



Flywheel:

KEEPING BRITISH CARS
ALIVE AND WELL

Welcome 2023

Jan 2023 Vol.4, No 1



Our Christmas elves, Lynda and Joy Photo: Jim Martin

Presidents' Corner: Welcoming a new year full of adventures and good cheer

As we take a moment, reflecting on this past December, we had a wonderful turnout for the NBCC holiday dinner. Thank you to all who joined in the festivities at the Mandarin. An extra special thanks to Lynda and Joy for their hard work, making the night special.

Also in December we had a few club members brave the weather for the December 14th Cars and Coffee.



The weekly gathering is held at 10am every Wednesday at the Tim Horton's on York Rd. near Glendale Ave. It's always nice to see friends for a warm beverage and a little chat. Driving our Little British Cars is not expected but for the brave (or crazy) LBCs are always welcome.

The NBCC is keeping things light for this month's meeting with a movie screening. Looking forward to seeing you out there! The movie playing will be *Rush*, starring Daniel Brühl and Chris Hemsworth.

The start of a new year brings excitement for the months ahead, full of possibilities and promise. As Sean and I hide from the blowing snow and dropping temperatures, our conversation turns to the days we can join our friends on the open road with the top down exploring new and old roads.



Finally, 2023 is the year of the rabbit and we wonder if the NBCC will have any more imposter VWs make an appearance.

-Vicki and Sean-

?!

Editor: Happy New Year, everyone!

Well. Wasn't that a Christmas storm to remember? At any rate, it was down here in the Southern Tier where we got a large helping of the storm that ravaged Buffalo. Fortunately, we had sufficient vowels and consonants stockpiled and we were able to go ahead with the January *Flywheel* without any weather delays. Here's

hoping you were able to roll with the punches and that your holiday plans weren't too badly disrupted.

I feel pumped about our club, heading into 2023. We have a large membership and an enlarged slate of officers and volunteers who are ready to burn rubber at the January executive meeting. We are in a better shape than ever before to nail down the year with a solid list of planned events, and to grab on to any opportunities for further fun as they present themselves. If you need to reach out, note the expanded list of officers at the back of this newsletter.

As a way of continuing to get to know each other better, I'd like to get back to telling club members' stories, be that a special trip or project, or your other hobbies or interests. As always, your contributions are appreciated. Thanks.

-Jim-

Club Christmas Party: December 13th

This was our second club party at the Mandarin Restaurant, the first being back in 2019. This is a very efficiently run restaurant with great food and a venue that requires much less work for our club volunteers than previous events. Well done to **Lynda Moffett** and **Joy Bowman** for handling the booking and reservations as well as organizing the door prizes and gift exchange (always great fun). The room was packed with happy revellers who walked off the Christmas calories with frequent trips to the buffet.

We thank our presidents **Vicki Halliday** and **Sean Nakoneczny** once more for the fantastic club calendars.

Sean also informed us that the club's volunteer ranks have grown. **Carol Boyer and Joy and Bruce Bowman** will join with **Leslie and Bud Moulson** in Events and Promotions.

Hélène McInerney was the winner of our 50/50 draw.

The Chuck Baby Award and President's Award this year were presented jointly to one of our club's most consistent and contributing couples, **Bruce and Joy Bowman**. A well-deserved win.



Photo: Pete Moffett

The Kevin Pesant Annual Mileage Award trophy went to **David and Carole Jones** for racking up 4218 kilometres in their XK8. There is also a new permanent trophy in Kevin's name.



In addition to the spiffy wall plaques that yearly winners get to keep, they will also be able to display this trophy which will stay with them till the following year's winner is declared.

Our new executive for 2023 was also introduced. Check out their collective mugshot on the back page.

