

THE MAGAZINE BROUGHT TO YOU BY LLOYD NEWCASTLE

LLOYD

ISSUE 3





ON THE ROAD.

With Lloyd Newcastle.

PLUS: BMW AND MINI STYLE.
MASTERCHEF JOHN CALTON.



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DAME ALLAN'S SCHOOLS
building the future



Welcome.

David Lewins, Head of Business Lloyd Newcastle.

There's never been a better time to be involved in the motor industry – whether you're a driver or, like me, you have the pleasure of working in the sector.

This year has seen a host of exciting new BMW and MINI innovations, models and relaunches, from the unveiling of the first MINI plug-in hybrid and i8 Roadster to the debut of the latest BMW M5 - the fastest and most powerful 5 series ever built – the X2 SUV and the reimagined BMW 8 series coupe.

On the horizon is the new luxury BMW Concept X7 iPerformance and the exquisitely styled and dynamic Z4.

Meanwhile, MINI's popular Hatchback and Convertible have been given a facelift and packed with cutting-edge technology, making them even more desirable and fun to drive.

BMW and MINI have launched a new subscription service that rolls all the costs of owning a car into one monthly instalment with no down payment or finance-style long-term commitment, meaning customers can swap, upgrade or downgrade their vehicle at any time.

This puts the BMW Group in pole position, especially as the motor industry moves closer to a new era of electric and autonomous cars. No wonder the BMW and MINI brands are seen as the ultimate driving machine.

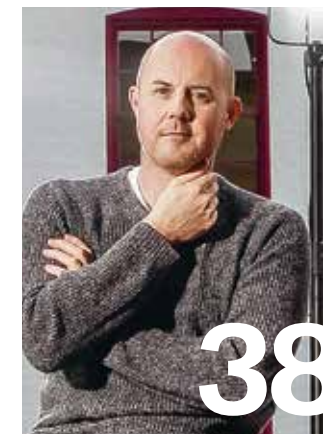
Why we love these iconic makes is explored in this issue of Lloyd magazine, as we hit the road with some BMW and MINI-loving North East high achievers. We also go behind the scenes at the Lloyd Bodyshop to see how new technology is shaping the way we take care of our vehicles.

Lloyd Newcastle prides itself on being the best. We would be nothing without our passionate, motivated, knowledgeable, and committed staff, however. Read on to find out more about what makes our team so special.

With all the latest Lloyd Newcastle news, updates on the hottest BMW and MINI models, and gift ideas for the car fanatic in your life, we hope you enjoy this issue.

We look forward to welcoming you very soon to Lloyd Newcastle. ■

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ADVERT.
Close House

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LLOYD LIFE.



UNSEEN SIDE OF POP ICON. ❏

David Bowie fans flocked to Lloyd Newcastle when it hosted an exhibition of exclusive images of the late music icon.

The Lloyd Newcastle MINI centre was transformed into a stylish gallery for one night only to host a nationwide tour of more than 40 images of Bowie – many previously unseen - taken by his official photographer, Denis O'Regan. As well as being Bowie's official photographer from 1983 until 1990, O'Regan also toured the world with the Rolling Stones, Queen, Duran Duran, Pink Floyd, Spandau Ballet, Thin Lizzy, Neil Diamond and the Bee Gees. He was on hand in Newcastle to meet Lloyd customers who came to see the exhibition.



❏ MINI MAKEOVER.

In honour of MINI's 60th birthday next year, the Hatchback and Convertible have been given a facelift.

New features on the MINI 3 door, 5 door and Convertible include dazzle-free Matrix LED headlights; Union Jack rear lights; fresh alloy wheels; a multifunction steering wheel and radio with 6.5-inch colour screen, USB and Bluetooth interface as standard; optional radio and navigation systems with touchscreen monitor; telephony with wireless charging; 7 and 8-speed Steptronic transmission choices; and MINI Connected and MINI Connected XL with real-time traffic, a concierge service and Apple CarPlay as preferences.

There is also an extended range of leather trims and dashboard panels as well as MINI Yours Customised, allowing you to add your own laser-engraved or 3-D printed personal touches.

Further developed engines with enhanced efficiency as well as increased capacity and torque have been introduced for the MINI One and MINI One First.



❏ COUNTY SHOW SUCCESS.

The team at Lloyd Newcastle love nothing more than to get stuck in at the Northumberland County Show (on occasion, literally!)

And in 2018 it once again showcased the very best of BMW and MINI at the event, which has been a feature on the region's annual show calendar for more than 180 years.

CHECK Show-goers visiting the Lloyd Newcastle stand had the opportunity to try racing on the MINI games console, play giant Jenga, and enter a competition to win an overnight stay and dinner for two at Close House at Heddon-on-the-Wall in the beautiful Tyne Valley.

Lloyd Newcastle also showcased the latest BMW and MINI range, including the innovative electric hybrid supercar, the BMW i8, the John Cooper Works MINI Convertible, and the MINI Countryman, the biggest MINI to date.

Lloyd Newcastle Head of Business, David Lewins, said: "The county show is always one of the most anticipated events in the region's calendar and we love being part of it."



❏ HIP-HOP MINI.

Staff at Lloyd Newcastle MINI donated 200 cuddly rabbit toys to St Oswald's Hospice.

The team collected the warren of bunnies for a competition at Close House golf club in Northumberland. Families were asked to guess how many toy rabbits were in the boot of a new MINI Clubman to win a clutch of Easter goodies.

The soft toys were all then found a new home with youngsters at St Oswald's Hospice in Gosforth.

David Lewins, Head of Business at Lloyd Newcastle, said: "We wanted to show the boot capacity in the new MINI Clubman by hosting a fun competition. But we didn't want all of these bunnies to go to waste, so we're thrilled they have found such a fantastic new home."

CLEANING UP.

Lloyd joined the drive to cut air pollution with a £2,000 incentive scheme aimed at encouraging owners of older diesels to go green.

Aimed at drivers of diesel-powered cars of Euro-4 emissions standard or older, the initiative was part of a wider BMW Group UK Lower Emissions Allowance Scheme rolled out across the country targeting the owners of diesels typically made prior to 2009.

Covering any make of diesel vehicle, Lloyd Newcastle BMW and Lloyd Newcastle MINI offered motorists up to £2,000 off a range of cleaner vehicles producing emissions of 130g per kilometre or less.



DAVID RETURNS TO HIS ROOTS

David Stuart has worked for the Lloyd Motor Group first in Newcastle and then Carlisle. Now after 12 months in Carlisle, David has returned as Lloyd Newcastle's General Sales Manager. David, who has nearly 20 years' experience in the North East motor industry, says: "I'm thrilled to be back at the Newcastle dealership as the General Sales Manager and am looking forward to supporting the team, growing the business and helping to raise awareness of the brand."

ALL ABOUT LLOYD.

Who we are, what we are about and what drives us.

Discover the story behind Lloyd Group, one of the UK's most successful family-owned firms.

The Lloyd Group is a rare breed. It is not often that large global brands are represented by family-run, local businesses, but that is still very much the case here.

Founded by Ralph Lloyd in 1964 and now run by his sons Bryan and Barry, the Lloyd business continues to grow, without losing sight of its roots or its values, showcasing premium motoring and machinery marques. Indeed, the third Lloyd generation is now active in the company, ensuring a bright future and continued evolution, going from strength to strength.

One of the keys to the success of the Group is that, when it has grown through the acquisition of other centres, it is family-run businesses that

have been added. This ethos of providing the finest customer experience with a local touch is at the heart of the Lloyd philosophy, which is clearly valued by its many loyal customers.

From its roots in Cockermouth, where the original BMW centre was established in 1976, to its expansion from tractors to motors in Carlisle, where it still has BMW, MINI and other prestige franchises today, the Lloyd name is now known across the North of England and South of Scotland for its customer-focused and friendly approach, regardless of whether you are buying a car, a motorbike, a tractor or a lawnmower.

The latest addition to the Lloyd organisation is Lloyd BMW & MINI South Lakes, formerly Bateman of Lindale. In a stunning location, as befits a centre which now references the Lake District in its name, this locally owned BMW and MINI retailer has been an integral part of the

The Lloyd Cockermouth BMW Dealership in 1988



LLOYD NEWCASTLE.



LLOYD CARLISLE.



LLOYD COCKERMOUTH.



LLOYD COLNE.



LLOYD BLACKPOOL.



LLOYD SOUTH LAKES.



TAKE YOUR PICK.

LOOKING TO STEP UP YOUR DRIVING GAME? REBECCA SHARPE, MINI FRANCHISE MARKETING MANAGER AT LLOYD NEWCASTLE, GUIDES US THROUGH THE BRAND'S NEWEST MODELS AND STRIKINGLY STYLISH SPECIAL EDITIONS.



CONVERTIBLE.

From the soft top to the elegant interior, every inch of the MINI Convertible has been designed to deliver a breathtaking look. And thanks to inspired innovations, this MINI Convertible is smarter than your average soft top.

The fully electric roof deploys in just 18 seconds. So get your shades ready; invest in a MINI Convertible and you're buying a slice of sunshine.

Whether you're front or back, the MINI Convertible offers supreme comfort. The re-designed rear seat creates a lounge-like atmosphere, with the perks of practical use of space. When you're in the driving spot, the body-hugging seats cradle you around every corner. Choose from a range of luxurious optional upholsteries, including Black Pearl Cloth, MINI Yours Leather Lounge Carbon Black or Leather Chester Malt Brown.

