



Newsletter

May 2007

The big news this month is that Lancia have just announced a new Logo as seen above. It has been created by RobilantAssociati, an advertising agency that specialises in brand advisory and strategic design, and by the Lancia Styling Centre. The Lancia tradition has been upheld with use of the colour blue, which has been present since 1911, and the shield, which was added in 1929, but has been brought up to date by the use of 3D graphics. The steering wheel has also been retained but now with only two vestigial spokes acting as pointers to the Lancia name. This has been slightly touched up to make it more legible, but still maintains its graphical links with the 1911 logo. Let's hope it will not be too long before we see cars driving around the Cape behind this new badge.

You will note that we have a new section in the Newsletter updating us on what is going on in the Laing garage. Thanks Phil for the info and pictures. I would like to expand this section, so please send me details and pictures of your project and I will publish it as it all helps to motivate us all to get on with or start new projects. This is the only way that the Lancia brand will survive in South Africa unless new vehicles start arriving here soon.

LAST EVENT

Breakfast – River Cafe



The Cape Lancia Club luck with the weather held out and we were able to have Breakfast outside. We were all able to get onto one big table that let to some lively conversation, mainly about Lancia's, travel, and food. Everyone appeared to enjoy the dishes from the varied and innovative menu and were pleasantly surprised as to how light the bill was. It is certainly a venue that we will use again. Thanks to Mike Thomas for the Photo.

FORTHCOMING EVENTS

Garage Meeting – The Harvey Garage – Saturday 2nd June 2.30pm

John Harvey has invited us to his Garage in Kenilworth for this event. For a change from Lancia's he is going to show us his Austin 12 that has been in his family since new.

His address is 17 Pine Road, Kenilworth. Pine Road runs between Harfield and Main Roads.

John's contact details are Tel: 021 762 1362 Cell: 082 772 5944 in case you get lost.

Braai – d’Aria Wine Estate – 15th July

As I am going to be overseas at the time of this event we will not be able to have the usual Chairmans Braai. Fortunately Julian has stepped in and is organizing a Braai at the d’Aria wine estate. Having experience Julian’s flair for catering I’m sorry I’m going to miss it. Full details will be published in the next newsletter.

Jim

LANCIA REGISTER

Do not forget to complete your form and return it to Johann. I have attached it to the Newsletter again in case you have misplaced last month’s copy.

In the Press

Laurence has come across an interesting article in the May 14th copy of Fortune magazine. It is about the turnaround of Fiat’s business fortunes, which is mainly attributed to the new CEO Sergio Marchionne. However, full credit for returning the Fiat Group Automobiles back to profitability is given to Luca De Meo was promoted from chief of the Lancia brand to heading the whole group comprising the Fiat, Lanci, and Alfa Romeo brands. I will bring the Magazine to the Garage meeting for those of you who would like to read it.

The Baldwin Garage

From the Fulvia side.



I have rebuilt the Series I generator using the bits obtained from Phil but when fitted to the car the ignition light stayed on and I could only measure 0,5 volts output. An Auto Electrician has checked it and the Regulator out and says that the Generator is fine and the problem is with the Regulator. I am therefore looking for the correct type of Regulator as the Electrician says the cheap modern units can cause problems due to overcharging. I am wondering if this was the cause of the old generators demise.

We had a fun Sunday morning Phil and Sheldon came round and we all stripped down the Fulvia front subframe that I have left over from my old spares car. This went amazingly quickly with three pairs of hands and an air impact wrench. This is a good example how the spirit of the club is working as Julian originally passed the rolling shell onto me and I have been able to share it with the Laing’s.

It has been very quite from the Beta side of the Garage as the Monte has become remarkably reliable and Laurence is studying hard for his final year exams.

Jim

The Laing Garage

Good progress has been made on the subframe since the last Garage Meeting. As you can see from the following pictures it has been completely stripped repainted and is now nearly rebuilt. The search is now on for good ball joints needed for completion. If anyone knows of a reasonable source or equivalents please let Phil know.





CAPE LANCIA CLUB

Club Website: www.lancia.za.org

2007 Calendar (Provisional)

June 2nd - Garage Meeting (Saturday)
July 15th - Social Meeting (Sunday)
August 4th - Garage Meeting (Saturday)
September 2nd - Social Meeting (Sunday)
October 6th - Garage Meeting (Saturday)
November 4th - Social Meeting (Sunday)
December 1st - Garage Meeting (Saturday)

COMMITTEE

Honorary President

Peter Immelman
Home 686 3305
Cell 083 300 7666
Email
peter_i@iafrica.com

Chairman/Editor

Jim Baldwin
Home 557 1266
Work 710 6823
Cell 082 622 8677
Email
jimb@ananzi.co.za

Treasurer Membership

Julian Schut
Cell 082 339 1988
jschut@iafrica.com

Registrar

Johann du Toit
Home 685 6824
Cell 084 205 5174
Email
dutoit@intekom.co.za

Spares/Webmaster

Laurence Baldwin
Home 557 1266
Work 657 1786
Cell 083 649 9445
Email
laurence@mindspring.co.za

Librarian

Chris Pretorius
Home 712 7463
Cell 083 401 2043
Email
chris.pretorius2@za.bp.com