



Newsletter December 2008



Neil Says.....

Here we are fast approaching Christmas and the end of 2008. I always try to take a little time to reflect at this time of year, looking back at what has happened over the previous 12 months before looking ahead to the next 12.

This has been the first full year in Murtaya production, having started delivering kits part way through 2007, and as I look back over the year it has been incredibly busy, extremely hard work for both me and my superb team here at AMS, massively challenging, and just SO exciting for us all to be a part of!

The road to putting any car into low volume production is a difficult one to navigate, particularly when the sights have been set so high, targeting not only creating a superb kit car, but producing a vehicle which can be seen as a genuine alternative to mainstream sportscars from the big manufacturers.

Realistically we will struggle to achieve the levels of refinement that Audi do with the TT, or Nissan with the 350z, at the moment we do not have the financial or manpower resource to make that a reality. What we can do, and have done, is create a vehicle that gets somewhere between those standard setting machines and cars like the Elise and VX220 in refinement terms while delivering a driving experience and level of performance far beyond what they can offer. Our achievement was recognized with the title Specialist Performance Car of the Year 2007 (where we beat the Atom into second place!) and as I write this we are awaiting the results to be published from another Car of the Year shoot out.

Elsewhere in the newsletter this month there is a full look back at the highs and lows of 2008 so I am not going to be too reflective here other than to say that it has been brilliant seeing customer Murtaya appearing where they belong, out on the roads and tracks. There is always going to be a time lag between launching a car and customers getting theirs onto the road as building a car from scratch takes time. Watching the people building their own dream machines to specifications that meet their own particular needs has been fascinating - and has demonstrated the wide appeal of the Murtaya, from daily driver whisking people to and from work, to treasured car for special occasions, to track day only toy, to serious competition car. What people want from their cars differs dramatically and that just one vehicle can cater for such a range with only minor modification says a massive amount about the superb work that Dan did on the monocoque design and packaging the Impreza drive train, the dedication and creativity of the production team in translating Dan's design to reality, and the fantastic Subaru parts which we employ.

Getting to know our clients is also a part of the business which we enjoy. We have clients of all ages and technical abilities, from professional motorsport teams through to people that have never even changed an oil filter before embarking on their Murtaya build. Technical support questions have ranged from something fundamentally not working (engine won't start!) to having lost parts from the donor car (yes we can send you 'widgit xyz' out in the post!), to how to trim effectively around corners. Brilliant questions one and all and we look forward to lots more of them next year!

A very interesting side of our business comes in the form of design consultation for other automotive manufacturers. There is rarely much to be said about these pieces of work as by their nature they are secretive and almost always bound by non-disclosure agreements. It is an interesting pointer to general confidence in the market returning to something approaching normality next year that we have several projects in progress at the moment, some within the kit industry and some from the mainstream market. I find these projects fascinating, not only for their technical content but also the diversity of people who approach us for input. The range covers everything from private individuals who have an idea but no clue about how to take it forward (so we help with feasibility studies and advice) through to extremely well funded mainstream projects who need specialist input from a responsive and fast acting company who can do a high quality job in a short space of time (so we provide either design engineering services, prototype build services, or both!). The lure of manufacturing a sportscar attracts many, most get lost somewhere between ideas and action, some make it into production, and some manage to make a viable business from that formative idea!

So what of next year? We go into 2009 with a strong forward order book for the Murtaya, several ongoing design projects, and wondering what the year will bring. We have our first outings in serious national level motorsport planned with a programme of circuit racing in the Britcar series, and further testing planned prior to a stage rallying debut in March. With so much expectation and publicity surrounding the potential performance of the Murtaya in competition we already have a reputation to uphold even before our first official outing! Motorsport is never an easy environment and we are ready for some tough and humbling experiences along the way, however we are also very confident that the package we have will be competitive from the off and we are targeting podiums and wins in 2009 - I always push and challenge our capabilities to the maximum and I will be satisfied with nothing less!