It doesn't end there. Experience the clever technology inside the MINI Convertible and you'll never look back. Thanks to the rear-view camera, parallel parking is a doddle. And with weather-focused features like the Rain Warner app, you'll be ready to embrace the sunny side of life.

Standard equipment includes Parking Assist, Rear View Camera, Start/Stop Keyless Start, 15-inch Silver Alloy Wheels and Bluetooth. Arrange your extended test drive today.



HATCH.

The iconic MINI Hatch embodies the essence of low-centre-of-gravity handling and an exhilarating go-kart feel. Charismatic with impeccable credentials, every model is packed with kit and character.

Few cars can claim the status of design icon, but the MINI Hatch is a true British original. If the instantly identifiable contrast roof doesn't

stop you in your tracks, then the trademark wide-set headlights certainly will. The classic MINI Hatch is available as a three and a five-door with optional features like MINI Navigation, MINI Connected and Journey Mate. Speak to a member of our Lloyd Newcastle MINI team about arranging your extended test drive today.



CLUBMAN.

The MINI Clubman ushers in a new era of sophistication with space for five, split rear doors that open with a foot-activated sensor, and a top-shelf interior outfitted with cutting-edge technology. Add a touch of refined versatility and copious cargo and you have the ingredients for distinct British craftsmanship paired with world-class engineering and quality finishes. With a TwinPower Turbo engine and three distinct driving modes, the MINI Clubman delivers legendary handling.

The perfect MINI for everyday use, roominess, functionality and innovative features are all synonymous with the Clubman. Choose from a range of added specifications, including head-up display, park assist and touchscreen.

Also available is the special edition MINI Cooper Clubman Black Pack, which includes 17-inch Black Net spoke alloy wheels, black bonnet stripes, Piano Black interior, multi-function steering wheel, MINI Navigation, Bluetooth, Cruise Control, MINI Connected and MINI Excitement Pack, which comprises the MINI logo projection as standard.

Speak to the team at Lloyd Newcastle MINI to find out more and arrange your 48-hour test drive.



COUNTRYMAN / PHEV.

The MINI Countryman is built for adventure. If you dream of getting away from it all, the Countryman is the car to take you there.

And you needn't worry about getting stuck in mud and snow. The MINI Countryman keeps outdoor adventurers in control with its smart four-wheel drive system, while in extreme situations, the engine's power is directed to the rear wheels.

The Countryman is the biggest MINI yet, with added legroom, more storage and a bigger boot, meaning

there is enough space whether you're fitting three in the back, or three suitcases in the boot. The rear seat is fully adjustable - push it back for up to 13cm extra legroom, forward for a bigger boot, or fold the seats down for heaps of space.

The MINI Cooper S E Countryman ALL4 is also the first model with a plug-in hybrid drive which will challenge everything you thought you knew about hybrid driving. Take up the opportunity of a 48-hour extended test drive and experience it for yourself.

ON THE ROAD.

MINI's new models and striking special editions turn heads everywhere they go.

A CHEF'S LIFE.

Leading North East chef John Calton chats about his unswerving passion for good food, local produce and BMW cars.

John Calton is on a mission. He has escaped the kitchen to drive 30-odd miles into the Tyne Valley to meet one of the many local producers he champions on the menus at his award-winning gastropub and the new restaurant he runs with wife Kimberley and long-time friend and fellow chef James Laffan.

Their new casual dining restaurant, Route, on The Side, Newcastle, opened in May 2018, serving up flavourful and unfussy seasonal British food. It follows the huge success of the trio's gastropub, The Staith House, on North Shields Fish Quay, which opened in 2013 and has built its name on dishes featuring the catch of the day landed feet from the kitchen door. It is also renowned for game and meat, which is why John is driving a burly yet fuel-efficient BMW X5 40E M Sport hybrid, heading west on the Military Road, which hugs Hadrian's Wall for much of its length and is as undulating as the Northumberland landscape through which it passes.

The road built in 1746 to move troops between Newcastle and Scotland in the wake of the doomed Jacobite Rebellion is a good test for the X5 and John's driving skills. He is making tracks to South Farm in the hamlet of Ryal, where farmer Frank Robson raises the beef that finds its

way onto plates at the Staith House on a Sunday, and appears as rump steak on the evening menu.

John drives through Great Whittington onto the narrow hedge-lined road leading to Ryal. A late-comer to driving, having passed his test aged 27, he owned a series of battered second-hand cars until Kimberley persuaded him he needed a more reliable model. And so began his love affair with BMW. He's owned various models and currently runs around in a 3 Series M Sport. But he is revelling in the X5, its two litre engine ▶

"BMW TECHNOLOGY - THAT'S WHY I LIKE THEIR CARS; THEY'RE CLASSY, DEPENDABLE AND ALWAYS AHEAD OF THE GAME."



uncannily silent thanks to its dual power source. "It's great being that little bit higher up and, despite being a big car, it's surprisingly smooth to drive," he says. "The fact it is a hybrid that can switch between petrol and electric attracts me. It's a two litre engine, but it's still got phenomenal power. That's BMW technology for you. It's why I like their cars; they're classy, dependable and always ahead of the game."

It's a rare treat for John to hang up his chef's whites and head out to catch up with a producer he first met over a decade ago, when he was working at the Otterburn Tower Hotel. John subsequently found renown on BBC TV's Masterchef: The Professionals, where he reached the final alongside Dave Coulson, now of Peace and Loaf in Jesmond, Newcastle.

He worked at The Duke of Wellington at Newton, Northumberland, and The Harbour Lights in his hometown of South Shields before opening The Staith House on the north bank of the Tyne. Numerous awards have followed, the icing on the cake in 2017, when a Michelin Bib Gourmand was conferred. Only 145 establishments in the UK have the rating, and The Staith House was one of only 27 new ones in 2017. The accolade recognises pubs and restaurants that are typically more affordable than their Michelin-starred counterparts, offering three courses for under £28.

John is proud of the rating, and quick to give praise where it's due. For while quality cooking plays a big part in the awarding of a Bib Gourmand, he is the first to assert that any chef is only as good as their ingredients. The superiority of South Farm's Limousin and Charolais beef supplied to The Staith House via Cranstons Butchers in Hexham is just one example.

The farm hoves into view long before you reach it, the three-storey stone-built farmhouse standing proud at the summit of a steep rise (Ryal is derived from the Anglo Saxon word for hill).

"FARMING IS IN HIS BLOOD; HIS CARE AND PRIDE IN WHAT HE DOES IS SECOND TO NONE."



John swings into the farmyard and is met by Frank Robson. The family home, which has panoramic views across the Northumberland countryside and to Cumbria, looks even more imposing close up. Frank proudly explains that at its heart it dates back to the 1300s.

The farm with its current 335 acres used to belong to the Blackett family of nearby Matfen Hall. But Frank bought the property in 1967 when he inherited it from his maternal grandfather. "Until then it had been a tenanted farm," Frank explains. "But there had been a death in the Blackett family and they had a tax bill to pay. I took the chance to buy South Farm."



ON THE ROAD.

The BMW X5 40e M Sport hybrid is more than up to the task of negotiating country roads and farm tracks to take John Calton, above, to visit one of his favourite meat suppliers.



ON THE ROAD.

The BMW X5 40e M Sport hybrid allows chef and restaurateur John Calton to travel in style when he has a day on the farm.



"THE NUTRIENTS IN THE GRASS GIVE THE MEAT AN EXCEPTIONAL FLAVOUR, COLOUR AND RICHNESS."

gives the meat an exceptional flavour, colour and richness."

The animals are prime examples of their breed and their meat is fully traceable. The latter is a core element of livestock farming these days, especially in the wake of the 2001

foot and mouth epidemic.

Having toured the farm and spent a pleasant half hour drinking tea and chatting in front of a roaring kitchen fire, it's time for John to retrace his steps and head back to North Shields.

As the X5 rolls quietly out of the farmyard, John is in no doubt as to what makes the Robsons' meat so exceptional and keeps it on the menu at The Staith House. "Farming is in Frank's blood. His care, attention to detail and pride in what he does is second to none. It's as simple as that."

Much like the instinctive and distinctive approach BMW takes. Which no doubt explains John's loyalty to both Frank Robson and the prestige car brand. ■

When chef John Calton goes farm visiting, the BMW X5 40e Hybrid proves itself to be the most stylish and efficient way to traverse the historic Military Road.

This isn't
about what if:

*it's about
what next.*

Investment, retirement, income, legacy... all too important to be left to chance. That's why you can expect us to invest the time to really understand what matters most to you. And then you can trust us to make certain that your financial future is in the hands of much more than fate.

To find out what happens next please contact our Financial Planning Team on **0191 230 7155** or email newcastle@brewin.co.uk

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**Wealth and Investment Management
for the North East.**



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Safe hands in uncertain times



William Baker Baker

For some time, Brewin Dolphin has offered no-obligation reviews of personal finances and investments to help people have greater confidence in 'times of uncertainty'. The past two years have seen the Brexit referendum and resulting fallout, the Trump Presidency, and a snap General Election that continues to produce shockwaves.

So, uncertainty has gone up a notch or two – but Brewin Dolphin's long history has helped them develop a long-term outlook that has served clients well through over two centuries of financial crises, the company, and Head of Office, William Baker Baker has a composure that remains ever relevant and contributes to a sense of continuity that clients profit from and enjoy.

William, 62, is a fixture in the North East finance industry, and has been with Brewin Dolphin for over three decades. Even with that length of experience, he concedes that these are extraordinary times, "There are nervous people out there, of course. The markets are pushed and pulled in all directions all the time, but with turmoil in Governments in the USA and UK, the potential longer term ramifications for Europe, and global political instability. It can be a lot to process, and quite worrying.

