

# **GUY MARTIN TO OPEN** AUTOMECHANIKA BIRMINGHAM'S BIC

The Morris Lubricants ambassador will play a big part in the company's presentation at this year's industry show

Morris Lubricants brand ambassador, television personality and truck mechanic Guy Martin will open the Automechanika Birmingham Big Garage Event on the 4th June.

Taking time out from his busy schedule, Guy will be present on the Morris Lubricants stand (K110) throughout the day and will also be taking part in a live Q&A session with the company's renowned expert on all things lubricating, Adrian Hill, from 13.45 to 14.15.

#### **GROWING AWARENESS**

Morris Lubricants has a special appeal for Guy, as a British-based independent manufacturer of oils and lubricants, the company seems a natural fit for the personality. "I like the fact they're British, have a range of everything you could need and are good honest folk," he says. "They sent me a load of samples, and I didn't know how many products they had and it's all good stuff. Whether it's on the trucks, cars or bikes, even my tractor, the quality is spot on."

In his role as a brand ambassador, Guy has spent time at Morris Lubricants' facilities in Shrewsbury, where the company produces its multitude of products beneath its landmark clock tower. "Originally, I just thought it was a few blokes in a shed in Shrewsbury, but to come here and see what goes into the blending and testing the oils is amazing," he mentioned during his tour last year. "I'd underestimated the whole Morris operation, but it's now an honour to be part of it."

The appreciation flows both ways in the partnership. "Having Guy as an ambassador for the company is great as he is not only a highly skilled engineer, but he also has good knowledge and experience using the products," comments Morris Lubricants Marketing Executive Andrew Simms. "He is also a thoroughly honest bloke, who says it as he sees it."

#### THE RIGHT GUY

In his role as a brand ambassador for Morris Lubricants, Guy can often be seen promoting the company's extensive range of automotive products for the motorcycle, car and truck markets. However, while significant, this is just a tiny part of his incredible journey. One minute he may be under a truck, but the next he could be racing around a road circuit on a superbike, or taking part in another incredible television challenge.

Yet beneath all this fame is a humble Lincolnshire lad who remains down-to-earth, and always insists that despite the adventures and recognition, he will never give up his day job, getting covered in grease and fixing the multitude of trucks that come his way. It is this endearing nature that has won a legion of fans around the world.

#### **MORRIS ON DISPLAY**

The Shrewsbury based company is celebrating its 150th anniversary this year, and its stand at Automechanika Birmingham will reflect this, while also looking to the future. Morris Lubricants will be showcasing its latest technology automotive lubricants, including the Multivis engine oil range, while also inviting visitors to take a step into augmented reality and journey through an engine with the Morris AR app.

Morris Lubricants will have technical experts on hand to answer questions about the latest OEM approvals, specifications and emerging lubricant technologies, while commercial and sales teams will be able to discuss everything from bulk delivery to storage options.

And of course, Guy will be taking part in a live Q&A session on 4th June, a perfect opportunity to find out more about him, his work with Morris Lubricants, and perhaps even how to make the perfect cup of tea...

Morris Lubricants can be found on stand KIIO at Automechanika Birmingham, taking place from 4-6 June at the National Exhibition Centre in Birmingham.



Morris Lubricants as one of the UK's leading independent lubricants companies, which is this year celebrating its 150th birthday, has appointed a "fresh pair of eyes" at the top to guide the successful business to the next level.

Chris Slezakowski, managing director at Shrewsbury-based Morris Lubricants, is relishing the challenge of taking the business forward. He will be working under the guidance of executive chairman Andrew Goddard, a fifthgeneration direct family descendant of company founder James Kent Morris.

"This is a tremendous company," said Chris. "It's very rare to find a company and investment in its workers and, after working for a number of global

companies, it's great to feel part of a business that is firmly established in the local community.

"The company is successful and is seeking ways to reach new heights of performance, particularly in customer service. We have a number of new products to launch, new ways to reach our customers and some cutting-edge technology to keep us ahead in our sector. Who wouldn't want to join a successful business with longevity and security that wants to be better?

