

Abraham Ellis & Partners Ltd

ADVERTISING

Stand M15

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PRESS RELEASE

Scimitar SST is back on the road at Motor Fair '91

A surprise exhibitor at Motor Fair '91 is Reliant Motors - now gearing up to get back in production with their Scimitar 1.4 and 1.8 ti 2-seater open sports car.

Top of the range is the 1800 ti - powered by Nissan's CA 18 ET turbo injected engine. This model has a top speed of 126 mph and 0-60 in 7.6 - a performance not matched by many of the more expensive sports cars.

In a lower price range, Reliant offer the 1.4 Ford powered 100 mph model.

Scimitar SST was styled by William Towns (hence the 'T') and replaced the SS1 Michelotti styling which Reliant had in production from 1985 to 1990, during which time cars were exported to Germany, Austria, Switzerland, France, Italy and Japan.

Prior to reformation of the company last August, Reliant have built only 20 SST's and some of these are being offered on their Stand M15 at Earls Court. These cars are the limited edition 1991 models and Reliant expect them to be snapped up by enthusiasts and new dealers.

Motorists ordering cars for delivery in 1992 will be pleasantly surprised to find that the Scimitar 1.4 will cost £11,500 and the faster, more lavishly equipped 1.8 ti will cost £13,900. These prices for 1992 models are lower than those for 1990 cars - and this has been achieved by changes in build systems and costs which make the cars much more competitive, without loss of quality or change of specification.

All good news for open sports car enthusiasts. Reliant think there are many of all ages, professions and interests.

"Our aim" says Chris Winter, Sales Director of Reliant, "is to make cars that are top quality, fun to drive, and inexpensive to buy and to run. In the Scimitar SST we have a British designed and hand built car that we can offer as a fun car or a high performance vehicle. Its appeal as both a stylish car for young people and a second car for the businessman, is that it looks good, performs well and above all, provides the owner with the joys of open air motoring".

"The backing of Beans Engineering and their approach of quality in everything they do, will apply equally to building cars. We shall be looking for new markets for these cars at home and abroad, and Reliant owners and dealers can be confident they have our full support".

Mono pictures available: Scimitar SST
or Scimitar SST with designer William Towns

Colour transparencies available, on request

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