"This is why the way we do it - our personal approach to investment - has stood the test of time. Managing the wealth of so many clients requires the kind of expertise you only get through experience and in depth knowledge. We are here to help with finances in the long term and so we speak to our clients all the time, and whenever there's a major shift or a pressing issue, we tell them our understanding of it, and how it might affect them. It's honest, it's useful, and our clients really appreciate it.

"There was a view that Brewin Dolphin clients needed to be very wealthy. That simply isn't true at all, and I think we're now communicating that well.

"We have a burgeoning financial planning team that look at pensions, inheritance tax and other issues, we offer ISAs, and deal with modest investments through our Brewin Portfolio Service. Then there is the core of our business, the managed investments for those who can invest around £150,000 or so.

"We're not a complete financial one-stop-shop, we value our expertise and know where our strengths lie, but we do have a service for almost anyone.

"The world changes, and our individual circumstances change. It's unavoidable. Where we help is that we get a full understanding of someone's financial position, what their options are, and give them a plan to help them get to where they want to be.

"We give clients confidence, we give them peace of mind, and the freedom to devote more time to what they enjoy doing or hope to achieve. They want to make the most of their money. We help them do that."



**BREWIN
DOLPHIN**

"I LOVE THE NORTH EAST AND I WANT MY READERS TO AS WELL... IT'S LOVELY TO BE BACK ON HOLY ISLAND WITH A MINI COOPER COUNTRYMAN."



ISLAND LIFE.

Million-selling crime author LJ Ross discusses her beloved North East, road trips, and the iconic MINI.



Anna Taylor watched the clouds part high in the sky over Lindisfarne. Light streamed down on the island and she smiled from the relative comfort of her racing green Mini. She could have sketched the view from memory, it was so familiar, but each time it stole her breath away...

So reads the first paragraph of chapter three of crime author LJ Ross' debut DCI Ryan mystery, Holy Island.

It is the reader's first encounter with Dr Anna Taylor, an expert in ancient religious practices at Durham University. She has been called home to Holy Island to help DCI Maxwell Charles Finley-Ryan – plain Ryan as he prefers to be known – solve a grisly ritualistic murder.

Eight books later, and Dr Taylor is still very much a part of the DCI Ryan story, as is her cherished racing green MINI.

Three years on from the publication of Holy Island, and its author, LJ Ross (real name Louise), is behind the wheel of a fiery red MINI Cooper Countryman looking out over the tidal causeway that bridges the gap between the north Northumberland coast at Beal and this 1,000-acre strip of land a mile out to sea.

LJ is surveying the same scene Dr Taylor saw as she prepared to negotiate the potholed and in places single-track road leading to the low-lying island with its sand dunes, saltmarshes, and abundant birdlife, the whole dominated by the imposing and romantic outline of Lindisfarne Castle on its volcanic mound.

The North Sea, which rushes in twice a day and cuts the Holy Island of Lindisfarne off from civilisation, has recently drawn back, leaving behind briny puddles and drifts of swirling sand deposited by the ebbing tide.

The muted light gives the landscape an ethereal, almost magical appearance, and Holy Island is one of Northumberland-born LJ's favourite places. When she decided to give up her career as a lawyer in London to become an author four years ago, it was the obvious

"I THINK THAT FOR MY READERS, THE MINI AND MY CENTRAL CHARACTER DR ANNA TAYLOR WILL ALWAYS BE INEXTRICABLY LINKED."

place for her crime-busting hero, DCI Ryan, to take on his first case in print.

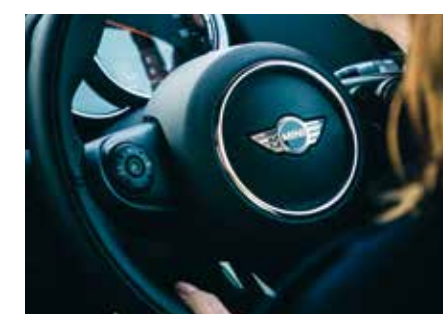
Since then the homicide detective's exploits over eight novels, all named after iconic North East landmarks, have sold more than 1.5m copies and seen LJ catapulted to the number one spot on the Amazon book chart three times, with her four other literary outings all top five successes.

The titles of LJ's books read like a classic road trip around the region's most picturesque locations. *Sycamore Gap*, set on Hadrian's Wall, followed *Holy Island*. The third, *Heavenfield*, was based around Hexham. *Angel* used Gateshead and Newcastle as its backdrop. *High Force* took its name from one of the UK's most majestic waterfalls in County Durham. *Cragside* was inspired by the country retreat of the Victorian industrialist and inventor, Lord Armstrong, in Northumberland's stunning Coquet Valley, and *Dark Skies* by Kielder Water and Forest Park in the remote west of Northumberland.

Meanwhile, *Seven Bridges*, published in May 2018, sees DCI Ryan chasing a deadly foe who will stop at nothing to destroy all Newcastle's iconic river crossings - and everyone on them.

Together, the titles add up to a near 300-mile round trip of the North East, heading from a famed island to star-studded skies via some of the world's most eminent historic places, monuments, and wonders of nature.

LJ could have picked any of the North East locations she has championed to spend a day to mark her return to her native Northumberland after years of living away, first in London and latterly surrounded by the Georgian splendour of Bath. But it is Holy Island, with its unique geography and ancient shades of Christianity, that has drawn her attention and now sees her settled comfortably behind the wheel of the sporty MINI Cooper ▶



ON THE ROAD.

LJ Ross describes the MINI as a practical and plucky car . that's very British but slightly cheeky and irreverent too. When she first dreamt up the character of Dr Anna Taylor it was the dynamic, sporty, reliable and easily recognisable MINI that immediately sprang to mind as the perfect car.

Countryman, its bold red paintwork standing out against a silvery grey landscape streaked with faint fingers of sunlight.

While LJ will deny any similarity between herself and her fictional creation, Dr Anna Taylor (“she is very much her own woman,” her originator says), there is something the pair do have in common - a mutual affection for MINI.

A year away from celebrating its landmark 60th birthday, this is one of the best-loved cars of all time. Launched at the tail-end of the 1950s, the stylishly compact vehicle quickly captured the heart of the nation, from office workers to celebrities including The Beatles’ Paul McCartney and George Harrison and the model

Twiggy. Even Hollywood bad boy Steve McQueen owned one. Its status as a cool, must-own brand was sealed when a trio of Mini Coopers became the real stars of one of the most lauded British films of all time, *The Italian Job*, starring Michael Caine.

The MINI marque was acquired by BMW in 1994, and under its stewardship it has gone from strength to strength. It is the MINI’s reputation as a powerful compact car that prompted LJ to put Dr Anna Taylor behind the wheel of one. “It fitted with her character,” LJ explains. “Practical, dynamic, capable, sporty, reliable, aspirational and easily recognisable.

“When I first had a mental image of Anna, the MINI

was the car that came into my head. It’s very British, but slightly cheeky and irreverent too. The same MINI has gone through all the DCI Ryan books with Anna. I envisaged it as being around a year old when I wrote *Holy Island*, so it will be four now. It’s a car that has served her and Ryan well, and to me – and I think the readers – the MINI and Anna will be forever linked.”

The exact model is not mentioned, but pushed for an answer, LJ says she can see Anna driving the same versatile and surprisingly spacious MINI Cooper Countryman she now finds herself in. “It’s still got the retro-inspired styling that everyone loves, and it still stands out from the crowd,” she says. “But it’s practical

and plucky, like Anna, and ideal for off-road and difficult driving conditions, which Anna finds herself having to do a lot in the DCI Ryan books.”

While there is nothing ‘mini’ about the Countryman – it’s got an impressive 450 litres of luggage space and can easily seat five passengers – it has retained the fun and functional spirit of the original 1960s classic.

The circular housing of the satnav screen on the dashboard, for example, is a nod to the large central speedometer of the original. The Countryman is offered as a petrol or diesel in a range of specifications, including four-wheel drive and automatic.

As the mother of a young son, LJ notes the MINI Cooper Countryman is spacious enough to cope with family life while retaining the look and driving perkiness of its namesake.

Yet it is also thoroughly modern. The interior combines timeless MINI convenience and functionality with new technology – sat-nav, DAB radio, Bluetooth phone connectivity and USB audio connection are all standard. Add an electric tailgate and fold-out picnic cushion that can be included as optional extras, along with plenty of Isofix points for child seat mounting and a capacious boot, and the MINI Cooper Countryman makes an ideal car for embarking on a road trip to see

all the sites featured in the DCI Ryan books.

Indeed, LJ says many readers have been drawn to the North East as a result of enjoying the books; something which makes her immensely proud.

“I love the North East and I want my readers to as well,” she explains. “It was travelling to Edinburgh on the train and looking out of the window at Lindisfarne that first set me thinking what a great location this tidal island would be to set a murder-mystery. The result was DCI Ryan’s first outing in *Holy Island*, which went straight in at the top of the Amazon charts.

“It’s lovely to be back here at *Holy Island* again. It’s so different from anywhere else and draws you in. Anyone who has stepped onto it can’t but help be affected by its sense of primitive isolation and peacefulness. I’m not religious, but you feel cocooned.”

Pretty much as you do when driving a MINI. ■



“IT STILL HAS THE RETRO-INSPIRED STYLING EVERYONE LOVES, IT STILL STANDS OUT FROM THE CROWD, BUT IT’S PRACTICAL AND PLUCKY.”

