

The vehicle you are looking at was manufactured by **The Standard Motor Company of Coventry.**

Although the name Standard has passed into obscurity, you may be surprised to learn that you are familiar with many products of the Standard Motor Company.

Prior to the Second World War Standard enjoyed huge popularity with their range of well made competitively priced cars, which were made possible by using the latest production methods. This culminated in their streamlined "Flying Standard" range.

In 1944 Standard bought Triumph and in what would be called badge engineering today, designed and manufactured vehicles under both brand names until 1965, when they dropped the Standard brand. Models included the Standard 8, 10 and Vanguard, the Triumph TR range of sports cars, Herald and Spitfire.

In a deal with Ferguson, Standard designed a new engine, gear box and differential for the TE-20 tractor, which had previously been manufactured by Ford in the USA. Standard went on to manufacture over half a million "little grey Fergies" between 1946 and 1956.

In 1932 the Jensen Brothers made their first sports car on the Standard nine chassis.

William Lyons also chose Standard engines and running gear as the basis of his SS range of sports cars which were re-branded Jaguar in 1945. Although Jaguar went on to design its own engines and chassis its mechanical origins were with Standard.

Standard chassis were frequently used by other body builders including Avon, Railton, Gordon-England, Salmon's, Tickford, Raymond Mays, T.J.Richards and Holden.

During the First World War the Standard Motor Company manufactured 1600 aircraft including BE-12s, RE-8s and Sopwith Pups. During the Second, 800 Mosquitos, 3000 Bristol Beaufighters, 20000 Hercules engines, 750 Airspeed Oxfords, 417000 Mercury & Pegasus cylinders, plus many utility vehicles.

In 1961 the Standard Motor Company was taken over by Leyland, with many staff retained. Production in Coventry finally ended in 1990s as part of the Rover Group.

I hope this leaflet has inspired you to find out more about this historic company, with its associations reaching deep into British industry. The pictures overleaf show the wide variety of their products and derivatives.

Now if someone asks you "what's a Standard?", you can almost respond "what isn't!"

WHAT'S A

All-British
Standard

STANDARD



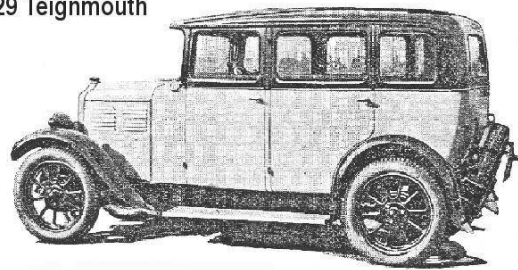
?

?

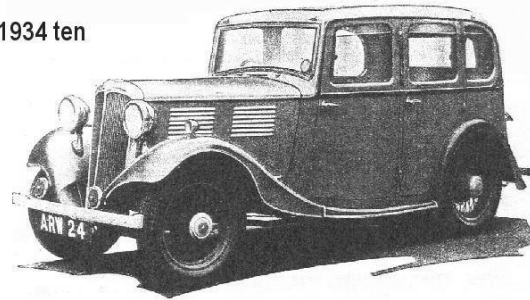


1919 SLS

1929 Teignmouth



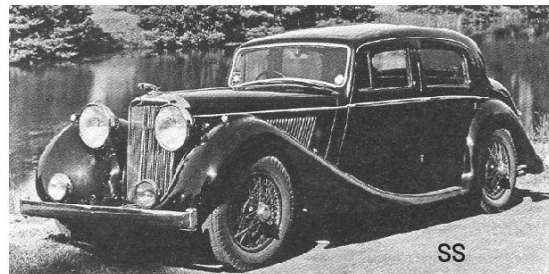
1934 ten



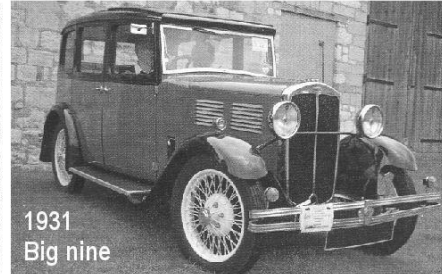
1928 Gordon-England



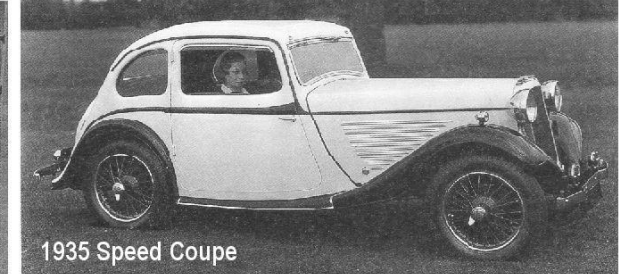
Sopwith Pup



SS



1931 Big nine



1935 Speed Coupe



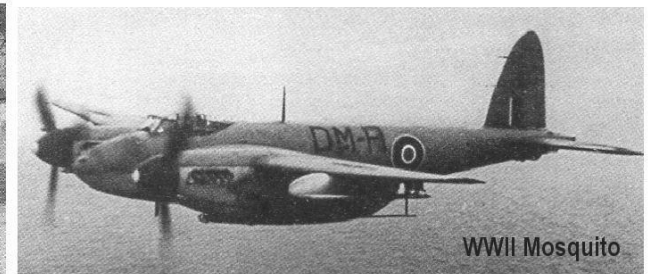
1935 Avon



1938 Flying 14



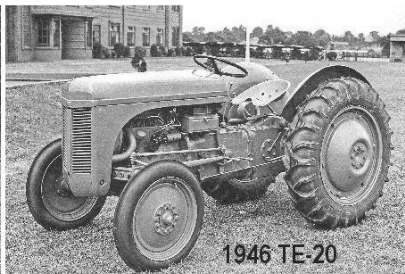
1953 TR2



WWII Mosquito



1946 Eight



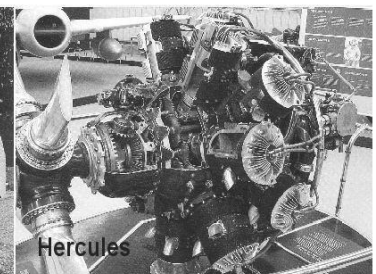
1946 TE-20



1957 Pennant



1953 Eight



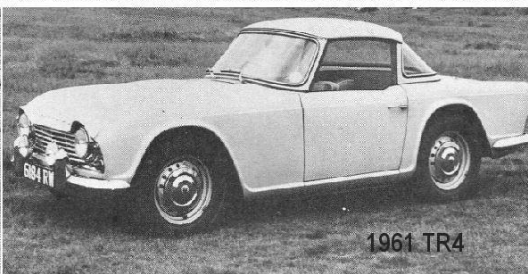
Hercules



1947 Vanguard



1959 Herald



1961 TR4



1958 Vanguard