



## INFORMATION BOOKLET



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# Celebration of a Century of MG



The Centenary of the MG marque will be celebrated by MG enthusiasts worldwide over 2023 and 2024.

MG cars had their genesis in a 1920s sales promotion sideline of Morris Garages, a retail sales and service centre in Oxford belonging to William Morris. In 1923, the business's manager, Cecil Kimber, began modifying standard production Morris Cowleys and Oxfords, including sporting bodywork, with the first fully documented sale recorded in August 1923. The first record of the MG octagon badge being used was in Oxford newspaper advertisements in November 1923, with the cars called '*The  Super Sports Morris*'.

In late 1924 Kimber modified the revised Morris Oxford, with a longer chassis, and designed an all-aluminium open tourer in both two and four seater configuration. This was advertised as the 'M.G. 14/28 Super Sports' and later cars included an octagon 'MG Super Sports' badge. These were followed in 1927 by the MG 14/40 and in 1928 by the MG 18/80, both with flat radiators in the style that would be synonymous with the MG marque for the next 25 years.

The M-type MG Midget, using a four cylinder overhead camshaft 847cc Wolseley engine, was produced from 1929 and proved popular as an affordable and light sporting car. Late in 1929, the MG motto 'Safety Fast' was adopted, initially as an advertising slogan.

In 1930 production moved to Abingdon and later that year the M.G. Car Company Limited was incorporated under William Morris' ownership. The Abingdon works became the centre of MG design and production for the next 50 years, with the 1930s seeing a plethora of sports cars, highly successful racing MGs and land speed record breaking specials.

Cecil Kimber resigned in 1941 after a disagreement with William Morris and was subsequently killed in a railway accident in 1945. The marque he founded went on to design and produce many of the beloved sportscars and saloons that are still being appreciated by enthusiasts around the world.

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## Organising Committee

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## Welcome

All MG owners are invited to enter the 2023 Safety Fast Run and join in the fun, entertainment and fellowship that Safety Fast Run participants have always enjoyed.

This year we will **celebrate the centenary of the MG marque** from its beginnings in the early 1920s, with Saturday evening's dinner dance theme being **'The 1920s and all that jazz'**. Be prepared to enjoy a delicious meal and to dance the night away!

The venue for the social events this year will be Stay Margaret River Resort in Wallcliffe Road. As was advised in Update #1 sent in early December, accommodation at Stay was already limited due to prior group bookings. While a few rooms may become available closer to the date due to cancellations, alternative accommodation venues should be booked.

As with all previous Safety Fast Runs, we would be unable to keep our cost down to a minimum without the support of our sponsors and you in turn supporting them, namely **The Sports Car Garage, The MG Car Club of WA, Auto One Kalamunda, SNAP Printing Northbridge, Rivendell Estate Winery and The John Hughes Group.**

We will continue to support Canteen and Riding for the Disabled charities, including raffles for Canteen and Riding for the Disabled during the evening dinners.

Chris Hart  
**2023 Safety Fast Run Co-ordinator**



## 2022 Safety Fast Run Photos

Photos of the 2022 Safety Fast Run are available for viewing on the MG Car Club website at [www.mgccwa.com](http://www.mgccwa.com) then select **GALLERY** then **RECENT EVENTS** and scroll down to **Sat 29th October — MG Safety Fast Run**.

### ***Safety Fast Run Sponsors***

The organising committee wishes to acknowledge the sponsorship provided by the MG Car Club WA in addition to the generous contributions of the following corporate sponsors. We encourage *Safety Fast Run* entrants to repay these generous corporate sponsors



print solutions  
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**John Hughes**





# Event Programme

## **Safety Fast Run Day 1 (Saturday 14<sup>th</sup> October)**

- 09:30 This year we are meeting at **Longriders Café** in **Dwellingup** for **morning tea** (*included in SFR entry fee*).
- 10:30 The Run commences with a 133km scenic drive from Dwellingup to Boyanup via Waroona and the picturesque Ferguson Valley. The Sports Car Garage support vehicle will accompany us as usual.
- 12:30 **Lunch** (*included in SFR entry fee*) will be provided by the CWA in Boyanup at Hugh Kilpatrick Hall in South Western Highway.
- 13:30 Proceed from Boyanup via Donnybrook, Kirup and Nannup to Margaret River (156km).
- 18:30 Pre-dinner drinks (cash bar) at **Stay Margaret River**
- 19:00 **Dinner'n'Dance Theme Night** at Stay Margaret River (*included in SFR entry fee*), with music provided by DJ.