"The opportunities for Morris Lubricants through market presence and acquisition." are all within our grasp and I am planning to use my experience in previous roles to develop our business into the next phase where digitisation and technical excellence will set us apart.

"I have not been brought in to keep things the same, but change should be gradual, positive and beneficial.

"My vision is to take the company to the next level by building on the success of the business and reaching the highest levels of performance attainable. Beyond that our ambition is to position Morris Lubricants as the premier specialist market choice and to be known for quality, value and service."

Looking to the future, he revealed that the company is expecting to grow

"A hallmark of this business is very conservative growth," he added. "I have with the organisational structure, but Morris Lubricants has a steady approach to growth which happens as a consequence of great service rather than seeing growth as a target in itself."

"The company is a lubricants specialist whereas many of our competitors do lots of other things. Because we have nothing else to distract us, our whole business relies on being experts in lubricants and it's crucial that we maintain that focus.

"The sector is dominated by the strive for better performance. Every product that we ship has a quality standard and that is not true in other industries. Half a million litres of lubricants a week is blended in Shrewsbury and we have hundreds of formulations and thousands of product variants."

Impressed by the length of service of employees, he added: "I have discovered that the business is run by people who are dedicated to performing well. Staff turnover is around two per cent when the industry average is 10 per cent. People want to stay with us; that's the hallmark of a business with strong family values."

Chris joined the business from the construction sector, having worked as a consultant with clients worldwide for 18 months. Prior to that he spent II years at SIG, rising from national accounts director to the leadership team at the £1.6 billion UK business. He advised government on housing strategy and offsite construction techniques and represented the company on a number of influential sector panels.

Earlier in his career, he studied physics at university and chose to work for pneumatic machinery company Atlas Copco for 10 years, rising from junior salesman to country manager for the UK, gaining valuable skills and experience along the way.

He then spent four years each at Hepworth Building Products – now Wavin – as sales director and Burdens as group commercial director of a business with a £300 million turnover.

Away from work, Chris & wife Dawn live in Pershore and their son Thomas lives in Los Angeles, and works as a creative director of a software development company. Chris enjoys watching international rugby, playing the piano and growing bonsai trees.





# ANNIVERSARY TRUCK TAKES TO THE ROAD...

**Morris Lubricants** has taken its 150th anniversary celebrations onto the road with the launch of a new limited-edition truck.

The Shrewsbury-based company has added a new Scania P280 to its fleet, decked out in gold and blue anniversary livery, to deliver to customers across the UK.

It takes the number of trucks in the company's fleet to 16 – a far cry from the days after the end of the Second World War when it was operating with just a single Rover 10 model, after several years of delivering by horse and cart.

Andrew Goddard, Morris Lubricants chairman, said: "With a proud heritage dating back to 1869, we have become one of the largest privately-owned manufacturers of high quality lubricants in Europe.

"We've developed a global reputation for delivering quality products and services in over 80 countries, and our anniversary is a perfect chance to showcase the future of the business, and reflect on its history too.

"That's why, alongside our specially commissioned 150 livery truck, we will also be taking our historic Sentinel steam waggon to a range of events in 2019."

The Sentinel waggons were used by Morris Lubricants in the years leading up to the Second World War, until being replaced with a petrol-engined lorry

A Sentinel came back into the business when former managing director Leonard Paterson sent his son-in-law David Goddard father of Andrew Goddard to buy one from the widow of a haulier in Somerset.

The vehicle was in the process of being restored at the time, so Morris Lubricants took over the task and returned the Sentinel to steam in 1976.

Mr Goddard, a fifth generation descendant of company founder James Kent Morris, said: "Sitting our new 150th anniversary truck alongside the Sentinel, as well as an old Ford model AA from 1928, is a very visual and powerful reminder of how much we have evolved.

"Today we have an ultra-modern fleet of 16 DAF and Scania delivery vehicles, giving us maximum flexibility and efficiency

"They are fitted with bespoke pump-off systems, allowing us to transport and deliver bulk products, while still being able to deal with smaller packaged goods."



# GOLDEN MAKEOVER FOR LANDMARK SHROPSHIRE BUILDING



OPPOSITION OF THE PROPERTY OF

One of Shrewsbury's most famous business landmarks has been given a golden makeover to celebrate a special anniversary.

