



To be seen from 20 December in The Hague

100 years Alvis in the Louwman Museum

From 20 December 1919 to 2 February 2020, the Louwman Museum presents a retrospective exhibition of seventeen Alvis cars from the period 1920 to 1967 at the Great Hall in the museum.

Alvis is known as an English manufacturer of high quality cars who introduced a number of important innovations that are still used in the automotive industry. The exhibition shows a beautiful overview of the most important models that were fitted with mostly typical traditional English bodies.

In 1919, engineer and businessman Thomas George John started a small factory in Coventry, which produced the first cars the following year. These were of high quality and equipped with a 1.5 litre four-cylinder engine with aluminum pistons and pressure lubrication, progressive at the time.

In the 1920s, Alvis played a leading role in the application of front-wheel-drive racing cars that operated at Brooklands, Le Mans and the Tourist Trophy. The experience gained in racing led Alvis to introduce the world's first front-wheel drive production car in 1928.

From 1927, six-cylinder cars were also added to the product range. The chassis was made by the company itself, but the bodywork was still supplied by several English coachbuilders. The models became bigger and more luxurious and the competition was with brands like Bentley and Lagonda. In 1933 Alvis presented the first production car with a fully synchronized gearbox. A year later the brand came up with independent front suspension.

Just before the beginning of the Second World War, Alvis focus was on the production of aircraft engines and military vehicles. German bombardments in 1940 completely destroyed the car factory. After the war the production of cars in the higher market segment started again. Again it was decided to buy the bodies from third parties. In 1967 the production of Alvis passenger cars finally stopped.

The exhibition '100 Years of Alvis' was created on the initiative of and in close cooperation with the Alvis Owners Club Nederland. (AOCN)

Visit web site [www. Louwmanmuseum.nl](http://www.Louwmanmuseum.nl)



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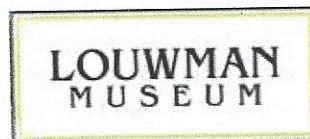
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Alvis is not dead.....Alvis lives and lives on.....!

I have heard this statement before, the A of Alvis was an E of Elvis!

Although the gates of the Alvis car factory have been closed for a long time and no Alvis cars have been produced for more than 50 years, the vehicles that have stood the test of time are kept alive by their owners.

The Alvis factory was founded in 1919 and the first car was delivered in 1920. We are talking about 47 years of car production with a total of more than 20,000 units of which about 4,000 have survived and are known.

The transition from 2019 to 2020 will be used by the Alvis Owner Club Netherlands to pay tribute to '100 Years of Alvis'. That Alvis is not dead is shown by the cars shown here and the interest in this exhibition. The initiators of this exhibition, as well as members of the AOCN, André Hillebrand and Ab van Egmond, together with the Louwman Museum, show the car history of the Alvis brand. This would not have been possible without the cooperation and enthusiasm of members of the AOCN and Alvis owners who have made their jewels available for this exhibition. Where better to present this illustrious brand than in this beautiful museum. Organising a presentation like this is almost impossible for a small car club with 80 members. We are therefore very pleased with the cooperation and support we have received from the Louwman Museum, in particular from Evert Louwman and Ronald Kooyman. A presentation of this nature would not have been possible for the AOCN without the museum's support.

André, our secretary, in addition to coordinating this exhibition, has also found time to compile articles on mascots and Alvis in a book, the first copy of which has been offered today.

One of the goals of the Alvis Owner Club Netherlands is to unite owners of Alvis cars to jointly enjoy cars from a bygone era. We also see it as our duty to cherish, preserve and pass on our heritage. However, the most important thing is the use of these special vehicles. We look to the future with some care, there are dark clouds above combustion engines, so also above Alvis. We hope that our surroundings will have enough historical awareness so that we can continue to use our cars in the coming years. May also in the future a collection of cars like this one not only be admired in a museum, but also visible and driving on the road for everyone.

Sombre thoughts are misplaced at a festive opening, but thinking ahead never hurts. In the coming month we will in any case have the opportunity to introduce the public to the Alvis brand as a heritage.

The board of the AOCN thanks all those who made the commemoration of 100 years of Alvis possible.