NURTURING NATURE.

Stay one step ahead on countryside rambles and coastal strolls in casually chic outdoor gear that will look the part come rain or shine.

The North is one vast natural playground. It is no coincidence then, that Barbour - the original all-weather brand - was created here. No longer just for farmers and fishermen, its clothes combine pragmatism with style that's good to go, whether you're pounding the pavements in the city or putting your best foot forward in the country.

"SMART COASTAL STYLE RELIES ON CHECKS AND LAYERS FOR THE EPITOME IN SEASIDE STYLE."



CAMILLA WEARS Barbour Essential Slim Jeans £79.95; Barbour Barometer Jacket, £159; Barbour Abigail boots £129

ANTONY WEARS Barbour Neuston twill chinos £74.95; Bellfield 'Lockhart' check shirt £24 at Flamingo and Finch, Tynemouth; Barbour Copeland gilet £94.95; Barbour Readhead boots in dark brown £125.99

**CAMILLA WEARS**

Sugarhill 'Rita' Whale sweater £48 at Ruby and Frank, Tynemouth; Barbour Barometer jacket £159

ANTONY WEARS

Above: Bellfield Lockhart check shirt £24 at Flamingo and Finch, Tynemouth; Barbour Copeland gilet £94.95

ANTONY WEARS

Right: Maki slim fit chinos £55 at Flamingo and Finch, Tynemouth; Barbour Upton Baffle quilted jacket £119; Barbour Readhead boots in dark brown £125.99

**CAMILLA WEARS**

Glamorous 'Bee' blouse (just seen) £34 at Ruby and Frank, Tynemouth; Barbour Lightweight Acorn jacket £179

ANTONY WEARS

Barbour Stanley tailored fit shirt (just seen) £54.95; Barbour Lightweight Ashby jacket, £199

"COVER UP IN MUTED TONES OR MAKE A SPLASH IN SOU'WESTER YELLOW."



CAMILLA WEARS

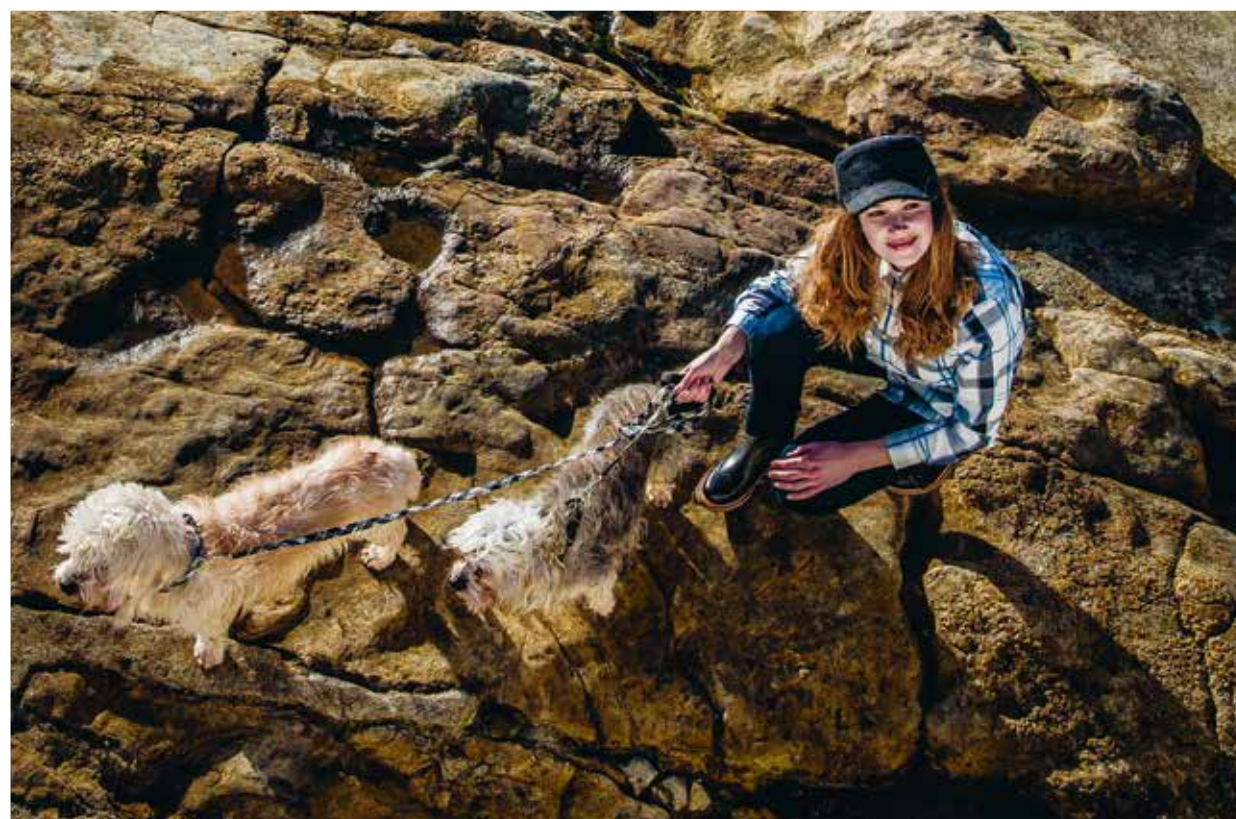
Right Barbour Lightweight Durham jacket (just seen) £229

Below Barbour Essential slim jeans £79.95; Barbour Blantyre shirt £79.95; Men's peak cap £15 at Flamingo and Finch, Tynemouth

ANTONY WEARS

Right Barbour Cotton Half Zip £79.95

Far right Barbour Upton baffle quilted jacket £119



"COASTAL STYLE RELIES ON A MIX OF GOOD LOOKS AND HI TECH PRACTICALITY TO SUIT THE WEATHER."

Clothes: Barbour, www.barbour.com available to buy online direct or see website for stockist details; Flamingo and Finch, 2 Percy Park Road, and Ruby and Frank, 4 Percy Park Road, both Tynemouth, NE30 4L tel 0191 272 8000 www.rubyandfrank.co.uk

Models: Camilla Priest and Antony Impey, Tyne Tees Models tel: 0191 237 3400 www.tyneteesmodels.co.uk

Canine models: Our thanks to Karen Atkinson for the loan of Freya and Rupert

Photography: Kevin Gibson www.kgphotography.co.uk

Cars: BMW X3 and MINI Clubman

Acknowledgements: Our thanks to Craig Carty of the Grand Hotel, Grand Parade, Tynemouth, NE30 4ER for allowing us the use of the hotel.

The imposing building with its stunning sea views over award-winning Longsands beach boasts 46 ensuite rooms and its own real ale pub. The hotel also offers lunch and evening meals in The Brasserie, as well as afternoon tea in the Drawing Room. tel 0191 293 6666

www.grandhoteltynemouth.co.uk

TAKING CARE OF BUSINESS

Whether you're considering your first company car or have a fleet of 50 or more, Lloyd Newcastle's Local Business Development Managers offer the best BMW and MINI fleet solutions and benefits.

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BMW Fast Lane Servicing and Maintained Contracts manage maintenance costs and ensure you and your business stay on the road. The former gets you and your fully serviced BMW back on the road within 90 minutes thanks to extended working hours which mean BMW-trained technicians can fit around your schedule to accommodate your service needs. While you wait you can take advantage of free Wi-Fi in premium waiting facilities; view the latest models and take a test drive; browse the BMW Lifestyle and Accessories ranges; or relax and enjoy refreshments in our customer lounge.

To help manage and forecast costs, the BMW Business Partnership Programme offers



the opportunity to include Maintained Contracts within your monthly rental, so you will not have unexpected bills for servicing and repairs, tyre replacements and punctures, brake pads and discs. There is also enhanced breakdown and recovery assistance and Year 4 Cover and MOT when your vehicle's three-year warranty ends.

For more information call one of our dedicated Business Development Managers, who will be happy to help.

GREEN ENERGY.

Tony Cleary at Lanchester Wines HQ with one of the company's BMWi3s

"THE BMW i3 ADAPTS TO OUR ENERGY EFFICIENCY ENVIRONMENT AND IS HIGHLY RELIABLE," MIKE PROUD, RED MAPLE.



CLEAN, GREEN MACHINES FOR THE LANCHESTER WINES TEAM

Established by the Cleary family nearly 40 years ago, Lanchester Wines is one of the UK's leading suppliers of quality wines and spirits to the trade and is well on the way to being the greenest and most sustainable wine business in the world.

Over the last five years, it has invested over £8m in developing clean, renewable energy and heat generation for its HQ near Stanley, Co Durham, and it now generates more clean energy than it uses, making it carbon minus. When it came to company vehicles for its senior team, it was imperative to find a model which fitted the firm's green credentials and offered style and prestige.

Initially working with Drive Electric, MD Tony Cleary linked up with Andrew Clark at Lloyd Newcastle to find a solution in the BMW i3. Tony says: "Andrew understands our business and our needs. We're unique in that the power from our on-site wind turbines goes directly into our substation and from there to use across our business, including our vehicle charging points. We're a national pioneer in renewable energy and heat generation implementation, so Andrew knew our vehicles had to fit this ethos. We have three BMW i3s, which at the time of purchase was the first small vehicle of its type and prestige available. It adapts well to our energy-efficiency environment and is highly reliable. We have also found the efficiency and response from the Lloyd service department exceptional: they've never left us waiting or wanting and have adapted to our needs throughout."

