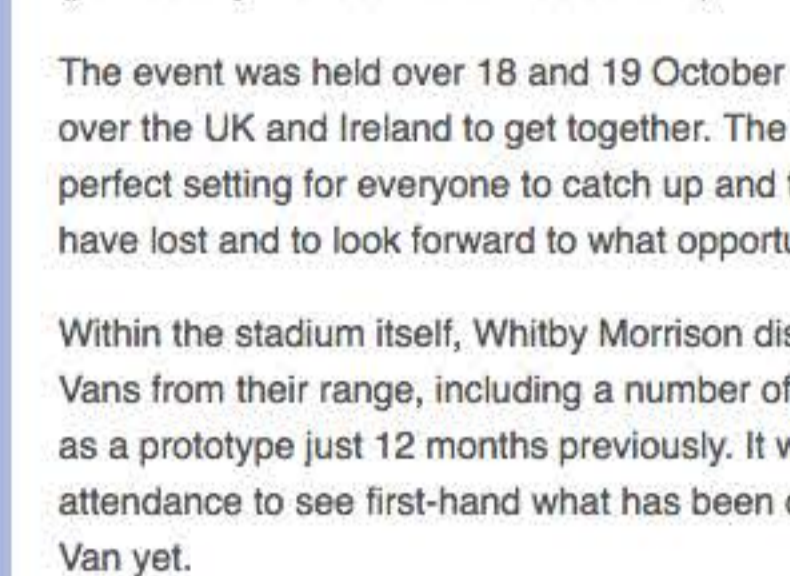


T: +44 (0) 1270 581 318 E: info@whitbymorrison.com
Issue 71 – November 2016

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Welcome to the Whitby Morrison Newsletter

Welcome to Issue 71 of Whitby Morrison Newsletter. This month we look back at the 2016 Whitby Event and bring you two exciting new van opportunities. We also take a closer look at the latest releases from Oxford Diecast, catch up with the fundraising for St Luke's Hospice and rekindle fond memories with a tribute to Bedford.



