



Issue 42 February 2008

50 Years Down Under

By John Barram

The hard-core Seven enthusiasts of Brisbane, Australia, decided at the 11th hour that the 50th anniversary year of the Lotus Seven could not be let to pass without having a suitable event to mark the occasion.

The event was open to any Seven car built by Lotus or Caterham. Their respective owners were also most welcome but a couple of cars did get there without their owners. The Lotus cars were easiest to find. A few of us have owned Sevens for decades and have friendships accordingly. We were lucky to get motor sport photographer Wayne Reed of Osello Photographics who came along with his Caterham. In the end we had six Lotus and Seven Caterhams, from the 20 or so possibilities in South East Queensland. Two cars were unavailable due to being involved in serious restoration work. A few came by truck or trailer but most were driven to the event.

Arrival time was at 10.00a.m. and soon after that, they were all there except for Jason who phoned in with an apology. There was a fair amount of standing around just looking at the cars before we got down to arranging the cars for some photography while most people retired to John's verandah for refreshments in the shade.

Some great shots were taken then it was time to head for lunch, with a line of Sevens trying to be not too obvious in the Sunday morning traffic. No chance!



Regional Ford Focus Launch

Earlier this month, Caterham ventured to the relaxed area of Weston Park in the Midlands to complement the regional launch of Ford's brand new Focus. A healthy stint of perfect weather meant that all of the cars looked spectacular in front of the Grand Weston Park Manor house. The days consisted of members of press from all local areas of the Midlands and Wales driving and photographing the various cars available. Being one of the only petrol performance cars there, our brand new Roadsport SV 125 generated a lot of interest with guests wanting to drive and be driven along the snaking country lanes. The unsuspecting press were amazed with the performance and handling from our entry-level model.



Paul Swift (National stunt driver and current British Auto-test Champion) was let loose in the Caterham in the afternoon and after 10 minutes, balding tyres and a captivated audience, the fumes of burnt rubber could be smelt around the grounds. Another satisfied punter!

A repeat performance in East Grinstead (a little closer to home) a couple of days later was just as successful with some clear, but colder weather. By the afternoon on the first day, people were queuing up for quick blasts around the block, including staff from the hotel! Some very positive feedback from the press with a Southern Counties journalist reporting a piece on Caterham 7's on BBC Berkshire soon after, and a number of magazines and local papers wanting to hire a car for the following weekend!

All in all, a good success for Caterham, and a great occasion to relight our fire with Ford.



Caterham Drive Experience
Call, email or visit on-line to book your event!

SPRING 2008 CALENDAR

March

1st	Brands Hatch	SOLD OUT
6th	Brands Hatch	Slalom
13th	Brands Hatch	SOLD OUT
15th	Brands Hatch	SOLD OUT
21st	Silverstone	Slalom
22nd	Silverstone	Slalom
23rd	Silverstone	SOLD OUT
25th	Silverstone	SOLD OUT

April

4th	Guildford	Slalom
5th	Guildford	SOLD OUT
21st	Brands	SOLD OUT
22nd	Brands	Slalom
23rd	Brands	Drift
25th	Silverstone	Slalom
25th	Silverstone	Circuit Experience
26th	Silverstone	Slalom
27th	Silverstone	SOLD OUT

May

2nd	Guildford	Slalom
3rd	Guildford	Slalom
10th	Silverstone	Drift
14th	Brands	Drift
23rd	Silverstone	Slalom
24th	Silverstone	Slalom
25th	Silverstone	SOLD OUT
28th	Brands Hatch	SOLD OUT

For further details, please call up our CDX team on 01883 333700 or email CDX@caterham.co.uk



Bespoke Seven is the most powerful production car - V8 engine delivers 1,000 plus bhp-per-tonne

Say hello to the exclusive custom-built, Caterham Seven Levante. Capable of 0-60mph in under-three seconds, this unique V8 powered model boasts a power-to-weight ratio of more than 1000bhp per tonne. Limited to a run of just eight and with over 500bhp, the lightweight Levante is the first to be offered by Caterham's new performance arm, RS Performance. The Hertfordshire-based engineering house is tasked with creating extreme-performance, bespoke Sevens with specifications limited only by the customer's imagination. At the heart of every RS-badged model is the supercharged, 2.4 litre RST-V8. With over 16 years of development, the 40-valve engine weighs an astonishingly light 90kg and requires only minor servicing every 8,000 miles. Restricted to a top speed of 150mph, the £115,000 Levante features a modern interpretation of the Seven's classic looks bolstered with a sophisticated electronics package including traction and launch control to help get the phenomenal power to the floor. Weight reduction runs throughout the car, from the carbon fibre interior finished with Kevlar seats down to the hosing used on the cooling systems. Three Caterham Seven Levante models have already been sold and, with such performance available at the rear wheels, every car comes with a mandatory two-day advanced driving course. Caterham Cars has long been the epitome of personalised motoring, with almost every version of the 12,000 Sevens on the road differing from one another. This joint venture takes that famous philosophy to an altogether new level.



We've been monitoring the press reaction to the Levante. We've found a few that made us smile. See what you think!

