

DAVID BULL PUBLISHING

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**David Bull Publishing Delivers the Definitive Account of an Automotive Icon in
*Elva: The Cars, The People, The History***

PHOENIX, Ariz.—For knowledgeable sports-car enthusiasts, the name Elva is a familiar one. In the 1950s and 1960s the English company earned a reputation for cars that were deceptively simple—and surprisingly competitive.

But for too many years, the real story of this unique marque remained shrouded in myth. Now a new book from David Bull Publishing—written by renowned racing historian János Wimpffen—provides the first complete account of Elva’s evolution from a homegrown builder of Specials to a major player on the sports-car scene.

In Elva: The Cars, The People, The History, Wimpffen delves deep into the company’s origins in the south of England, its successes and failures at the track, and its influence on better-known marques such as McLaren and Porsche. But as the title indicates, the history of Elva is about more than just cars. It is also about the people who created the cars—starting with founder Frank Nichols—as well as those who built racing careers around them. Over the years the ranks of Elva drivers included established British names like Archie Scott Brown, Stuart Lewis-Evans, and even Sir Stirling Moss. In the United States, Mark Donohue scored some of his earliest wins in Elva Courier and Formula Junior cars. The Elva team also helped Bruce McLaren establish the seeds of a racing dynasty by building the first McLaren-Elvas.

Wimpffen, whose previous books include the definitive sports-car racing reference work, *Time and Two Seats*, as well as four other photographic histories, spent much time researching the Elva story. Along with more than 500 pages of text and hundreds of rare photographs, advertisements, and other materials, the book includes exhaustive appendices listing more than 2,000 people who have competed in Elvas and more than 13,000 records of Elva racing results. There's also a foreword by Sir Stirling Moss, who competed against Elvas during his driving career, and later became an true Elva enthusiast driving his BMW powered Elva Mk.VIIS.

Elva: The Cars, The People, The History vividly describes how a few people working with their ideas, their hands, and only basic tools, created a marque that played an important role in mid-century motor racing.

Elva: The Cars, The People, The History is available through bookstores, specialty motoring booksellers, and directly from the publisher. Orders can be made by calling 602-852-9500 or by visiting the Bull Publishing Web site at www.bullpublishing.com.

A specially prepared Publisher's Edition of *Elva* will also be available. Limited to only 150 numbered copies it includes 36 additional pages featuring Elva's brochures and advertisements—from the company's earliest years in the mid 1950's through to the McLaren-Elva series of the late 1960s.

The Publisher's Edition will be signed by Sir Stirling Moss as well as Elva drivers Chuck Dietrich, Augie Pabst, and Bill Wuesthoff; and vintage Elva stalwarts Roger Dunbar and Bruce McCaw. For details on the pricing of the Publisher's Edition please contact David Bull Publishing by calling 602-852-9500, or via e-mail at info@bullpublishing.com.

Book Details

Title: Elva

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Author: János Wimpffen; Foreword by Sir Stirling Moss

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About the Author

An internationally recognized expert on the history of sports-car racing, János Wimpffen is the author of the encyclopedic *Time and Two Seats*, as well as four previous photographic histories: *Open Roads and Front Engines*, *Winged Sports Cars and Enduring Innovation*, *Spyders and Silhouettes*, and *Monocoques and Ground Effects*. A motorsports enthusiast for nearly fifty years, János also writes on current sports-car racing and conducts research on historic vehicles. He holds a doctorate in geography and resides on an island in Washington's Puget Sound.

About the Publisher

David Bull Publishing is dedicated to producing the best books in motorsports. Founded in 1995, the company continually wins awards for its work. Last year Pete Lyons won both the Motor Press Guild's Best Book of 2010 and the Dean Batchelor Award for *Can-Am Cars in Detail*. 2010 also saw *The Porsche Book*, by Jürgen Barth and Gustav Büsing, win a Gold Medal in the Independent Publishers IPPY Awards, while Michael Argetsinger's *Mark Donohue: Technical Excellence at Speed* received a Gold Medal for biography and was named Best of Books at the International Automotive Media Awards. Please visit www.bullpublishing.com for more information.

Ordering

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For orders in the United Kingdom please contact Chris Lloyd Sales & Marketing Services, which distributes David Bull Publishing books, at 01202 649930 or Europe +44 1202 649930 Further information will of course appear on the Elva website www.elva.com or contact Roger Dunbar via email elvacars@gmail.com

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