Morris Lubricants is 150 years old this year, and has redecorated its frontage and clock tower in Castle Foregate in striking blue and gold to mark the milestone.

The clock tower is now proudly flying a golden British flag, reflecting the family-run company's proud heritage and tradition.

Grocer and candle maker James Kent Morris could never have envisaged becoming a global oil exporter when he first set up shop in Shrewsbury in 1869.

But the Morris family's link with the business has been maintained ever since, and today the reins rest in the hands of chairman Andrew Goddard, a fifth-generation descendant of the founder.

Morris Lubricants has been based at Castle Foregate since 1927, when the company took over the former Corbett's Perseverance Iron Works for the princely sum of  $\pounds6,500$ .

Mr Goddard said: "This proved a pivotal decision in the company's history, as Morris Lubricants is still proudly making products from the site today, and exporting to more than 80 countries all over the world.

"Any company is only as strong as the people who work for it, and the success of Morris Lubricants has been built over the years by its many staff, who have embraced an ethos of providing a unique, personal service to customers." Managing director Chris Slezakowski added: "This is a tremendous company. It's very rare to find a company that is celebrating 150 years of trading.

"That gives me a feeling of longevity and investment in its workers and, after working for a number of global companies, it's great to feel part of a business that is firmly established in the local community.

Founder James Kent Morris said: 'To do the common thing uncommonly well brings success', which is great. The words 'quality' and 'value' seem to run like a thread through Morris Lubricants.''

The makeover of the headquarters building is just one of many activities planned by Morris Lubricants to celebrate its anniversary.

It has already taken to the road with a new 150th birthday Scania truck, and is seeking to raise £10,000 for the Guide Dogs For The Blind charity with a year-long programme of fundraising events.

A limited-edition Morris Lubricants 150th anniversary operational manual is also being produced by Haynes, charting the incredible history of the company, its people, and products, and a big staff party is planned for later in the year.





# BATHAMS RACING CHOOSES MORRIS LUBRICANTS TO MAINTAIN ITS RACE BIKES IN 2019.

After being formed in 2018, Bathams Racing is pleased to announce that they have gained Morris Lubricants as a 2019 team sponsor.

Bathams Racing is competing in the Pirelli National Superstock 1000 Championship with Taylor Mackenzie and Michael Rutter with BMW S1000RR's; Rutter is also competing at the Northwest 200, Isle of Man TT races and Macau Grand Prix, not only with the team's BMW but also with the iconic Honda RC213V.

Team manager and rider Michael Rutter commented: "With such a busy racing schedule in 2019 planned, we will need a lot of engine oil for all three bikes as well as cleaning products to keep them all in perfect condition. Morris Lubricants not only have such a range of products to cover all our needs, but it is also all the highest quality, which matters a lot to us. We take a lot of pride with the preparation of all our race bikes, especially the Honda RC213V, and every product that we use to make the bikes the best they can be, has to be the best, and that includes what goes into the engine. Morris Lubricants was an easy choice for us to use."

This partnership comes at a perfect time, with Morris Lubricants releasing its updated Motorcycle brand which they have named "Race". The Morris Lubricants Race brand is the latest update to a comprehensive range of performance motorcycle lubricants which have been specially formulated for the exacting demands of motorcycles and scooters.

"Race" products can be used in a wide variety of performance motorcycles, tourers, cruisers and custom machines. Also suitable for highly tuned competition engines providing the latest technology with outstanding load-carrying and cleanliness performance, necessary for full power output. They've been tested under extreme competition conditions and further evolved in consultation with elite riders.

The partnership and rebrand follow on from the great success of Morris Lubricants ambassador Guy Martin, who is respected around the world for his performances on two wheels.

#### **Guy commented:**

"My view with regards to oil is: if it's serious in motorsport, then it's going to be a good product to use in the commercial industry, and I probably wouldn't have taken Morris seriously unless I knew it was serious in the motorsports world."





## A YOUTHFUL AMBASSADOR



Morris Lubricants brand ambassador Lydia Walmsley talks about her career, hopes for the future and how much her work with the oil and lubricants specialist means to her.

