

SS JAGUAR 1.5 Litre

In 1922 two young men, William Lyons and William Walmsley created a business partnership which was to bring about the design and manufacture of one of the World's most famous Sporting and Luxury car brands.

They set up a business based in Blackpool, Lancs' designing and fabricating motorcycle side cars. Car ownership was still in its infancy so the *Combo*' meant that an entire family could get around. Thus began the Swallow Sidecar Company.

In the successful ensuing years, bespoke coach building, repairs and mods' were added to the business profile resulting in the first SS bodied Austin 7 in 1927 as Swallow Sidecar and Coachbuilding Company. Other orders followed forcing the firm to re-locate to Foleshill in Coventry to a former munitions factory.

Most notable was an alliance in the early 30s between the Standard Motor Company and the Foleshill factory. This brought about the SS1, with a unique chassis & body by SS which was displayed at the 1931 London Motor Show.

Late in 1933 a new company was established as SS Cars using Standard transmission and Side Valve engines. Development work was carried out on these 6 cyl & 4 cyl engines to an overhead valve configuration. Some 4 yrs later the SS brand became SS Jaguar as was the trend to use wild animal brand names.

Just imagine, it could have been called SS Giraffe?

SS Cars Ltd went on to develop the elegant 1.5 / 2.5 / 3.5 Jaguar Saloon & Sports Cars, up until WWII forced the diversion of resources towards the war effort. Guided by William Lyons, the company had survived the depression years by making a series of beautifully styled cars offering exceptional value for money.

At a JEC show the current owner was enchanted by the running boards, those spectacular headlamps and the classic lines of this car, and bought it in October 2012 becoming the third Jaguar in the family accompanying a MKII, a MKV and this car's 5th owner.

It was first registered on 4th July 1946 in Lancashire manufactured by SS Cars Limited. The anomaly is that SS Cars didn't exist in 1946 as Lyons changed the name of the company in 1945 to Jaguar Cars Ltd. The most logical conclusion is that the car was produced pre war and laid-up, a not uncommon practice, until such times as peace would allow it to be used e.g. the availability of fuel etc.

Its first owner resided in Blackpool, the car being originally Lavender Grey. It was subsequently resprayed white and silver by the previous owner when it became part of a wedding fleet.

The Registration Mark is original and present mileage is correct at only 30,084.