

Applauding to the **echo**

HavePride

Haverhill is full of success stories, but many of them go uncelebrated because they have been achieved by people who are hesitant to put themselves forward. As part of our HavePride campaign we will be looking to highlight achievements by individuals or organisations within the town that we can all take pride in. This week we focus on what has become almost the trademark of Haverhill, the amazing Haverhill Car, created by Haverhill industry and in the running for an Auto Trader Motor Show award.

If you know of an achievement within Haverhill which you think ought to be recognised, give Karen Steel a ring on 01440 764000

IT already has a list of plaudits long enough to fill many pages, but now the 'Haverhill Car' could become a focal point not just of the town it takes its name from but of the cream of the motoring world.

The vehicle, a converted 1978 Cadillac Seville, has been entered in the professional category of the Auto Trader Motor Show's Curves and Chrome competition.

A public vote is currently taking place on the Motor Show's website to decide which cars will win the amateur and professional sections within the competition.

The Haverhill Car's proper name – the one it is entered un-

der in the competition's professional category – is the Courier-Cadillac.

At the end of June the public vote ends and four professional judges will then decide which two cars will win a place on the Auto Trader stand at the Motor Show, which takes place in London from July 18 to 30.

The car was first bought in its original form in 1988 by Rob Maidment, co-founder and then managing director of Courier Products.

In the following two years 6,000 man hours, involving 17 different companies, were spent transforming it into the Cadillac-Roadster it is today – the only one of its kind in the world.

Mr Maidment, who lives in

Boyton Hall, Haverhill, said: "It would have been great if we could have made more but it was too complicated."

The idea to convert the car and use it to promote Courier Products was originally a purely commercial one, added Mr Maidment.

He said: "Half way through it was going to be dumped but Haverhill decided to put a whole lot of love into it so that's why it got finished."

"It went to and fro between certain people here and certain companies kept working on certain parts of it."

After initially earning its keep as a PR tool for Courier Products the car earned its current nickname after being used numerous times to promote Haverhill's local enterprise and manufacturing skills.

It has also been loaned out to promote various charity events in the town and three years ago was taken for a spin by Sir Stirling Moss.

Will it, however, win a place on a stand at the prestigious Motor Show?

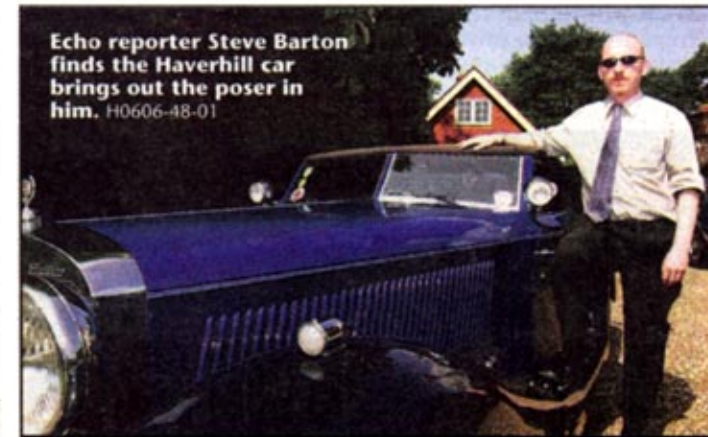
Mr Maidment added: "Knowing how much engineering went into this car it would be a great PR coup for Haverhill."

"If it didn't win at least I had tried."

The car has received global acclaim from enthusiasts, professionals and publications.

Sotheby's described it thus: "The Courier-Cadillac has to be one of the greatest and most usable fun cars ever produced."

To help the car win a place at the Motor Show log on to www.autotradermotorshow.co.uk and go via links to 'Curves and Chrome', 'Gallery' and 'Professional'.



Echo reporter Steve Barton finds the Haverhill car brings out the poser in him. H0606-48-01



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