As the number of Murtaya continues to increase we are looking at ways to get the owners together, both on a social level and to be able to enjoy their cars to the full. We are very excited about the planned Le Mans trip in June with 12 Murtaya confirmed in the convoy so far and no doubt more to come which should make for a terrific trip. We are hoping to be able to do lots more with Murtaya owners during the course of the year and have other event plans in development, particularly with regard to track days and getting the opportunity to drive the Murtaya at somewhere near the limit in a safe environment. Needless to say the monthly newsletter and new website will keep you up to speed with all developments as the plans come to fruition.

There is no doubt that times are tough in the car industry at the moment and we are not immune to the economic slowdown. However having already sold five Murtaya in December so far (as of 17/12) we seem to be avoiding the sales slump which is currently crippling the mainstream automotive industry. We have recently taken some precautionary steps to ensure that our business and our customers have nothing to fear at Adrenaline even if the effects of the challenging economic times do filter through to us next year. Having pro-actively put plans in place to deal with a range of scenarios from slow down to rapid expansion and everywhere in between we can look to next year full of confidence that we are ready no matter what circumstances we are faced with.

We have focused on improving access to the Murtaya in 2008 and as a result find ourselves in a strong position with international distributors appointed in Australia and New Zealand, (with the US coming on stream in late Jan/early Feb 2009), combined with agents in the UK (Arden Automotive in Didcot and Bitz Motorsport in Nairn) providing a brilliant network to grow sales. All of our agents and distributors have their own demonstrator vehicles (either in place already or due to be ready early in the new year) and are passionate about the product and their own company's abilities. You can be sure that if you contact any of our appointed representatives you will receive fantastic service from attentive, knowledgeable and caring people. We have been approached by many - but appointed only the best!

Although we are still recovering from a hectic schedule of shows this year (we attended 16 in total!) we are currently gearing up for 2009's season opener in early January. We will be exhibiting at Autosport International at the NEC and if you have not been before it is a brilliant event and well worth the money. This year we are part of the Hand Built British Sportscars stand (19905 in Hall 19) which has been organised by Steve Hole from Total Kit Car in association with Pistonheads.com. There are some great machines on our stand of 8 manufacturers and I must say a big thank you to Steve and John Sampson from Quantum who put a massive effort into making the stand a reality.

There are many thank you's to be said at this point and I could rattle on for ages, but to keep it brief a huge and heartfelt thank you from me to all of the following!

- Everyone who is part of the team here at AMS, without whose unwavering dedication and talents we would not be where we are today - and equally to all of our families who accept the unsociable hours and weekends away with grace. We could not do it without you!
- Alan, Martyn and the team at Engine Tuner for their ongoing support - providing superb engines for the factory built Murtaya, assembled engines, components and advice for our customers.
- Steve Simpson for the stunning SIMTEK engine management systems which are standard fit on all factory prepared Murtaya and the first performance upgrade we advise for any home built project.
- Our agents and distributors all over the world.
- Jason at Scoobybits who has offered superb support for our customers, sourcing excellent donor cars and always seeming to have the right parts available whenever needed!
- And most importantly our customers and enthusiastic supporters. Your continued passion for the Murtaya, comments, and facial expressions on every test and demonstration run provide massive enjoyment and pleasure for us, and motivate us all to push on ever harder in the pursuit of performance.

I am hugely proud of everything we have achieved so far, but this is just the starting point for the company and the Murtaya. With a great team of people in place, a superb car in the Murtaya, a distribution network established around the world and motorsport presence a reality across several disciplines we are set for another exciting year in 2009. I look forward to meeting with many more of you over the next 12 months and to welcoming more of you to the Big Silly Grin Club as you take ownership of your Murtaya. I hope that you enjoy a superb Christmas and New Year.

Neil.



LATE BREAKING NEWS!

