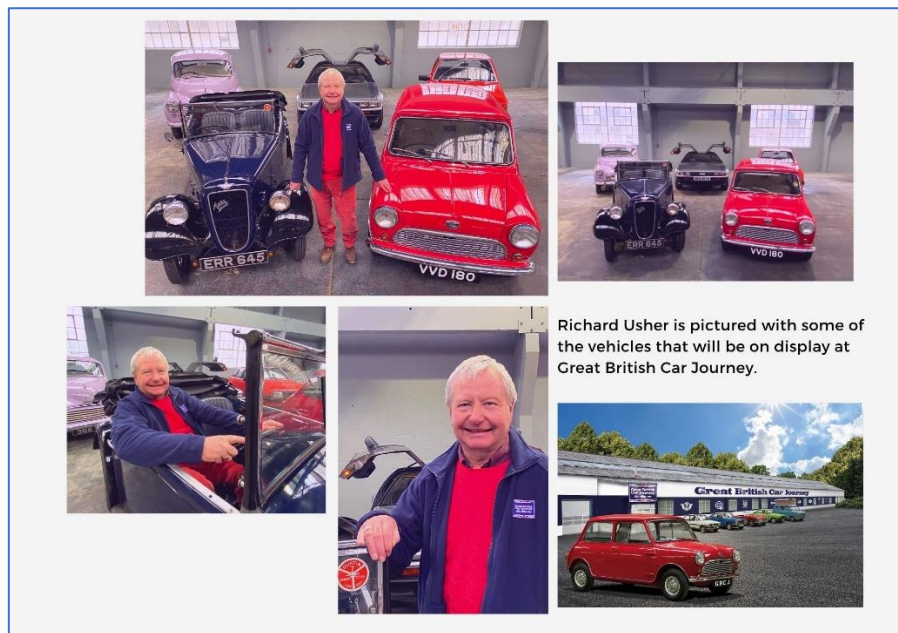


Press Release

09 February 2021



Great British Car Journey all set to open in 2021



Richard Usher is pictured with some of the vehicles that will be on display at Great British Car Journey.

Download hi-res jpegs of the images above at <https://we.tl/t-36Tdd4xwoS>

A brand-new classic car visitor attraction is set to open in Derbyshire later this year.

Great British Car Journey will open in summer 2021.

The announcement follows the signing of a lease on the former Wire Works site in Ambergate, Derbyshire.

The site, which is located just off the A6 in between Derby and Matlock, is currently undergoing an extensive refurbishment ahead of Great British Car Journey opening.

Originally due to open in 2020, plans for the attraction had to be shelved following serious health issues with two of its founders. Now back to full health, Great British Car Journey is out of the garage, back on the road and all set to open later this year with even more cars joining the original line up.

Located beside the River Derwent and within the Derwent Valley Mills World Heritage Site, more than 150 classic British cars which were at the forefront of a global transport revolution, will be exhibited at the new family-friendly attraction.

The visitor attraction is the brainchild of former Auto Windscreens and Blyton Park circuit owner Richard Usher. He explained: "Signing the lease is a real line in the sand and puts us on track for opening in 2021. The enforced break, through both ill health and the pandemic, means Great British Car Journey is coming back stronger having given us the opportunity to acquire even more fantastic British made and designed classic cars."

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The covered exhibition features vehicles from a bygone age, including Austin Sevens and Morris Minors as well as the more modern classics including the original Mini, Ford Cortina and Vauxhall Cavalier.

The Great British Car Journey will take visitors on an interactive journey through the golden years of British car design and manufacturing from the 1930s – 1990s using a unique audio-visual device.

Alongside the exhibition, Great British Car Journey will also boast a gift shop, café and onsite driving route on the four-acre site for the special Drive Dad's Car experience.

Drive Dad's Car will allow visitors to go for a drive with an instructor in a selection of over 30 iconic British cars from the Austin Seven to a Rolls Royce Silver Spirit. That old car smell and an analogue driving experience guarantees a wave of nostalgia for times gone by.

Richard added: The team and I are tremendously excited about the launch of Great British Car Journey and the Drive Dad's Car experience in 2021. It will be a fabulous addition to the many attractions in and around the Peak District and Derbyshire."

Keep up-to-date with developments at Great British Car Journey at www.Greatbritishcarjourney.com

Ends.

Notes to Editors

Richard Usher is available for interview by telephone or Zoom.

Great British Car Journey (GBCJ) is located at Derwent Works, Ambergate, Derbyshire DE56 2HE.

The GBCJ café and gift shop will be open to all visitors including non-ticket holders.

GBCJ will take visitors through a nine-stage story of the rise and demise of the British motor industry (a story that has never been told) using a unique interactive device which has been created by event technology specialists Imagineear.

To keep up-to-date with developments at Great British Car Journey, follow the new visitor attraction on social media:

- Facebook – @GreatBritishCarJourney
- Twitter - @car_british

Website – www.Greatbritishcarjourney.com

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