Review: Whitby Event 2016

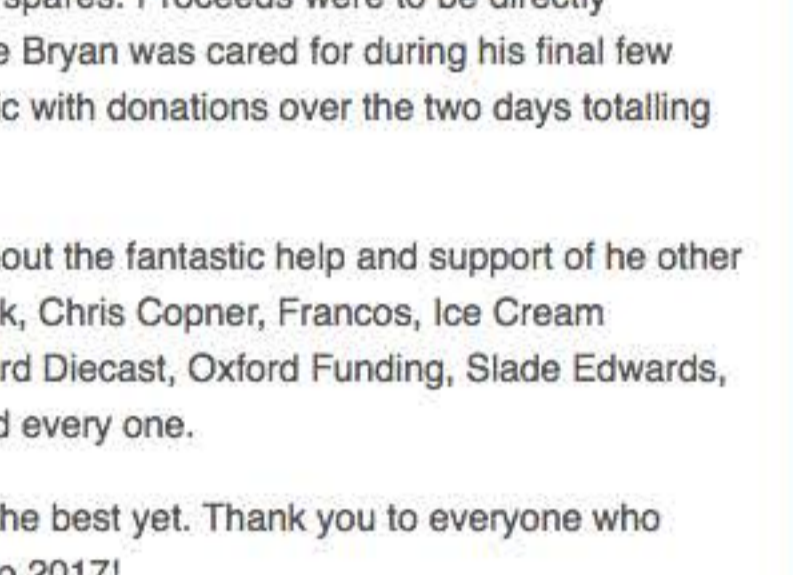
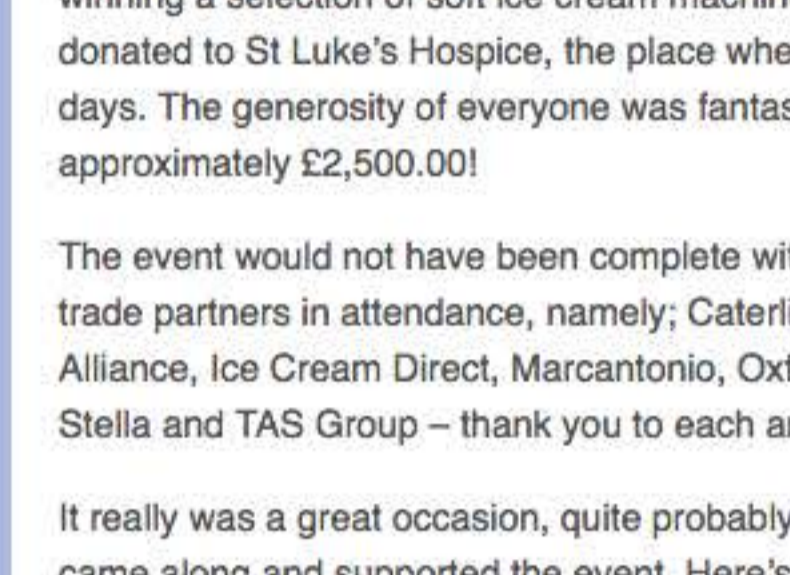
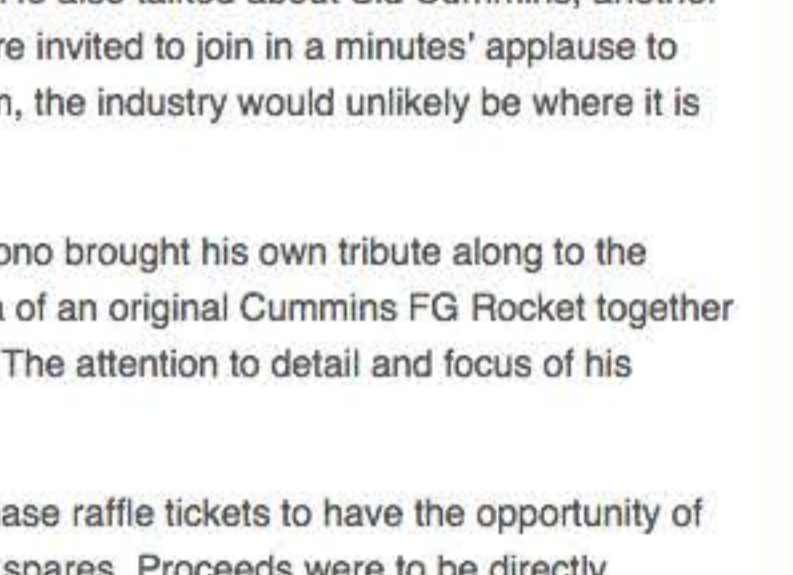
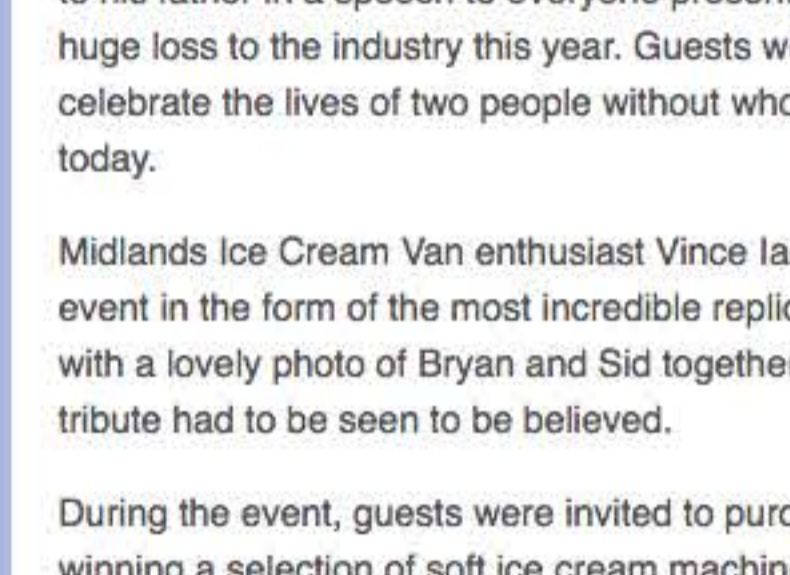
It doesn't feel five minutes since we were looking at the season ahead, full of optimism for some great weather and a general feel good factor around the country. And here we are already, at the season end – and for many Mobilers this time of year has become synonymous with the annual Whitby Event.

