

CLASSIC DRIVER

Classic Driver Dealer: Stratton Motor Company

Lead

For Roger Bennington of Stratton Motor Company, the sky is literally the limit as his multi-franchise car sales, restoration and race-preparation business also includes a helicopter and fixed-wing charter division.

Car sales, naturally enough, provide the core business. As an official Lotus and Morgan dealer - with the official stamp of approval from Aston Martin Heritage - Stratton Motor Company can always offer a selection of pre-owned cars from these brands. In addition, there are usually many other high quality models from Porsche, Ferrari and Bentley, well-prepared and priced to suit most budgets.

Founded in 1972, the company has expanded over the years from a village filling station into a multi-million-pound business occupying over eight acres: three for the car sales and five for storage, racing support and aviation.

Heritage Racing Support, formed in the 1990s, not only prepares racing cars for clients, it also operates an 'arrive and drive' operation and even runs its own race series.

Aston Martin

The Aston Martin brand lies at the heart of the company. Appointed as an Aston Martin service dealer back in 1976, Stratton Motor Company is now one of the oldest and most experienced Aston Martin Heritage dealers in the world. In 2012, business is as busy as ever with the iconic 'DB' and 1970s/80s V8 models now collectors' favourites and modern GTs, such as the DB9 and V8 Vantage, a popular pre-owned purchase. On any day, a typical stock sheet might list several modern 'Gaydon cars', a number of 1980s V8s and a selection of classic DB4/5/6s. A peek into the busy workshop will find various restorations in progress including, on the day we visited, a DB5 and a DB6, with another DB4 ready to enter the Aston Martin-approved paint shop.

Lotus

The Stratton Motor Company is established as one of the UK's leading representatives of the Lotus brand (including Motorsport) and can boast a wealth of knowledge and experience in both sales and aftersales. With a customer base stretching to the far reaches of the globe, and a parts department able to satisfy demand from the owners of all Lotus cars produced, Stratton Motor Company is a true one-stop shop for all Lotus enthusiasts.



Morgan

Morgan joined the Stratton Motor Company stable of British brands in 1999 and has increased in size and reputation year on year. Having recently celebrated its centenary, Morgan is an increasingly important part of

Stratton Motor Company's car sales activities.

Stratton Motorsport

Stratton Motorsport now runs six GT4 Astons in the Aston Martin GT4 Challenge Series, and 2012 will see the company looking after four Lotus Evora GT4s which will be raced in both the UK and Europe. These cars are a mixture of customer-owned and Stratton's own race cars hired out to drivers. The race support team looks after everything from the preparation of the racing cars to the booking of accommodation and hospitality for customers, guests and staff.



Cheqair

Finally, Cheqair is the aviation side of Stratton Motor Company. Cheqair currently operates four aircraft of varying size and range that are available for all purposes and occasions: from that all-important faraway business meeting, to a day at the races or transferring racing drivers to circuits, Cheqair has the machine to suit. Particularly popular are the shuttle flights in and out of the British Grand Prix, which ensure a guaranteed journey time back to your car, high above gridlocked Northamptonshire roads.

Photo: Stratton Motor Company

Gallery

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