SINCE COMPILING THIS NEWSLETTER WE HAVE HAD CONFIRMATION THAT COMPLETE KIT CAR MAGAZINE HAVE AWARDED THE MURTAYA "CAR OF THE YEAR 2008" AFTER AN EXTENSIVE ROAD TEST PITTING THE THREE CONTENDERS AGAINST EACH OTHER OVER A WIDE RANGE OF CRITERIA THE PANEL OF THREE JUDGES (INCLUDING AN INDEPENDANT NON-MAGAZINE CONTRIBUTOR) FOUND THE MURTAYA TO BE A COMPREHENSIVE WINNER. READ THE FULL TEST IN THE MAGAZINE - IN THE SHOPS FROM SATURDAY 20/12/2008.

A Glance Back At 2008.....

The year got off to a great start with confirmation of our New Zealand and Australian distributors being appointed and getting the first four kits sent off to the other side of the world. The Murtaya was awarded the title of Specialist Performance Car of the Year 2007 BY Japanese Performance magazine. We had a stand at Autosport International and the car attracted a huge amount of interest, including a lengthy inspection by none other than David Richards of Prodrive fame.



Left;
DR inspects Murtaya

Right;
1st Murtaya in NZ
outside distributors
Pristine and impressive
workshop



We held our now traditional demonstration day at Llandow in February. There was a good turn out and we had two Murtaya demo cars and two Toniq R's giving rides. The day was very well attended despite being a bit chilly but also was one of the lows of the year as we suffered a rare mechanical failure with a piston letting go on the Murtaya road car demonstrator.

The Department of Trade and Investment chose us as one of their export case study companies (the other being Sunseeker Powerboats) and made a short film about us, this has been shown at various functions and seminars around the world and is now featured on the DTI website and Youtube!

The Detling Show was well attended as always, a good kick off to the kit car show season. We love this show, not least for the annual trip to Jumpin' Jacks night club which is always hilarious! May was hectic with Stoneleigh Show, the delivery of two Toniq R inspired Kiddy Karts for a local school and the Murtaya's first official competition outing at a Sprint (where it came 2nd overall in wet conditions!). Japfest at Castle Combe is a great show with a good mix of static displays and live action events and has become a yearly outing for us. Once again the Murtaya proved to be pretty much the quickest thing on track easily disposing of Honda NSX's and modified versions of every Japanese car you can think of. As we moved through the Spring Arden Automotive were appointed as our first UK agent and a superb open day was held on a sunny (yes really!) day with Murtaya, Toniq and Top Gear cars as entertainment.



Left;
Photo from Japanese
Performance magazine
review of Japfest, caption
reads "Impreza based
Murtaya looked very rapid
when it went on the track".

Right;
Neil Y in the Top Gear Peel
Microcar at Arden open day
with Hammonds Mustang in
the background!



Speed on Wheels in July was a real disappointment as nobody turned up! It was a brave move by the promoters Limelight Exhibitions who listened to what manufacturers and public had asked for and set up a brand new show to meet the requests. Everything was in place for a terrific show but when the gates opened on Saturday morning there was no-one outside. Whatever the reason for the lack of support it was a huge shame and a low point for the entire year as it is unlikely to be repeated in 2009, and is certainly a missed opportunity for the traders and enthusiasts alike.

Scoobybits moved in to share workspace with Adrenaline in July, a natural fit with Jason specialising in the Impreza and offering excellent service and support. Subsequently Scoobybits have provided donor vehicles for self-build customers, many parts for people who need replacements or upgrades for their builds, and lots of help for us at the factory. Thanks Jas!

The summer passed in an absolute blur as the shows whizzed by - barely seeming to touch down at base before heading off somewhere else. A flurry of activity saw the Goodwood Festival of Speed, Peterborough Kit Car Show, Llandow Action Day and Rally Day at Castle Combe come and go, with another Sprint appearance in an ASWMC Championship qualifying round taken in for good measure. Again the Murtaya claimed a scalp or two when running in standard road trim with Toyo Proxes T1 road tyres - the car scorching to fastest 64ft time of the day overall beating all of the single seat race cars and all of the slick shod speed and rally specials.



Murtaya out playing at ASWMC Sprint Drifting on the left Max attack on the right!