2016 represents the seventh anniversary of the Whitby Event, and the fifth in which it has been held at the Weaver Stadium Nantwich; a venue and town popular with all guests (particularly the local Italian restaurant!).

The event was held over 18 and 19 October with more than 400 guests travelling from all over the UK and Ireland to get together. The informal and relaxed nature provided the perfect setting for everyone to catch up and talk about the season just gone, the people we have lost and to look forward to what opportunities may be in sight.

Within the stadium itself, Whitby Morrison displayed a selection of the latest Ice Cream Vans from their range, including a number of the Mondial Lusso SWB which was launched as a prototype just 12 months previously. It was the first opportunity for many of those in attendance to see first-hand what has been deemed by many as the very best Ice Cream Van yet.

There was a change for the heritage Ice Cream Van display this year – instead of the popular Rocket, Morris J Type and Batman Mini, Whitby displayed a selection 9 vintage Bedfords. They ranged from the early 60s through to the mid 80s, culminating in one of the first true Whitby built Ice Cream Vans, the Black Roof.



Rather poignantly, the 2016 event was also an opportunity for everyone to celebrate the life of Whitby Morrison founder Bryan Whitby. Bryan sadly passed away on 1 July and was missed by those in attendance. Bryan's son and current Whitby MD Stuart led the tributes to his father in a speech to everyone present. He also talked about Sid Cummins, another huge loss to the industry this year. Guests were invited to join in a minutes' applause to celebrate the lives of two people without whom, the industry would unlikely be where it is today.

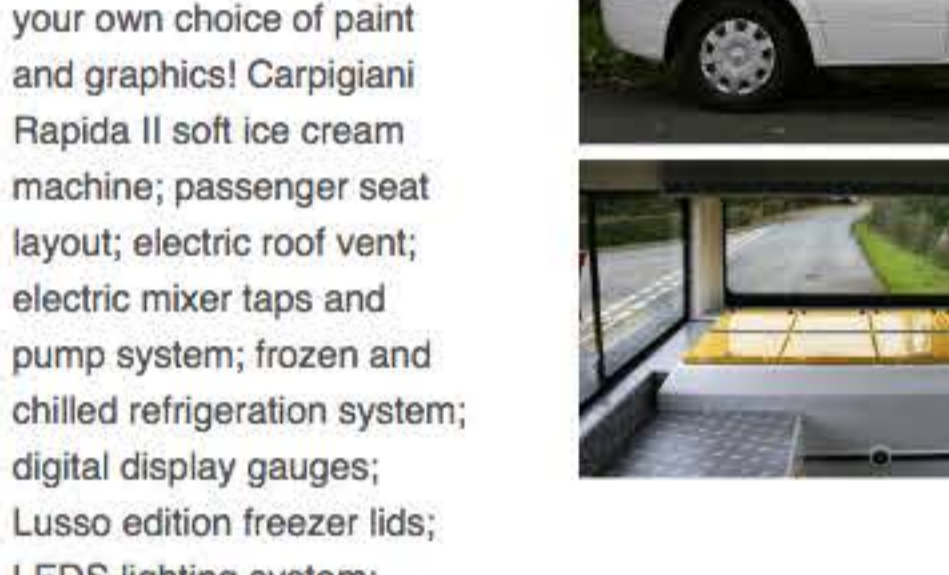
Midlands Ice Cream Van enthusiast Vince Iacono brought his own tribute along to the event in the form of the most incredible replica of an original Cummins FG Rocket together with a lovely photo of Bryan and Sid together. The attention to detail and focus of his tribute had to be seen to be believed.

During the event, guests were invited to purchase raffle tickets to have the opportunity of winning a selection of soft ice cream machine spares. Proceeds were to be directly donated to St Luke's Hospice, the place where Bryan was cared for during his final few days. The generosity of everyone was fantastic with donations over the two days totalling approximately £2,500.00!

The event would not have been complete without the fantastic help and support of the other trade partners in attendance, namely: Caterlink, Chris Copner, Francos, Ice Cream Alliance, Ice Cream Direct, Marcantonio, Oxford Diecast, Oxford Funding, Slade Edwards, Stella and TAS Group – thank you to each and every one.