Lanchester Wines' goods are available in bars and pubs, restaurants and shops across the UK. www.lanchesterwines.co.uk

RED MAPLE DRIVES FORWARD IN BMW i3 AND MINI COUNTRYMAN PHEV

When Northumberland-based IT service provider Red Maple chose to invest in eco-friendly vehicles, the BMWi3 and MINI Countryman PHEV were ideal.

Both offered the green credentials, efficiency, style and practicality the company sought while the choice of Lloyd Newcastle was an easy one for the firm, which specialises in managed IT resources, including security, compliance and general support for businesses across the UK. CEO Mike Proud says: "We pride ourselves on a clear and transparent service for our customers. You could say the way we run our business is similar to the cars we wanted - reliable, efficient and straightforward."

"Based on a farm, we have invested in solar panels on our roof and where possible provide our clients with more eco-friendly technology. It was important we sourced vehicles with green credentials and the BMW i3 series and MINI Countryman PHEV didn't disappoint. Highlights include the fact they are electric and therefore offer huge cost savings when it comes to fuel.

"The BMW i3 in particular is surprisingly punchy and has stand-out design, a high seating position and a low centre of gravity - perfect for me as I'm 6ft 4ins tall. The pro navigation is excellent, as are the remote abilities of the app, which in winter allow me to defrost the car from inside my house before I get into it. It's also a perfect run around in the city centre. The experience and service from Lloyd Newcastle is second to none, with knowledgeable staff to guide you."

Mike Proud, tel 0333 323 8100/07971 464 884
email mike@red-maple.co.uk
website www.red-maple.co.uk



THINKING OUTSIDE THE BLOCK.

Entrepreneur Jim Richardson has moved with the times in more ways than one when it comes to both his business and his cars.

Heaven knows what LEGO's schizophrenic Bad Cop/Good Cop would make of it, but Northumberland-based businessman Jim Richardson has found himself in the clink.

Luckily, it's an F.A.G.I (false alarm good intent, for those not au fait with police terminology). Jim has voluntarily put himself into custody after moving the headquarters of his UK-based company to a former police station in the heart of Ponteland, 10 miles north of Newcastle.

From here he runs ClicTime, a global brand which it's fair to say will be unknown to most, but whose merchandise is only too familiar.

The multi-million-pound venture launched nearly 20 years ago by Jim specialises in spin-off products associated with LEGO - the toy voted the greatest of all time.

ClicTime is behind the LEGO and Star Wars range of watches and clocks aimed at children and adults who hold a soft spot for the Danish plastic building blocks first introduced to the world back in 1949.

TV celebrity James May - who famously built a full-size LEGO house for his BBC Toy Stories series - owns one of ClicTime's classic watches, and tweeted a photo of himself wearing it which gained a staggering 19,000 Likes and 857

Retweets. The North East firm that started out selling novelty fashion timepieces by direct mail is the exclusive global licensee for LEGO watches and clocks. It also holds a dual LEGO licence with Warner Bros and Lucas Films, allowing the manufacture and distribution of LEGO Star Wars and LEGO DC Superhero clocks and watches globally.

Additionally, there are ClicTime's own BulbBotz watches and clocks featuring characters from Star Wars, Marvel, Paw Patrol and Despicable Me 3.

So successful are ClicTime's build your own watches and clocks they are sold through 8,000 retail outlets in North America alone, and 20 other countries on four continents. Jim has opened offices in New Jersey in the United States, Hong Kong and Melbourne to cope with demand.

Yet there is little to suggest that the old police station on Bell Villas in Ponteland is the headquarters of a multinational that enjoys the patronage of the creators of the most influential and successful toy brand of all time.

Walk past and you may spot one or two LEGO models in the windows, but no LEGO turrets, LEGO trees or shrubs in the small pavement side garden, or LEGO works of art. Even ClicTime's neighbours are oblivious to the big player they have in their midst. "I was in the local estate agent the other day, and the woman I was chatting to asked what it was we did. She became really

animated when I told her," Jim says.

And that's the power of LEGO. It brings joy and makes you smile. Cross the threshold of the ClicTime HQ and it is LEGO bliss. There's a whole room full of LEGO kits. LEGO watches and clocks are scattered around the main office where a team of 20 work on creating new designs and fulfilling orders.

And there is yet more on display in the conference room, including an eye-catching custom-made champagne bottle presented to Jim by LEGO on the 10th anniversary of ClicTime's licensing agreement.

"I COULD HAVE HAD OTHER CARS OVER THE YEARS, BUT I KEEP RETURNING TO BMW."

It's surreal to think all this is going on behind the closed doors of a disused police station on the outskirts of Newcastle. Which begs the question, why Ponteland? "Because I live here, and we aren't a business that has to be anywhere in particular," says Jim. "Our roots are basically design and creativity, and in what is an ever-shrinking world it is just as easy to expand globally from Ponteland as it is from the heart of Newcastle or London."

Amazingly, Jim has a car breakdown to thank for setting him on the path to entrepreneurial glory. He spent his early career as a salesman and had applied for a job with a watch business, but didn't hear back. Returning to the North East from a trip away for the engineering firm he was working for, the clutch cable snapped on his car. This was in the days before mobile phones, text messages and email, and the next morning as he sat at home twiddling his thumbs waiting for his company vehicle to be repaired, his house phone rang. It was the watch firm saying an applicant had cancelled and could he make himself available for interview two hours later.

Despite not having been initially invited to interview, by the end of the day he had been offered a job. "If that clutch cable hadn't snapped



and I hadn't been sat at home, I doubt I would be where I am now," Jim says. "As soon as I got into the watch business I felt I belonged. I stayed with them for seven years learning the ropes, and then decided to leave to start my own company.

"Most major watch companies at that time got their business selling at volume to the likes of Argos and H Samuel. I spotted a gap in the market for themed products that could be sold via mail order. I'd been going about a year when LEGO decided it wanted to expand its product range and get into things like clothing, homeware and stationery. We were brought in to manage the clock and watch side of things for them.

"In early 2000 LEGO suggested we become a licensee, and in 2006 we were brought into the Star Wars world."

The success of ClicTime has allowed Jim

ON THE ROAD.

Jim Richardson is a lifelong devotee of BMW, the marque which has served him well throughout his driving life.



to move on from running around in clapped-out company cars. In 1997 he bought his first BMW – a blue 528i Touring – the start of not just a 20-year association with the German brand, but with Lloyd Newcastle, too. "In those days, I was doing a lot of motorway driving and I wanted a reliable and sporty car. BMW fitted the bill.

"If I think back, I had wanted a BMW since I was 16, growing up in Whitehaven. I had seen a guy who ran a chain of hairdressing salons in the town driving around in a red 840. I loved it then and I would drool over that car today still."

Jim has owned around eight BMWs bought through Lloyd Newcastle, and last autumn upgraded to the X6M SUV with its four litre, twin turbo engine.

What is it that has kept him loyal to BMW? "It is not what has kept me with BMW, more what has kept me with Lloyd Newcastle. They just have the magic ingredient. I don't want to sound clichéd, but Lloyd is wonderful to buy a car from. You get well looked after and the customer service is second to none.

"But I am a car guy. I could have probably had other cars back down the years, but I keep returning to BMW time and again because they are big on quality and safety and they offer an unrivalled driving experience."

On the windowsill of the conference room where Jim is chatting there sit a trio of LEGO models of iconic and classic 1960s vehicles – a MINI Cooper in racing green (the marque is now owned by BMW, of course), a red Volkswagen T1 Camper Van, and a sky blue VW Beetle.

Sadly, however, there is no BMW 1500 - the stylish sedan designed by Giovanni Michelotti in 1961 that is credited with setting the car manufacturer on the road to its present success. A missed opportunity? Time perhaps for Jim to again think outside the block by capitalising on his love of BMW and driving his business in a new direction... ■



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MINI DRAMA.

David Flynn, technical and digital manager at Live Theatre in Newcastle, offers some illuminating insights into why MINI has always been the car for him. ▣



IT IS A LIFESTYLE,
AN ASPIRATION, A
STATUS SYMBOL
AND A STATEMENT.”



David Flynn's love affair with MINI started when he was growing up in County Durham.

His grandfather and uncle ran a vehicle repair business near Hartlepool, where young David enjoyed nothing better than watching them at work, and where his head was turned by a vintage racing green Mini Cooper.

Add in an early appreciation of the classic British film *The Italian Job*, in which three Mk 1 MINI Cooper S models stole the show from Michael “You were only supposed to blow the bloody doors off” Caine, and he was hooked.

His first new car in 2004 was a sporty MINI Cooper three-door hatch and since then he has notched up 10 more MINIs through Lloyd Newcastle, from a Cooper S convertible to a Cooper S hatch and his present five-door Cooper diesel hatch in blazing red with a black roof.

“I can't find anything I love as much in terms of style, how it drives, and how you can personalise them,” he says. “They are matchless in the way you can spec them and turn them into something that is truly yours. I know there are lots of MINIs on the road, but I haven't seen one the same as mine, and that makes me feel really good.

“I like creating something personal to me. That's probably why I've had 10 MINIs in 14 years. It sounds a bit obsessive, I know, but they handle brilliantly and make me smile, even on a rainy day. Subconsciously, I think it's also the fact that MINI is such an iconic British car. It is a lifestyle, an aspiration, a status symbol and a statement.”

As Technical and Digital Manager, he is responsible for all the digital and technical aspects of stage productions and events at Live, just off Newcastle Quayside.

