD 2000, Westfield and Mansretta.

As Mark told us during our visit, "Whilst at Arkley we were essentially the TVR Centre, we recognised that we needed a different 'collective name' to move forward and attract new business from other marques and area, hence the new title Bespoke Performance, but our success through these recent and ongoing difficult times has been largely due to our fantastic customer loyalty. We like to think our attention to detail and concentration to detail is the very best".