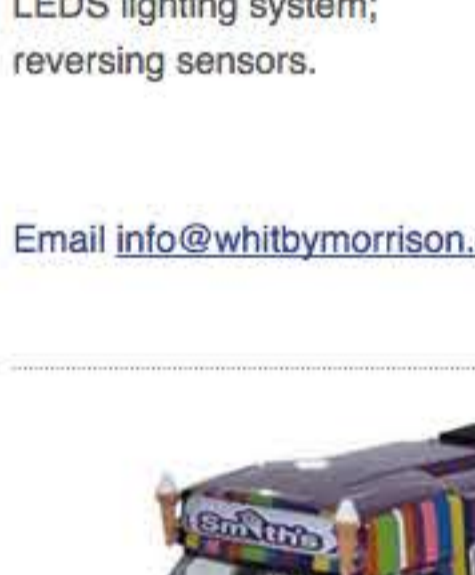
It really was a great occasion, quite probably the best yet. Thank you to everyone who came along and supported the event. Here's to 2017!

New Ice Cream Van opportunities – available NOW!



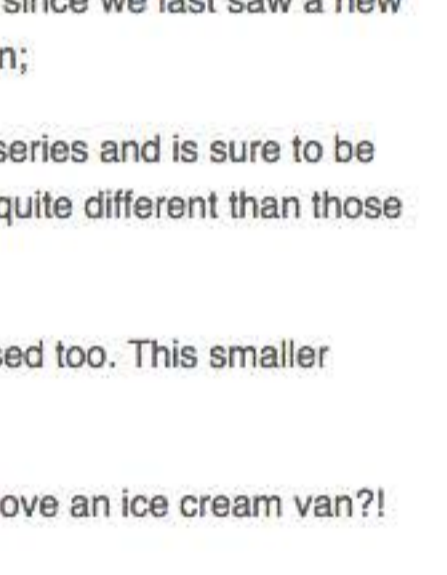
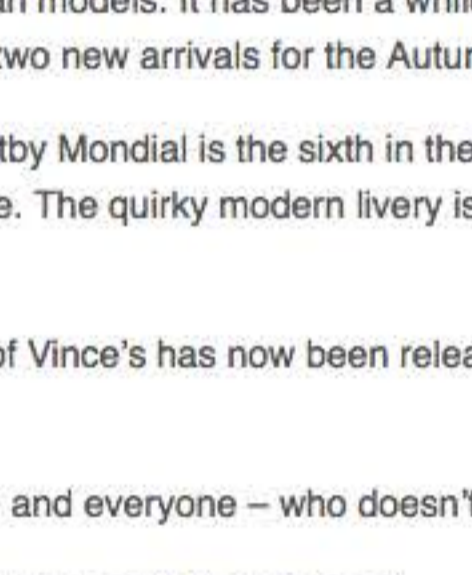
Brand: Whitby Morrison
Model: Mondial Lusso
Edition: Sprinter 314 SWB
Price: £67,650.00 + Vat

Specification: Carpijani Rapida II soft ice cream machine; passenger seat layout; electric roof vent; electric mixer taps and pump system; frozen and chilled refrigeration system; extended boarded chiller with insulated doors; digital display gauges; Lusso edition freezer lids; LEDS lighting system with exterior pelmet; reversing sensors.

