

CLASSIC DRIVER

Lancia in London's Covent Garden Piazza - Sunday 14th September



On Sunday September 14th, Lancia's from 1914 to the 1970's will assemble at the Covent Garden Market against the backdrop of Inigo Jones' magnificent Covent Garden Piazza, as the finale of the Totally Covent Garden Week.

This unique classic car event – the first of its kind in the West End, will demonstrate both the technical history and design of the automobile throughout a large part of the 20th century. It will also be a celebration of the engineering and design innovation for which both Lancia, and indeed Italy, are famous.

Wandering opera singers will be mingling with the crowds, and Italian food stalls will be set up around the market. Lancia's from the famous Lambda's of the 1920's to the [Fulvia's](#) and Flavia's of the 60's and 70's will be present, making this a memorable day for Londoners at the Covent Garden Market.

This event is organised and hosted by the Lancia & Flavia 2000 Consortium which is a co-operative association of approximately 80 Lancia enthusiasts world-wide, who own one or more of the flat-four-engined saloons and coupés made by the company roughly between 1962 and 1974.



They have been established for over 20 years to provide parts (new and used), advice and technical information to our members. Their income is used to acquire and also to re-manufacture those parts which are not readily available elsewhere, so as to help keep the cars on the road. Four members operate the Consortium on a wholly voluntary basis: Dr Brian Hands, Gordon Crabb, Colin Clamp and Peter Longhurst; they have an annual (general) meeting - this year in the Piazza in Covent Garden - and a quarterly newsletter.

Lancia in the Piazza has been organised by two members, David Bieda and Peter Longhurst, with assistance from a number of other people, including our colleagues in the Lancia Motor Club.

Peter Longhurst commented:-

"This is our small Consortium's most unusual AGM. We are delighted that owners with Lancias right back to 1912 will be joining a large display of Flavias, Fulvias and other models.

Lancia enthusiasts obviously enjoy driving their cars: many of us are also very aware of the great Italian flair

for engineering which has been a Lancia hallmark over many decades. From the Lambdas of the 1920's, which revolutionised the construction of the motor car, Lancia have been at the forefront of technical innovation."

Why and How?

David Bieda said:-

"Two years ago I suggested we could have an AGM in London, and thought of the Piazza, wearing my 'hat' as a founder trustee of the Covent Garden Area Trust and chairman of its Environment Committee. It then seemed a good idea to invite owners of the other earlier models, so that this event would also demonstrate the history of the Lancia marque.

I'm delighted that this 'classic' event is taking place in London's first and greatest square, as the finale of Totally Covent Garden. Classic cars around the largest group of specialist shops in the West End, against the backdrop of Inigo Jones' great Piazza, seems to me to be an ideal combination. We all hope this event will bring pleasure to those who visit, and help our friends who trade in this unique setting."

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