Engine Tuner held an open day which we attended with three Murtaya, one of our original technicians Tim emigrated to Australia and Daz Wallace joined the team. We opened our own paint shop facility in September at a second site eight miles from the current factory site. This has been a real success providing some stunning paint jobs for factory built Murtaya as well as full and part re-sprays on many other project vehicles.

The autumn was now upon us but there was not let off in pace with another private Llandow demonstration day completed in September, MSA approval gained for the Murtaya as a low volume production car, several commercial design projects being commissioned, testing carried out for the race and rally Murtaya in preparation for the 2009 season, and Toniq Ltd leaving the workshops to move in with new commercial partner Rainbird Racing. This was a great move for Toniq Ltd and offers the opportunity for real progress to the Toniq R project. We had enjoyed working with Colin over the last year and had helped him with moving the car forwards, eliminating the reliability issues that he had been suffering previously and getting him set for moving into full scale production of the car. Consultation with Caged on the design and construction of a new round tube chassis for the Toniq R brought Caged founder Phil Squance and Colin together, and with Phil also owning Rainbird Racing a deal was completed to bring Toniq and Rainbird under one roof. This is definitely one to watch in 2009 as they have some very exciting plans and much change underway.

Toward the end of the year the final shows came about with the traditional season closing Exeter being very busy. The press day of Wales Rally GB saw us exhibiting a Murtaya at the Millennium Stadium in Cardiff, followed a couple of days later by supporting local company Stormspeed with the launch of their new premises in Exeter. While all this was taking place we have been beavering away at developing a new website with design partner Pixelism. This is a massive improvement from the original site which has sat sadly neglected for far too long. There was of course the All Nippon Challenge racing fiasco where we entered and were then rejected for being too fast, months before getting anywhere near Brands Hatch! An exciting development right at the end of the year has been the appointment of our second UK agent, Bitz Motorsport in Nairn (just outside Inverness in Scotland).



Left; Typical scene at the packed workshops this year 7 Murtaya and 5 Impreza being worked on!



Right; Murtaya on display at the Millennium Stadium alongside Darrian T90GTR and Caparo T1.

Many customer cars have passed through our doors over the course of the year, coming in for everything from a service to full competition preparation. These have included various Impreza's, a Dino replica, Cobra replica, several Minari's, TVR's, a Porsche 944, 356, Escort rally cars, a Pilbeam MP88 and Ultima among many others.

For sure it has been an action packed year - here's to more of the same in 2009!

DATES FOR THE 2009 DIARY

Where can you find us and our new demo cars early in 2009?

Autosport International, NEC Birmingham, January 8th-11th.

Huge motorsport and performance car show, a must for the petrol head.

Llandow Race Track, West of Cardiff, February 28th.

With the track once again hired for our exclusive use this is your chance to sample the Murtaya at speed. With works racing driver James Harrison giving rides in the 2009 Britcar challenger, the new Murtaya demo cars for 2009, and a number of customer Murtaya on hand in a variety of specifications this is an ideal way to blow away the winter cobwebs and find out all you need to know from the AMS team and our engine building partner Engine Tuner.

Detling Kit Car Show, Detling, Kent, April 11th-12th.

The traditional season opening show for the kit car community we will be there as usual with a selection of Murtaya to view in the show hall and the car parks.

Stoneleigh Kit Car Show, Warwickshire, May 3rd-4th.

Regarded by many as THE kit car show of the year Stoneleigh pulls in more manufacturers, accessory stands and clubs than any other show.

PPC In The Park, Mallory Park Race Track, 23rd May.

Sure to be a great weekend away with a show including live track action and demonstration runs on the Saturday, followed by a party and Camping, and then a full days race action on Sunday. We will have static display vehicles on our stand and demo cars on track being driven by James Harrison to give you a full flavour of the Murtaya experience.

You can of course sample what the Murtaya has to offer at the factory in Cornwall or any of our appointed agents;-

Arden Automotive, Didcot, Oxfordshire.