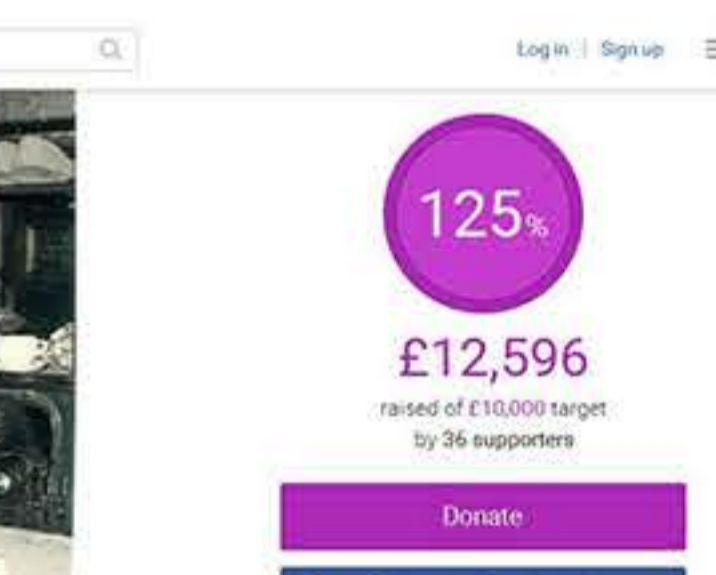


Brand: Whitby Morrison
Model: Mondial Lusso
Edition: Sprinter 310 SWB
Year: 2012 (75k miles)
Price: £54,950.00 + Vat

Specification: Ready for your own choice of paint and graphics! Carpijani Rapida II soft ice cream machine; passenger seat layout; electric roof vent; electric mixer taps and pump system; frozen and chilled refrigeration system; digital display gauges; Lusso edition freezer lids; LEDS lighting system; reversing sensors.



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Latest releases from Oxford Diecast

Oxford Diecast have become a firm favourite with all Mobilers with their fantastic range of modern and vintage Ice Cream Van models. It has been a while since we last saw a new model, but we've been treated to two new arrivals for the Autumn;

Firstly, the 1:43 scale Smith's Whitby Mondial is the sixth in the series and is sure to be popular with collectors everywhere. The quirky modern livery is quite different than those released previously.

Secondly, the 1:76 scale version of Vince's has now been released too. This smaller edition is the fifth in the series.

These make ideal gifts for anyone and everyone – who doesn't love an ice cream van?!

[Click here to browse the fantastic range at Oxford Diecast](#)



Update: St Luke's Hospice fundraising

Following on from the passing of Bryan Whitby on 01 July, we have endeavoured to raise money in support of St Luke's Hospice; the place where Bryan was cared for in his final few days.

We have been inundated with support from all over the world, and having set out to initially raise £10,000.00, the figure currently stands at over £12,500.00! And with a further £2,500.00 having been raised at the Nantwich event, we will soon surpass £15,000.00.

Thank you to each and every one of you for your generosity and support, the difference that these donations will make to people is incredible.

[Click here to make a donation.](#)