It was a career he fell into, having originally set his heart on becoming an architect. “I discovered I was more creative than academic. I had always been interested in music and went to a lot of gigs. I was fascinated by how they put it all together. My sister was a dancer and for a time had been involved with an amateur theatre group, and having seen and experienced that side of things I decided to do a media production HND at Newcastle College with a view to working in TV, specifically sound.

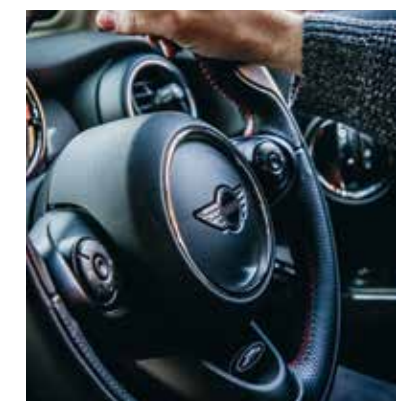
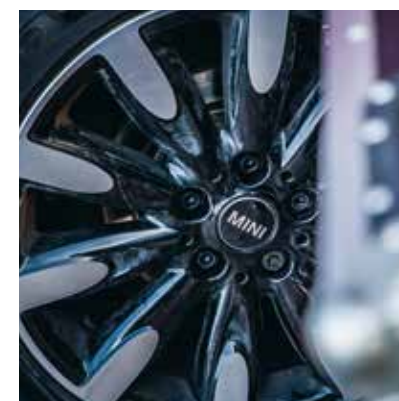
“I did some bits and bobs locally on short films. Then someone I went to college with who was at Northern Stage was unable to do a job and recommended me. I did that for about three months and then got offered a full-time job.

“It's a long way from working as an architect, but I feel like I am still designing, just in a different way.”

It is the “making theatre, how it is put together,” which attracts David, whose schedule is so busy we met him back in snowy winter. “I like the fact that we can spend four weeks rehearsing a show, a week building it, and two or three days adding in the technical aspects - lighting, sound and video projection - and then the audience will come, watch a two or three-hour performance and have no inkling of the intricacies and work that has gone into it. They come purely to be entertained.”

ON THE ROAD.

David Flynn's love affair with the MINI began when he was a child. He's now owned 10 and describes the MINI as “a lifestyle, an aspiration, a status symbol and a statement.”



ON THE ROAD.

David Flynn's current five-door Cooper diesel hatch in blazing red with a black roof, is unique to him. MINI, he says, is matchless in the way it can be adapted to make such a personal statement.



Does it irritate him that he rarely, if ever, gets the credit due him? “Critics don't tend to mention lighting and sound design, and if they do it's either because they loved it, or something didn't work that well, so not being mentioned can be seen as good!” he says with a smile.

But he did recently find his name in lights for all the right reasons. “I got a name check in a review for a show called *The Red Lion* that Live Theatre transferred to London's West End. It's a play about life on the inside of a non-league football club starring Stephen Tompkinson, and I designed the sound for the performance.

“I went to a Northern League game and recorded sounds of the crowd and match. I recorded about two hours' worth of stuff and picked out four or five 30-40 second samples and used those to create a unique soundscape.

“I try not to search the internet for sound. It's not what we are about. We create new and original stuff.”

The fact David's work usually goes unsung publicly perhaps explains his penchant for being seen in probably the most style conscious and desirable British built car currently on the road – his beloved MINI. ■

ON THE BALL.

When he's not guiding customers in the right direction, Lloyd Newcastle service advisor Tom Heslop likes to relax by heading for the green and driving his energy on a completely different course.

Cars may be his passion now, but as a child Tom Heslop's life was heading along a very different route.

Having caught the golf bug as an eight-year-old, the young Tom seemed destined for life as a pro on the touring circuit alongside the likes of Tiger Woods, Rory McIlroy, Jordan Spieth and Jason Day.

As soon as he left school he started off down the path to gaining the qualifications he would need to turn professional and play golf for a living.

He was playing off a handicap of three and had competed successfully at county level.

But then life got in the way. "I was 18 and golf was everything, then things started to turn. You begin going out with your friends, get a social life, and suddenly the things you used to really care about don't seem as important.

"I wasn't as committed as I had been and being the best at something takes a lot of time and commitment. Now I'm 25 and it's too late to get back into all that."

He still plays golf for pleasure and has put another childhood obsession to good use by forging a career as a Service Advisor with Lloyd Newcastle.

Four years into the job and he believes he has the best of both worlds. "I get to chat about cars all day and I still get to play golf."

Sometimes he gets to do both at the same time. Many of Lloyd Newcastle's customers enjoy a round or two themselves and a trip to the course can be a handy ice breaker.

"A lot of our customers will come in dressed in their golf clothes and we'll start chatting about the game and where they like to play. Sometimes I'll be invited to play a round or two with them. If you are out for three or four hours on the course, it's a great way to get to know a customer, build up a rapport, and also get to know how they feel about the brand and the cars."

It was Tom's grandad who first introduced him to golf. "He would pick me up from school and take me to the driving range. I'd be there from 3.30pm to 7pm just hitting golf balls.

"My grandad wasn't really into golf. He'd just thought it would be something different for me to do other than playing football.

"Very quickly what had started out as a distraction became all-consuming."



ON THE ROAD.

Tom Heslop says if he can fit his golf kit and family in a car at the same time without having to compromise, he's happy. "The M2 certainly delivers on that score."



"YOU HAVE NO-ONE ELSE TO BLAME BUT YOURSELF. YOU HAVE TO BE MENTALLY STRONG TO BE GOOD AT IT."

What was it that appealed? "For me it is the fact that you have no-one else to blame but yourself. You have to be mentally strong to be good at it. At the same time, it is also a very humbling game. One minute you can be playing at the top of your game and the next it can all go wrong and you can find yourself firmly put in your place. Golf is never boring!"

His mental strength certainly held him in good stead in his first proper job as a retained fire fighter in Ponteland. But dealing with often stressful incidents and the unsociable hours eventually wore him down and he found himself hankering for a different career.

So when the opportunity came along to join the Lloyd Newcastle team, he jumped at it.

But golf is still a big part of his life. Which car combining good looks with enough boot space to transport a full set of clubs and a trolley would he recommend for a trip to the golf course?

"It's got to be the BMW M2 Coupé," he says with a smile. "It's sporty, fast, fun, looks fabulous, but is also practical.

"Unusually for a car of that type, it's got two rear seats with plenty of leg and storage room, as well as a generous 390-litre boot that can easily take a set of golf clubs or a couple of big suitcases.

"If I can get my golf kit and family in a car all at the same time without having to make any compromises, then I am happy. And the M2 certainly delivers on that score."

Much like Tom's golf handicap. He may no longer play at an impressive three, but his current handicap of five still makes him a formidable opponent. ■

KEEP YOUR BODY BEAUTIFUL.



DAVID BREWIS.
Bodyshop Manager



SCOTT SMITH.
Assistant Bodyshop Manager

Innovative, championing cutting-edge technology and equipment, and a blueprint for modern car care, the Lloyd Newcastle Bodyshop is among the best there is, trusted by the world's leading luxury motor brands and with a string of awards to prove it.

Walk into the Lloyd Newcastle Bodyshop and you could be forgiven for thinking you have stepped into a laboratory.

In many ways the two are the same: bright, airy, surprisingly quiet and immaculate - where computer operated machinery dances around their subjects of all shapes and sizes, and technicians in smart blue uniforms analyse, investigate, test and repair.

Today's vehicles are complicated, idiosyncratic beasts. Cars used to be a fairly basic mode of transport; mechanical boxes on wheels with a turn-key ignition.

The relentless march of technology has since pervaded every corner of our lives, and

nowhere has this been more apparent than in the motor industry.

Every week seems to herald a new breakthrough. This 21st Century know-how has brought with it a new breed of avant-garde body shop boasting the latest diagnostics, software and tools. Today's state-of-the-art cars demand to be treated by the best and few can surpass the Lloyd Newcastle Bodyshop.

It's no idle boast. The ultra-modern facility on Hunter's Road, Newcastle, has won the BMW Repair Centre of the Year numerous times. It has also made it into the final of the Bentley Bodyshop of the Year.

The operation is one of only 14 across the UK which is a Porsche recommended body repairer, as well as being Bentley and BMW accredited and Mercedes-Benz approved.

It is, as David Brewis, Lloyd Newcastle's Bodyshop Manager, says: "A huge accolade. It sets our stall out as to where we sit in the marketplace and sends a clear message to customers that we are always looking to go the extra mile."

There are 29 staff here, 16 in the body shop - ranging from inspectors to panel technicians, engineers and paint sprayers.

"It's no longer just about a tool box," explains Scott Smith, Assistant Bodyshop Manager. "With all the high-tech equipment used nowadays you need to have significant IT skills alongside the mechanical know-how. The training is relentless. It has to be with technology moving so fast. What is current now may be out of date within 12 months.

"Electric hybrid technicians are the next phase. We have had them in place for four years - it's why we are so highly regarded - we make sure we stay ahead of the game."

Covering 12,000m², this slick operation runs 18 hours a day and deals with up to 300 BMW, MINI, Bentley and Porsche repairs a month. The team has even been asked to work on kit cars and a gyrocopter!

"It's proof that we can tackle anything," David adds with a laugh. ■

TAKE YOUR PICK.

LOOKING TO STEP UP YOUR DRIVING GAME? DAVID STUART, GENERAL SALES MANAGER AT LLOYD NEWCASTLE, GUIDES US THROUGH BMW'S NEWEST MODELS AND STRIKINGLY STYLISH SPECIAL EDITIONS.



BMW M5.