Motorsport can provide a challenging environment for young drivers. However, for Lydia Walmsley, competing in the Mini Challenge championship is made easier thanks to her partnership with Morris Lubricants.

The company is supporting Lydia as she looks to progress through the ranks of British racing, a journey that the 17-year-old started just ten years ago.

I was always into dance when I was younger,"
Lydia recalls. "It was at the age of seven or eight
that I started showing an interest in motorsport.
My dad raced since before I was born, competing
on oval tracks and winning championships, so I'd
been around racing for so long.

I think it was meant to be if I'm honest because I was surrounded by it all the time. My Dad said he would get me into a go-kart, so we went to Buckmore Park, and that's how my journey started."

And start it did. Lydia completed the Bambino training course before starting to race at her local indoor track in Ipswich when she was eight. "I did that for a year, becoming vice-champion and losing the title by a point, which was gutting!"

#### **KARTS TO CARS**

From there it was on to outdoor karting at Ellough Park, before starting in cars when she was just 14, in the Junior Saloon Car Championship (ISCC). "There are very few junior championships, so we chose the ISCC," Lydia comments. "Then the Mini Challenge seemed like a good step for us. You can start senior racing when you are 16, so as soon as I was, I moved up into the Mini Challenge. We chose it as it was quite similar to the Citroen Saxo that I raced in the ISCC - both front wheel drive. The only real change was the slick tyres that we now race on in the Mini Challenge, but we thought that there was such a great route as there are so many different stepping stones from the series."

Lydia currently races in the Cooper Pro class, with the John Cooper Works (JCW) Class the next step.

Lydia's ambitions do not stop there: "I'd love to be racing in the British Touring Car Championship (BTCC)," she mentions when asked what her future might hold. "I've been watching it since I was a very young girl and the racing seems so close. I'd also like to do things like presenting on the television and get my instructors licence as well, so I can teach others on the track. But if I'm racing, I want it to be in the BTCC.

"The championship goes to all the tracks in the UK, and I'm familiar with them. Plus, it's the top tier of British motorsport, and the racing is so close. It seems like such a fantastic atmosphere, so it's something I'd love to be a

This year, Exeler8 Motorsport, the company that builds and runs the Mini Challenge championships, has also built a BTCC challenger. Champions from the Cooper Pro and JCW series will win the opportunity to test the car at the end of the season.

#### **GAINING EXPERIENCE**

To get to the BTCC takes experience and knowledge, something Lydia is gaining in her time racing in the Cooper Pro series.

"Last year was such a big learning curve, not just for me but for my team as well. They've learnt a lot about the car set-up especially. Even though the Mini was fairly similar to the Saxo I've raced before, there is still a lot to learn on the mechanical side of things. I've learnt more about car handling."

Mistakes also contribute to experience, and perhaps Lydia's biggest lesson came at Cadwell Park last year."I rolled the car there, in the qualifying round," she reflects. "It wasn't the first time I have done that, it happened in the ISCC, and the accident at Cadwell wasn't as

big. But it did damage the car significantly – we couldn't take part in the race, and repairs were only finished on the morning we left for the next event!"

Accidents like this have not knocked Lydia. "Missing the race due to that incident made me even more determined to do well in the next round," she says. "I'm sure I'll be learning more in 2019, but I do think last year has put us in a good place for a really good season."

#### **BRAND AMBASSADOR**

It is this determination that has seen Lydia appointed as a brand ambassador for Morris Lubricants. Approaching them at the Autosport International show a few years ago, the Lubricants specialist now features heavily on the Mini Lydia races on tracks around the UK.

Morris Lubricants have been amazing; they are so supportive. They are such a big company as well, and it is fantastic to be associated with them. I appreciate their support. I've only been with them for a year, but in that time, they've done so much for me, and they seem really interested in motorsport as well, which is fantastic.

"We had the Mini on their stand at Autosport International in 2019, and we've wrapped it this year, so the name appears across the side of the car, a great advertising space.