New website and Online Shop ready for launch

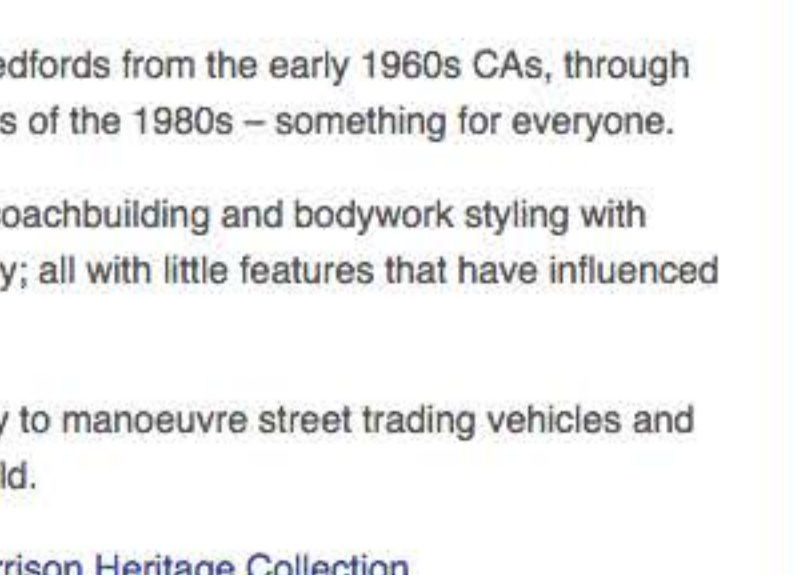
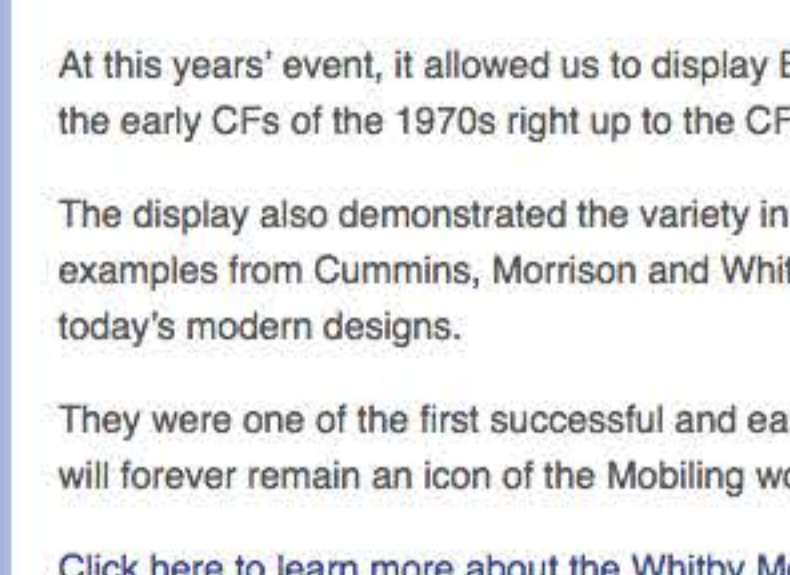
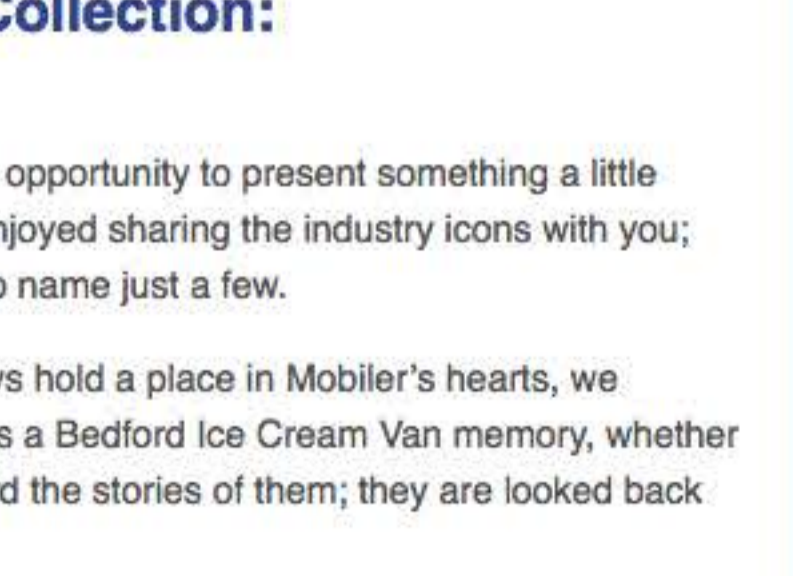
The Whitby Morrison website has undergone a huge (and long overdue) overhaul and is ready for launch. Far easier to navigate with a focus on simple information and images, the new website will be mobile and tablet friendly too.

The latest models, news and technical information are all on there and there's plenty of scope to develop it even further.

And in keeping with the modern world we are pleased to announce that the Whitby Morrison Online Shop will be launched at the same time.

With an initial focus on the most popular spares, the shop will enable you to satisfy the needs of your ice cream van whether at home in the evening or out on the van. The range of products will increase over time.

Keep a close eye on your inbox – we will let you know as soon its time to log on.



Whitby Morrison Heritage Collection: A Tribute to Bedford

The 2016 Whitby Event presented us with the opportunity to present something a little different than normal. In recent years we've enjoyed sharing the industry icons with you; the Rocket, the J Type and the Batman Mini to name just a few.

And whilst they remain timeless and will always hold a place in Mobiler's hearts, we thought it time for a change. Every Mobiler has a Bedford Ice Cream Van memory, whether having driven them, bought from them or heard the stories of them; they are looked back upon with a fondness.

At this year's event, it allowed us to display Bedfords from the early 1960s CAs, through the early CFs of the 1970s right up to the CF2s of the 1980s – something for everyone.

The display also demonstrated the variety in coachbuilding and bodywork styling with examples from Cummins, Morrison and Whitby; all with little features that have influenced today's modern designs.

They were one of the first successful and easy to manoeuvre street trading vehicles and will forever remain an icon of the Mobiling world.

[Click here to learn more about the Whitby Morrison Heritage Collection](#)