Bitz Motorsport, Nairn, Scotland.

RSR Performance, Australia.

Murtaya NZ, New Zealand.

CANAM Marketing, North America.

Murtaya
Just Some of the wonderful cars out there.



CKC magazine build in beautiful bronze



Mike's stealth bomber black bruiser



Geoff's green meanie



Roger's attention seeking ASBO orange machine



Bill's brutal big power beast



Rally weapons - our own black demo car and Steve's silver dream machine

Christmas Musings From The Bored Room.....

Three men died on Christmas Eve and were met by Saint Peter at the pearly gates.

"In honour of this holy season" Saint Peter said, "You must each possess something that symbolizes Christmas to get into heaven."

The first man fumbled through his pockets and pulled out a lighter. He flicked it on. "It represents a candle", he said.

"You may pass through the pearly gates" granted Saint Peter.

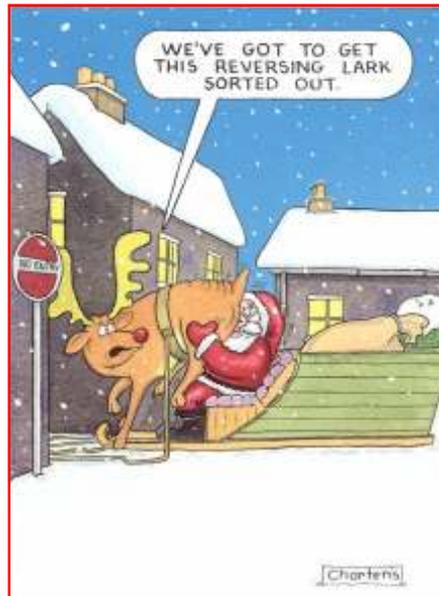
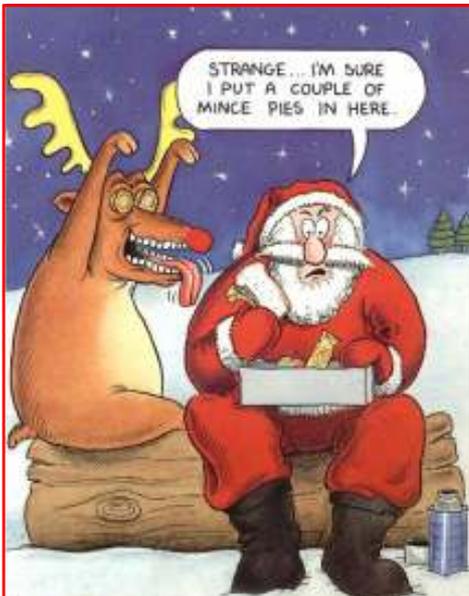
The second man reached into his pocket and pulled out a set of keys. He shook them and as they jangled pronounced, "They're bells."

Saint Peter said "You may pass through the pearly gates".

The third man started searching desperately through his pockets, finally pulling out a pair of women's panties.

St. Peter looked at the man with a raised eyebrow and asked, "And just what do those symbolize?"

The man replied, "They are Carols."



At The End Of 2008 Some Thoughts Ahead Of 2009 - Or Maxims For Life.....

1. If it wasn't for the last minute, nothing would get done.
2. Don't be irreplaceable - if you can't be replaced, you can't be promoted.
3. A pat on the back is only a few centimetres from a kick in the butt.
4. Everybody is somebody else's weirdo.
5. On the keyboard of life, always keep one finger on the escape key.
6. Accept that some days you are the pigeon and some days the statue.
7. Never test the depth of the water with both feet.
8. If you lend someone £20 and never see that person again, it was probably well worth it.
9. Generally speaking, you aren't learning much when your lips are moving.
10. Experience is something you don't get until just after you need it.
11. There are two theories to arguing with women. Neither one works.
12. Never argue with an idiot. They will drag you down to their level, then beat you with experience.

HAVE A WONDERFUL CHRISTMAS AND NEW YEAR!