Powering from 0-62mph in only 3.4 seconds, the BMW M5 is ready to move. What's more, it integrates intense performance with the M xDrive all-wheel drive system and high-precision gear changes with the eight-speed M Steptronic transmission. Add to this the first ever carbon roof on a BMW M5 and there's plenty to catch your eye.



BMW X3.

Featuring new engines, enhanced design features, innovative technologies and a generous specification, the BMW X3 is an advocate for unlimited opportunity. And thanks to semi-autonomous driving systems and the intelligent all-wheel drive system BMW xDrive, it promises an exceptional ride experience unrivalled in the SUV

class. Every model in the BMW X3's line-up benefits from BMW xDrive and an Automatic Gearbox as standard. And thanks to the BMW EfficientDynamics strategy, which includes BMW EfficientLightweight construction, the BMW X3 proves that greater efficiency and lower fuel consumption do not mean that power has to be sacrificed.



BMW i8.

The revolutionary BMW i8 is a new generation sports car combining electric power and a 1.5 litre turbo petrol engine, offering the incredible torque and acceleration of an electric car with a top speed of 155mph. With its innovative build and use of ground-breaking materials, aerodynamic design and intelligent BMW EfficientDynamics features, the BMW i8 is a trailblazer. You can charge it at any wall socket, or the BMW Wallbox wall-mounted charging point can be fixed to your house or garage wall to recharge the i8 to 80% in just two hours. The Driving Experience Control switch and eDrive button allow you to choose from five driving modes.



BMW M140I .

For dynamic athleticism in the compact class, the M Performance TwinPower Turbo inline 6-cylinder petrol engine offers superior power build up, smooth running and a sporty sound, delivering 250kW (340hp). Offering 0 to 62mph in 4.8 seconds – 4.6 seconds with the optional 8-speed Steptronic Sport transmission – and a maximum speed of 155mph, it ensures a sports car sensation.



BMW 1 SERIES.

The BMW 1 Series features everything that BMW stands for - solid build quality, beautiful interiors, and a drive that will make you want to take the long route home - all in a compact body. The BMW 1 Series 3-door and 5-door have been extensively modified since the model's introduction in 2005 and their appeal remains universal, from first-time buyers to young families and retired couples. The BMW 1

ON THE ROAD.

BMW's striking models ensure breath-taking performance in perfect packages.

series' sporty character remains to the fore, with key elements of the exterior reshaped and redesigned. Inside, the high standard specification includes auto air con, rain sensor, BMW Professional radio and iDrive operating system. The new models have a revised engine line-up and additional measures designed to reduce fuel consumption and emissions, leading the way in the introduction of new BMW EfficientDynamics technology.

BMW ACCESSORIES.



#1



#5

#6



#7



#8



#2



- #1 BMW Kids' Bike, £222
- #2 BMW Kidney Grille Design Notebook, £17
- #3 BMW Active dog bowl, £40
- #4 BMW Active water bottle, £20
- #5 BMW Mouse Mat, £4
- #6 BMW i8 computer mouse, £33
- #7 BMW M Lifestyle Headphones, £112.01
- #8 BMW i Bluetooth Speaker, £117
- #9 BMW Golfsport gift set, £45
- #10 BMW Active sports bag functional large, £100

#3



#4



#9



#10



#1



#2



MINI ME.

The latest in MINI merchandise – perfect for the MINI lover in your life.

#3



- #1 MINI Blanket, £55
- #2 MINI Car Colouring Set, £12
- #3 MINI Duffel Bag, £52
- #4 MINI Pen, £16
- #5 MINI Watch, available with white or black dial, £80
- #6 MINI Trolley, £155
- #7 MINI Bluetooth Speaker, £40
- #8 MINI Cup, £10
- #9 MINI Teapot, £32.50
- #10 MINI Women's T-shirt, £25
- #11 MINI Sunglasses, £99
- #12 MINI Cap Signet, £16
- #13 MINI Baby Gift Set, £25
- #14 MINI Umbrella Walking Stick, £25
- #15 MINI Shopper, £20

#4



#5



#6



#7



#8



#9



#10



#11



#12



#13



#14



#15



MEET THE LLOYD TEAM.



REBECCA YEEND.

A host for Lloyd Newcastle BMW, Rebecca joined the team in 2016 after returning to her native Tyneside following an adrenaline-fuelled trip Down Under to Australia.

Her once-in-a-lifetime adventure took her from Melbourne to Cairns, and saw her put her body and mind through its paces on a daredevil skydive, soak up the breath taking beauty of the Great Barrier Reef, spend three days as a castaway on an uninhabited atoll, immerse herself in the nightlife of Surfers Paradise, and visit the Whitsunday Islands.

She made the trip on her own after the friend she was meant to be going with dropped out, but her ability to overcome her fears and see the positives of travelling solo helped Rebecca land her job with Lloyd Newcastle, and makes her such a good host.

"I grew up on that trip. The first couple of days I was a bit nervous and quiet, but quickly realised I had to just get on with things. After that I made the most of every opportunity.

"The trip definitely helped build my confidence and taught me how to get on with people, which is a big part of what I do here. I look after customers and it's my job to ensure they feel comfortable and to build up a rapport with them.

"It's what I love about being a host; knowing that no two days will ever be the same as I'm always meeting interesting people."

Working front of house, Rebecca has plenty of time to admire the huge range of BMWs sold by Lloyd. Does she have a favourite?

"I like the 1 Series, but I have a soft spot for the M4 Coupé. It's a high-performance adrenaline-inducing car. The perfect vehicle for my next big adventure – a road trip across America."



MICHAEL BROWN.

A parts advisor for Lloyd Newcastle, Michael is following in his father's footsteps.

His dad spent most of his career working as a motor mechanic and instilled a passion for cars in his son. Michael was never in any doubt he wanted to work in the industry, and after stints as a van driver and at a valeting company, joined Lloyd Newcastle a year ago.

"I am part of a team of nine and love what I do. We hold tens of thousands of parts here and I'm the link between the customer and the workshop.

"The best thing is the job satisfaction, knowing that you have played your part in helping get someone back on the road. People depend on their cars. If something goes wrong and they can't use their car then that can adversely affect everything. We don't realise how much we rely on our cars until something goes wrong."

Thankfully, both BMW and MINI vehicles are both reliable and durable. Indeed, Michael says he recently dealt with the driver of a 20-year-old BMW 3 Series. And while technology may have moved on, BMW and MINI ensure there is always a good supply of parts for older vehicles.

"It's German quality and expertise, and the cars are built to last. They also look fantastic."

If he could have any BMW, which would he choose? "The BMW E60 5 Series. Even though it's an old model it still looks good and was built to last. Or the new electric BMW i8 Coupé."

EXPERIENCE, KNOWLEDGE AND AN UNERRING ABILITY TO ALWAYS PUT THE CUSTOMER IN THE DRIVING SEAT, IS WHAT SETS LLOYD NEWCASTLE APART FROM ITS COMPETITORS. AND AT THE HEART OF THIS SUCCESS IS ITS MATCHLESS TEAM MEMBERS.



LORI BENSLEY.

Lori has worked with the MINI brand for the past 11 years and was promoted to business manager 18 months ago.

Chat to her for just a few minutes and it quickly becomes obvious she is genuinely fanatical about what is probably the UK's best-loved car - which makes her the ideal person to deal with Lloyd Newcastle's MINI customers.

"I can genuinely chat to customers about how great MINI is," she says. "It's really easy to be passionate about MINI and to fall in love with them. They are fun, easy to handle and drive, stylish, come in lots of models, and are a great British icon."

BMW may own the brand now, but there is no doubt that the MINI is still as British as Big Ben, Buckingham Palace, red telephone kiosks, and the black London cab.

Many of Lloyd Newcastle's MINI customers have a long association with the car too. "If I had a £1 for everyone who has said they either grew-up with or remember the original MINI, I would be a millionaire," Lori says with a laugh.

"We get a lot of customers who can remember being driven around in an original MINI by their parents as a child. Now they are older and perhaps have families of their own, they have come back. It's one of the reasons I love my job so much."

MINI owners tend to be very loyal. "We have a customer who has had four MINIs all exactly the same. They change their car but want exactly the same. That's the pull of the brand."

Lori may be a long-standing fan but likes to change with the times. "My current favourite? It has to be the Cooper S three-door hatch in white silver."



PHIL ATKINSON.

A self-confessed petrol-head, Phil has worked in the motor industry for the past 13 years, and as a Service Advisor for MINI he is the link between the customer and the workshop.

He says working with MINI is unlike any job he has ever had.

"There is a lot of love out there for the MINI. You can really feel that enthusiasm radiating from our customers, and it's a pleasure being able to work with people who hold such passion for what is an iconic car brand.

"Everyone knows what a MINI looks like and they have a real style and character of their own.

"Is there an archetypal customer? In my experience, no. The MINI appeals to everyone of all ages.

"With so many different models to choose from it's a car that can fit into any lifestyle."

His personal favourite would be a MINI John Cooper Works three-door hatch, the reincarnation of the motor racing winning cars of the 1960s.

"Being a car fanatic, anything that is fast and sporty is going to appeal. It delivers a thrilling 210hp and can hit 62mph in just over six seconds.

"Nippy, agile, slightly irreverent and great fun to drive, it's a car to put a smile on your face."



KARL MORRISON.

Customers can rest assured they are getting the best support possible from BMW sales executive Karl Morrison.

He's a BMW Product Genius - and not just because he is obsessed with high-spec cars and loves everything about BMW's impressive range of technologically advanced vehicles.