This is the RS, the most powerful Caterham ever and just about as close as it's possible to get to pure, distilled lunacy.
Top Gear On-Line

That sounds madder than a bag of badgers! I thank the pistongods for this slice of British nuttury, this is what the UK car industry is all about- guys in shed's building low volume lightweight cars with insane figures. I'm offering a partially used girlfriend and both of my testicles for the first one off the line.
Piston Heads Reader

But this is genuinely, arm-chewingly, wolverine-jugglingly mental.
Top Gear On-Line

Assuming you don't find a wall/tree/portal-to-another-dimension first, that'll take you to 60mph in less than three seconds and on to a top speed limited to 150mph. Limited, we assume, by at least a cursory regard for one's own mortality.
Top Gear On-Line



RS Performance 'Levante' Technical Specification

Price	£115,000 (dependent on specification)
Chassis	Caterham SV
Engine	2.4-litre, 40-valve RST-V8 supercharged
Max Power	500+bhp @ 10,000rpm
Max Torque	300 lbsft @ 8500rpm
Gearbox	6-speed sequential, paddle shift option
Transmission	LSD
0-60mph	Less than 3 seconds
Top Speed	150mph (limited)
Weight	From 520kgs
Wheels	Image Billet; front 8 x 15, rear 10 x 15
Tyres	Avon CR500
Dashboard	Farrington and SPA design
Driver aids	Traction Control, Launch Control
Additional	Two day driver training course provided



Top Gear On-line's take on the Levante

The MD'S Column



I am responsible for the delay in sending out February's edition of Caterham Life – culpa mia. No excuse really given that today's technology and telecommunications has made the world a much smaller place and therefore irrespective of my whereabouts I should have kept to the print deadline. My apologies for those of you who have

been waiting by the 'in' box!

Whenever I travel to the United Arab Emirates (UAE) and surrounding countries of the Middle East I always return more impressed with the scale of their ambitions, aspirations and sheer application to make things happen (though of course oil wealth obviously helps!) My trip at the beginning of this month was no different and I have returned ever more convinced that opportunities remain untapped for Caterham both in terms of our drive experience offerings and more importantly our Academy and stepped motorsport programme. The plethora of existing F1 and Clubman circuits is tempting enough – Bahrain (BIC), Dubai, Qatar and Riyadh - but the promise of additional circuits coming on stream locally (e.g. Abu Dhabi) and further a field in India and further west whets the appetite for wanting to do business. Easier said than done however, given that all our competitors have the same view although we are well placed given that we have cars based at the BIC and Dubai as well as cars with retail customers in the region.

The opportunity to establish a regional Academy is most definitely there as the appetite for motor racing grows together with the national drive (please excuse the pun!) to nurture indigenous racing drivers; we need to make sure we have the best, most professional and value for money proposition and the UK Academy, over the last 13 years, has proven that we can deliver. Not easy by any means but we are focused and determined to play our part in developing motorsport in the region.

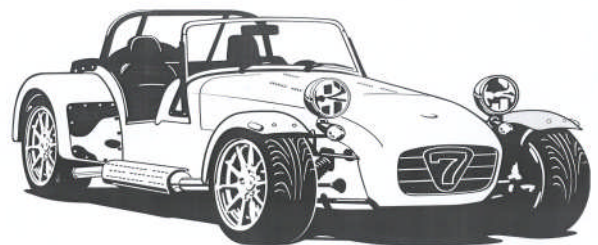
Linked to this endeavour I visited our Italian dealer

in Padova, northern Italy, and a market where Caterham has, over the years, had limited success. Trivellato was appointed in 2006 and has made significant progress in generating brand awareness through the press and his web site. However, the activity that has really garnered his imagination is the Caterham Drive Experience concept so much so he is sending one of his drivers, together with a journalist from Auto Capital, to attend a day at Brands Hatch in March with the objective of hosting his own experience days in 2008. Once again we in the UK know it works and I am confident that like our partners in Germany, Caterham Italy will be hosting 30 to 40 days a year throughout the country. And let's face it there should be a good appetite for Caterhams in Italy; they are passionate about cars and motorsport and they have the weather!

My final visit abroad this month was to attend the funeral in France of Corinne Beltoise who was the founder and key architect of B&B Propulsion which in turn was solely responsible for creating and developing Caterham motorsport in that country. Caterham Cars owes a great deal to Corinne's vision and determination and her untimely death is a great loss to Caterham and the racing community in France. It was a privilege to witness nearly 400 family (including her brother and ex-F1 driver Jean Pierre Beltoise), friends and acquaintances cram the cathedral in Ales, southern France, to celebrate her life and it is a fitting tribute to her achievements that Christian, her partner, intends to continue their work. To him and the Beltoise family we extend our deepest sympathy and belatedly thank Corinne for everything she did to promote and support Caterham in France. *Salut!*

Happy Easter!

Ansar Ali
Managing Director



What the papers said ...

The Roadsport Seven has just enough pace, resilient brakes, all the feel you could want and a chassis that mixes grip with poke in just the right proportion. Autocar

Any and every journey in a Seven..., feels like a wonderful adventure. EVO

If it's a Sunday afternoon drive to a country pub, or another lap of the Nurburgring, a Caterham Seven Roadsport will give you the best driving experience you've always wanted. Complete Kit Car

It doesn't matter how many times you've driven an R500: every time you plant the throttle the first burst of acceleration seems genuinely shocking. Autocar

Far from being hardcore and teeth-shattering, the Roadsport is as comfortable as it is invigorating. Autocar



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