"A lot of what I do is advertising their products. We use their lubricants in our car, and they allow us to perform excellently and without fault. We do a lot of social media for them, as we do for all our sponsors, but Morris Lubricants have got so many fantastic products for all different types of vehicle. So, it's good to be able to promote their brand."

Morris Lubricants to are pleased with the work Lydia does for them, and happy to see her gaining more experience as she looks to progress through the motorsport ranks.

"Lydia has been a shining example to all young motorists who want to achieve. She

works tirelessly not only on the track but as an ambassador for Morris Lubricants as well, which is why we are delighted to continue working with her," says Andrew Simms, Marketing Executive.

"As a young lady that not only has her racing to think about but also her education as well it is great to see such dedication and focus when others might falter."

#### **GROWING SUCCESS**

This year Lydia is hoping to be challenging at the front in the Cooper Pro Championship, having achieved a 9th place overall in her debut year. "There's a lot of new people this year joining the championship, so it's difficult to judge how competitive we will be next to everyone else, but I think our last year has put us in great steed for this season. I want to be on the podium and right at the front," she says.

The young racer also hopes to be an inspiration for others, especially women, who are looking for a career in motorsport. "There is not a lot of women in motorsport especially so perhaps if I can show that a woman can get to the top doing both the driving and other aspects then that would be great. It's fantastic to see so many women starting to come through but it's not enough, to be honest, and I think sometimes people don't think they can get into motorsport, and don't know how. So, if they can see someone doing it and doing it well then that would be







The automotive industry in Britain is facing Morris, the son of founder lames Kent a number of challenges. Alongside diesel sales declines and the need to persevere with new technologies, Brexit is also adding a complication to many UK-based companies.

Britain has a strong engineering prowess, dating back to the industrial revolution and the Great Exhibition of 1851. Since then, companies have been established to take advantage of great strides in technology and the needs that surround them. While many have fallen by the wayside, a number have survived, adding heritage to a range of products that are moving from historical to modern-day. Two such companies are now joining forces to weather the storms of change and benefit from each other's expertise.

#### A PIECE OF HISTORY

Morris Lubricants was established 150-years ago and has been led by the same family for five generations, making it a true British manufacturer of oils and lubricants. The business grew to supply oils after the First World War, when JK

Morris, built on his experience selling for the Anglo-American Oil Company, to purchase surplus lubricant under tender from the Disposal Board set up after the war. This enabled the business to achieve a nationwide status as a supplier and developer of oils for the increasingly popular internal combustion engine.

The Morgan Motor Company may be slightly younger, at 110-years, but it too can look back over a rich history of engineering heritage. After setting up a car sales and servicing business in 1905, H.F.S Morgan started dreaming of a vehicle of his own design. These thoughts led to the legendary Morgan 3-Wheeler in 1909, a simple design that took a motorcycle engine and integrated it into a lightweight chassis and body. Although not originally intended as a commercial venture, the favourable reaction to Morgan's machine encouraged him to consider putting the car into production.

#### **SENSE OF TRADITION**

History and tradition are a key factor in both businesses. Morris Lubricants established a base in Shrewsbury in 1912, and as its oil business grew, the company remained loyal to its roots. Oils are still blended in the town for all types of vehicle and industries including the classic range of Morgan sports cars. Being based in Britain allows the manufacturer to work closely with its suppliers, while also ensuring its main market can receive products as quickly as possible.

Morgan too has kept a sense of its history over the years. Away from the world of mass-production, the carmaker prefers for its vehicles to feature bespoke craftsmanship and quality. Building just 850 cars a year, each is put together by craftsmen using a combination of ash, aluminium and leather. These builders perfect their skills over a lifetime bringing together heritage, innovation and cuttingedge technology from the world today.

#### **LOOK TO THE FUTURE**

Both companies are facing challenges as the world moves on into the 21st century. For Morris, the increasing demand for economical and efficient engines in vehicles means more pressure on the lubricant system. The addition of a turbocharger and reduction in the size of the sump means oil has to do more work with less fluid. This brings unique challenges, developing products that can lubricate efficiently while working at higher temperatures, with thinner viscosities demanded by carmakers.