After joining Lloyd Newcastle two years ago, Karl spent 10 weeks at the BMW Group Academy UK training and development facility at Wokefield Park near Reading, which teaches apprentices a range of specialist and non-technical skills to ensure customers always receive first-class, all round care.

Karl is also an expert on the BMW range of electric cars – the i3 designed for urban living, and the sporty i8 - having spent much of 2017 extolling the virtues of these pioneers of a new era of driving. Now he is enjoying the best of all worlds selling across Lloyd Newcastle BMW's full gamut of vehicles.

He is reliving his new role, which suits not only his gregarious and outgoing personality but feeds into his long-held love of the BMW brand.

"I have always been a big car enthusiast," he says, "and right up there at the top has always been BMW. It's synonymous with quality, durability, styling and the latest technology. It's a fantastic product to sell, and I'm never happier than seeing a satisfied customer drive off in their new car all smiles."

So which car would Karl choose from the range if he was selling himself one? "The X5 M. With a twin turbo-charged 4.4 litre V8 engine and the BMW attention to detail, it's got everything."



FREDDIE BOND.

Working with cars isn't just Service Advisor Freddie Bond's day job – they're his hobby too.

His parents have always been into classic cars, a passion they have passed on to their son who currently owns a 1980 MGB GT two-door sports car he likes to spend his weekends working on.

Compared to today's cars, the MGB GT is very basic. "There's no automatic steering and everything is on show under the bonnet," Freddie says. But when it comes to modern cars, BMW has always been his favourite. "No matter which one it is, the cars look good, the attention to detail is second to none, they're always way ahead in terms of the technology, and they're a really smooth drive."

So landing a job with Lloyd Newcastle last year was a dream come true. He is the link between the customer and the workshop and says of his role: "The job is even better than I thought it would be. It is fantastic working with a big brand like BMW and for a top retailer like Lloyd Newcastle. I'm also very people-focused and I love working with our customers."

While his is a busy job, he still has time to admire the new cars in the showroom. When he's not restoring his MGB GT, what BMW would he like to be seen driving at the weekend?

"A blue 6 Series Convertible. I'm quite into convertibles, probably because my parents had them when I was younger. It's got a turbocharged engine and stunning sleek design. I can't think of anything better to drive along the coast with the roof down on a hot summer's day."



MIKE SIMPSON.

Lloyd Newcastle has an unfortunate skiing accident to thank for sending sales executive Mike Simpson its way. He was working as a ski chalet host and driver in the French Alps when he tore the ligaments in his knee and was forced to return to the UK.

Having recovered from his injuries, he decided to put his lifelong obsession with cars to good use and moved into the motor industry, and after three years working for another company joined Lloyd Newcastle.

Now he sells BMWs for a living. But he says his role is about much more than that. "Yes, I sell vehicles, but it's not just a case of a customer coming in and them walking off with a car. It's also about offering the correct advice and ensuring the customer gets the car that's right for them. You can get all the information you want from the internet, but with all the technical specifications these days and the speed at which that innovation is moving, you need someone to talk you through it.

"They may come in wanting one particular car, but their lifestyle, budget, and what they want to use it for may suggest that another model is better for them. Customers appreciate you taking the time to talk them through things and building up a relationship."

The customers are the best part of the job for Mike. "I really love meeting people. And being so obsessed with cars and being able to talk about my favourite subject all day is right up there."

And which BMW is he fanatical about? "It's got to be the M4. Equally at home on the road or the racetrack, it's a precision piece of engineering that gives so much more and for me really embodies the spirit of BMW."



MANUEL FANTIN.

Trainee sales executive Manuel Fantin has loved the MINI in all its guises since he and his parents first sat down to watch Mr Bean in the comfort of their home in Rome.

The sitcom stars North East-born comic Rowan Atkinson as the gaffe-prone hero, who is always seen driving a 1976 Mini 1000. The comedy show, says Manuel, "is hugely popular in Italy. It is something very different and, of course, he has the old Mini. Everyone in Italy loves the MINI."

When it came to his first car a decade ago he opted for a 1.4 litre MINI hatchback. "I love everything about the make. Being such a popular car back home in Italy it was great for me to be seen driving around in one on the streets of Rome."

Armed with a master's degree in business management, he decided two years ago to come and live in the UK, and in 2017 joined the team at Lloyd Newcastle.

He is in his element selling his favourite car. For Manuel it is essential that customers know he genuinely loves the brand. "I don't want them to feel that I am just selling them a car because it is my job. It is important to me that they know I too am passionate about MINI and that I have always liked them. When you get behind the wheel of a MINI you can feel how well made it is. And they are sporty and lots of fun to drive."

His current favourite is the MINI John Cooper Works Countryman. "It is a very powerful, fast and tough high-performance car. It's thrilling to drive while at the same time ensures you feel safe."

SELLING CARS A SHOE-IN FOR DAVID

David Lewins is Lloyd Newcastle's new Head of Business. Here, he reveals some exciting developments on the horizon and how lucky we are to be living in a golden age of motoring.

You've worked in the motor industry in the North East for 30 years, but we hear you gave another career the boot before that?

My first job was selling shoes at Peter Lord in Eldon Square, Newcastle. I then went to work for Clarks. I was in Exeter when I decided to give car sales a go. I applied for a job and didn't get it, so I moved back to the North East and was offered a sales executive role with Minorities. That has turned into a 30-year career in the car industry. Going way back, I was a newspaper boy and I even walked a St Bernard dog for a while. It was bigger than me. I'm not sure who walked who!

What was it about cars that interested you?

In the shoe trade I had enjoyed working with people. Selling cars was an extension of that, but with a much more exciting product. And I got a company car, which was a big attraction!

Did you have a dream car as a child?

I watched Starsky and Hutch and I loved their red

Ford Gran Torino with the white vector stripe. I thought it was fantastic.

And your dream car now? I like four wheel drive vehicles - like the BMW X4 or X5.

You will have seen massive changes in the motor industry. What are the biggest? From a retailer point of view, the internet, email and mobile phones have changed things massively – for good and bad. 25 years ago, people would get Auto Trader and buy locally. Now they can go nationwide. It has widened the market and choice.

What are the biggest changes facing the industry going forward? Technology and the fuel we use. Electric and hybrid cars have been talked about all my career, but they are definitely happening now and we need to be ready for it.



“IT'S ABOUT BUILDING LONG-TERM RELATIONSHIPS, GIVING CUSTOMERS THE BRAND EXPERIENCE”

Is this a golden age of motoring? Yes, it probably is. Cars are more affordable than they have ever been and thanks to all the purchase options, people are now changing them more often. Where a family would once have had one car they may now have three or four, cars are more reliable and safer than ever, and they are loaded with technology, which appeals to Millennials.

What's in the pipeline for BMW? There is so much happening this year: the new-look M5, the X2 SUV, the Z4, the concept X7 iPerformance, the remodelled 8 series. There's so much to be excited about.

Innovations and technology are changing all the time. What will stay constant? The thrill of buying a new car from a retailer. The way people get their information about cars may have changed, but the majority of customers still want to experience the brand.

You come from a long association with another classic German car marque, Mercedes. What is it about German cars?

Their build, quality, history, the fact they are aspirational brands, the technology, the high level specifications. They offer so much more.

What makes Lloyd Newcastle great? My trade experience has always been in the North East, and Lloyd has always had a fantastic

reputation. It's a premier brand with a lot of history in the city and experienced people behind it.

What does your role entail? We sell cars, we sell parts, we sell service hours, and it's my job to look after all that and the 130 staff here, and create an environment that customers love.

What drives you?

I want the business to be the best it can be. I want it to be #1 with the manufacturer, #1 out of the six Lloyd businesses and #1 with customers. The retailer is an award-winner with thousands of loyal and happy customers.

What makes it stand above the competition? It is still a privately owned company in a world of big PLCs and I don't think we ever forget that. We are all about the people, and that starts with our colleagues. There is great loyalty and a great many of the staff have worked here a long time, which is something that is fairly unique in this business.

And why should I buy a car from Lloyd Newcastle?

The experience. Taking care makes a difference. It's not all about today for us - it's about today, tomorrow and the years after. It's about building long-term relationships, giving customers the brand experience and the business fitting their lifestyle, rather than the other way around.



WIN A BMW TRACK DAY AT OULTON PARK.

Enjoy a track experience at Oulton Park on Wednesday September 19, 2018.

Lloyd Newcastle has teamed up with Oulton Park in Cheshire to offer one lucky reader the chance to take to the track in a range of powerful BMW M and M Performance models for a driving experience with a professional driving instructor.

Your exciting experience will include a dynamic track session in a BMW M140i and a BMW M2, giving you a thrilling opportunity to put your skills to the test with activities designed to build your confidence behind the wheel at this, the UK's most picturesque race track.

You will also take the wheel of a high-performance BMW M4 adapted for track use for exhilarating laps of the course and enjoy an adrenaline-charged lap in the

passenger seat with a professional driver, complete with an on-board video of your experience. Breakfast and lunch are provided, and personalities from the world of motorsport will join you for lunch, giving you the chance to talk about your experience and ask questions.

To enter, send your name, address and contact telephone number to Lloyd Newcastle's Customer Relations Manager, Rachael Kendall, by email at: rachael.kendall@lloydgroup.co.uk Or by post to: **Rachael Kendal, Lloyd BMW, Barrack Road, Newcastle NE2**

**Terms and conditions apply. All entries to be received by 6pm on July 31, 2018. The winner will be chosen at random and notified by ??? [check]*

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