**THE FANCY DRESS DINNER THEME** to celebrate the **100<sup>th</sup> Anniversary of MG** is 'The 1920s and all that jazz'- think The Great Gatsby and the Cotton Club!

There is a prize for the best dressed couple.





## **Safety Fast Run Day 2 (Sunday 15<sup>th</sup> October)**

*Breakfast is by own arrangements.*

- 09:15 Meet at Stay Margaret River for briefing and route instructions prior to departure on Sunday morning's Observation Run organized by MGCC. [There is on-street parking in Zinfandel St opposite the hotel, accessed off Merchant St, for those not domiciled at Stay MR.]
- 09:30 Depart on Observation Run as instructed on route sheets. The Run will cover a leisurely 111km with all clues on the left side of the road, as usual.
- 12:00 **Lunch** (*included in SFR entry fee*) will be provided by the CWA at the Rosa Brook Hall in Rosa Brook Rd.
- 13:00 Depart from Rosa Brook Hall on social run organized by the MGOC. This will be a leisurely and scenic jaunt. It is a relatively short run allowing time, if desired, for subsequent visits to galleries, wineries and other attractions before returning to Margaret River.
- 18:30 **Presentation Dinner** at Stay Margaret River (*included in SFR entry fee*). There will be a cash bar available and during the evening the MGOC members will conduct a raffle to raise money for their designated charity ***Riding for the Disabled***.

## **Safety Fast Run Day 3 (Monday 16<sup>th</sup> October)**

*Breakfast is by own arrangements.*

Return to Perth at your own pace or stay on for another night or two to enjoy the region's history and attractions



## **Plate Presentation Evening: Wednesday 4<sup>th</sup> October**

A convivial evening will be held on Wednesday 4<sup>th</sup> October at The Windsor Hotel, 112 Mill Point Rd, South Perth to present the Safety Fast Run rally plates and regalia etc. as well as passing on the final details of the event.

Car parking in the adjacent Wilson car park is free if you pick up a parking pass from bar staff inside the hotel and display it on your car dashboard.

For those wishing to socialise and/or dine in prior to official proceedings, arrive at **6:30pm** (an excellent meal selection is available). The Plate presentation commences at **8.00pm**.

We encourage all 2023 participants to attend to pick up their regalia. If you cannot be there, please arrange for another person who is going to pick up your bag of goodies for you.

### **Regalia**

The long sleeve and short sleeve polos will be Royal Blue with white piping. They will be suitably adorned with embroidered badges for the 2023 Safety Fast Run logo and the MG Centenary logo.

The bucket and peaked cap will be Royal Blue with the 2023 Safety Fast Run logo badge.



## The Rally Plate

Each MG entered in the *Safety Fast Run* will proudly bear a rally plate similar to that depicted below. In order that entrants can give some thought to the mounting of these plates, overall dimensions are shown.

The plates are manufactured from heavy gauge plastic sheet and will be undrilled for mounting by entrants (without obscuring your Registration Plate).



## Support Vehicle

The Sports Car Garage sweep vehicle will be following the route to assist with break downs. Every effort will be made to repair the minor maladies that occasionally stop MGs. In the event that a breakdown is of a more serious nature, every effort will be made to retrieve or tow the car to the nearest available help/garage or safe place as determined by the support vehicle driver or as circumstances dictate. If you experience mechanical difficulty on the event you may call the sweep vehicle on **0418 778 656** or simply wait until they arrive.