Historically, companies supplying aftermarket oils only had a small number of viscosities to work with, the most popular being 10W40. Today, however, vehicle manufacturers have their own specific requirements to match their finely tuned engines. From producing only two or three different blends, today Morris Lubricants develops multiple products for the many cars on the road today, alongside its range of classic oils, suitable for everything from vintage roadsters to Merlin aircraft engines.

Morgan itself is facing challenges, needing to adapt to the demand of modern motoring. Its current range, including the 4/4, the Plus 4, the Roadster and the Plus 8, was added to in 2011 by an updated version of the classic 3-Wheeler, after an absence of 50 years. In 2016, the company developed its first-ever electric vehicle, the EV3, taking its historic three-wheel design and adding electric motors to make it fully zero-emission.

The carmaker also needs to ensure that the engines in its Classic range run as smoothly and efficiently as possible. Therefore, Morgan has come together with Morris Lubricants to source an engine challenges shows that the UK's industrial oil that will protect its classic range of Plus 4, Roadster and 4/4 marques keeping them running smoothly, with the latest developments in lubrication benefitting the thousands of proud Morgan owners around the world.

To help promote this product release Morris Lubricants have called on their Racing brand ambassador Rebecca Jackson. They have recorded a video that

demonstrates the elegance of Morgan's vehicles and the benefits of using the specially formulated product that Morris Lubricants has blended for their vehicles. Rebecca has great experience in front of a camera following her time hosting the TV Show "Modern Wheels or classic Steals" on Dave. To watch this video head to the Morris Lubricants YouTube page https://youtu.be/p9OH3lw2Xj8

As Brexit becomes bigger news, with uncertainty continuing over future relations with Europe, the story of two British brands with fantastic heritage and innovative ideas for future and engineering prowess will endure throughout.

For more information, please contact Andrew Simms, Morris Lubricants' group marketing executive, on

Tel 01743 237555





Shrewsbury-based Morris Lubricants has set itself the target of raising £10,000 this year, to pay for the training of a guide dog puppy.

The company, which is celebrating its 150th anniversary, has chosen Guide Dogs For The Blind as its chosen charity for 2019.

It has signed up for one of the charity's 'Learn' packages, which involves adopting The company is also working with a and naming a guide dog puppy, and funding its two-year programme of training and development.

And the name which staff have chosen for their adopted guide dog? Morris, of course!

Chairman Andrew Goddard said: "Our aim is to raise enough money to support Morris on his journey from birth to becoming a fully-fledged guide dog, ready to change the life of a visually impaired person."

A busy programme of fundraising events is already under way, with at least one activity planned by the Morris Lubricants gave a talk about how a guide dog had team every month.

Already, the company has held a 'win a day off work' raffle, where employees paid £2 a ticket to enter. This raised £375 which is a great start to their campaign.

range of businesses around Shrewsbury who are generously donating raffle prizes.

Representatives from Guide Dogs For The Blind visited the Morris Lubricants offices at Castle Foregate to give a talk to staff, and brought along a guide dog puppy in training, called Oscar.

They explained the importance of fundraising to the work of the charity, and organised activities which gave employees the chance to experience what it is like to be visually impaired.

Guide dog owner Rosemary, who was paired with Barney three years ago, also transformed her life.

Andrew Goddard said: "There are almost two million people in the UK who are living with sight loss, which has a significant impact on their daily lives.

"Many of these people rarely leave their homes alone, which means they can sometimes lead lonely, isolated lives.

"If our fundraising campaign can help to prevent at least one person from being left out of life, then our year of fundraising will all have been worthwhile."



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### AUGMENTED REALITY

As one of Europe's leading manufacturers of automotive lubricants, we have been delivering lubricant innovation since the first Benz motorcar.

This Augmented Reality app allows you to experience an internal 3D visual view of how our lubricant flows through an engine, showing you why the right oil is crucial to the life of your vehicle.

Within the app you can also discover what oil you need in your vehicle by linking with our dedicated oil finder site, or grab some quick tech help via our Ask Ade portal.

Search for 'Morris AR' in the app store.

PERFORMANCE **DELIVERED** THROUGH TECHNOLOG







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