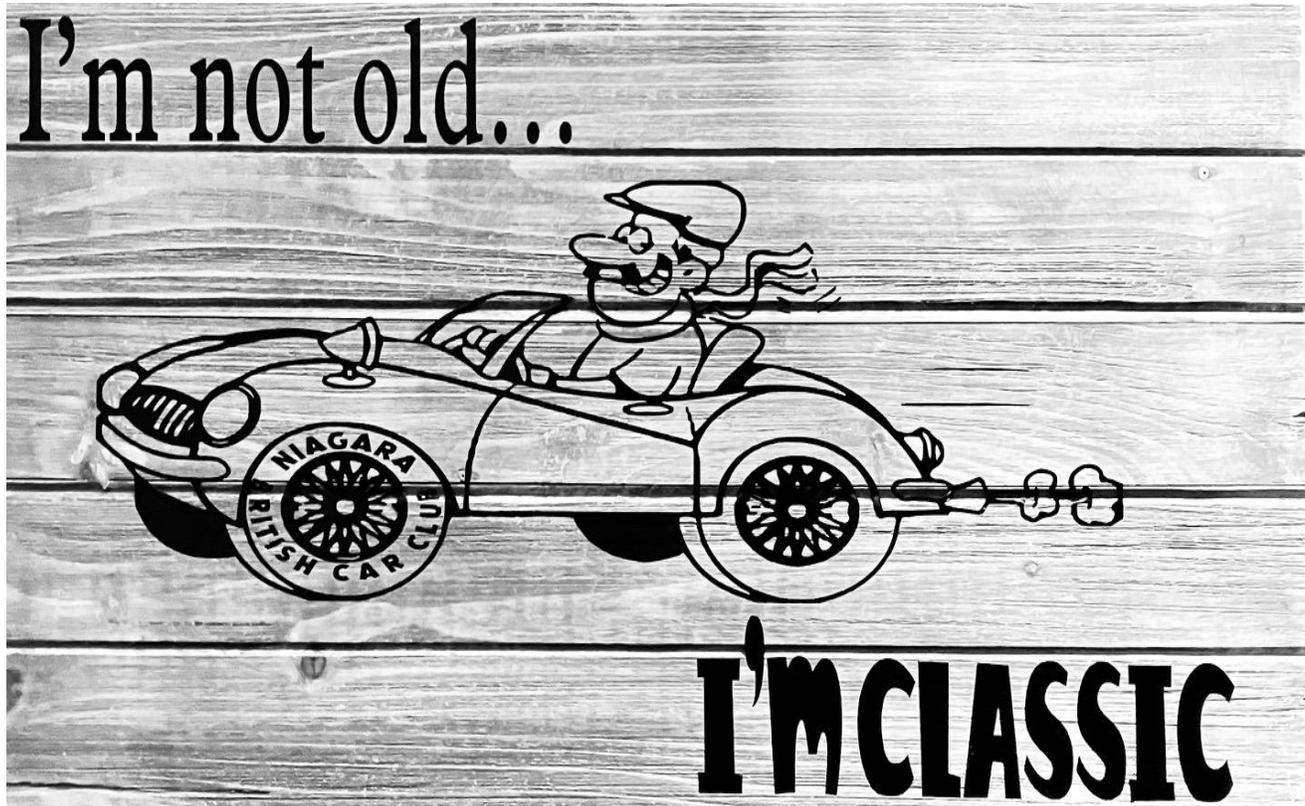
Finally, visit our website for many party photos by our faithful **Pete Moffett**

Members' News:

Our condolences go out to the McInerneys. H el ene lost her mother Estelle just a few weeks before Christmas. Our thoughts are with you and the rest of your family.

On a happier note, we are glad to hear that **Bud Moulson** is out of the hospital and hoping to return to our January meeting.

Birthdays in January



6th...Carol Jones

8th...Lloyd LeGrow

15th...Rob Channona

18th...Roger Reynolds

30th...David Jones

Did we miss you? Let us know.

Coming Up: Jan 10th. Movie night at the Ostin room. Ron Howard's *Rush* starring Chris Hemsworth and Daniel Brühl.

Features:

In the sky! It's a bird, it's a plane, it's an...MG?

They say you must break eggs to make an omelette. In the mad game of advertising, you drop the eggs from 8 thousand feet.

By 1972 the MGB was becoming both venerable and vulnerable, falling under the threat of more sophisticated offerings from other countries, especially newly emerging Japan. British Leyland's North American operation was looking for a breakout advertisement to boost the B's image. Canadian born Marce Mayhew was the creative director of MG's ad agency. He came up with the idea of parachuting a shiny new 1973 MGB from a plane to the floor of California's Mohave Desert.



The driver would also jump from the cargo plane, follow the car to the ground, slip out of his parachute harness, jump into the B, fire it up, and then speed off ahead of a trio of approaching competitors, a Datsun 240Z, a Porsche 914, and a Fiat 124 Spider.



Multiple cameras would capture every angle.

Initially skeptical about such an expensive and risky ad, Mike Dale, British Leyland's Vice President of U.S. sales was captured by the ad's selling point "**MG still one jump ahead.**" Dale then had to sell the idea to the man putting up the money, Graham Whitehead. Whitehead was president of B-L American operations. Whitehead OK'd a shooting budget of 45-thousand dollars as well as two red MGB roadsters at thirty-seven hundred apiece. Why two hero cars? Well, just in case.

So, it unfolded that on a sunny November morning in 1972, at 8-thousand feet up, a brand-new roadster was pushed out of the

belly of a De Havilland Caribou cargo plane, followed closely by the driver.



The stunt went perfectly, and the ad became a classic

<https://www.youtube.com/embed/fIF9ys-hJn0> Note: No audio

But a day earlier, things had not gone so well. The first of the two MGs was pushed out of the plane, but its chute failed to open. Travelling far faster than it ever would on land, the car and its platform plummeted downward, turned turtle, and pancaked upside down in a massive plume of dust on the desert surface. It wasn't pretty.



Reasoning that they could only be fired once, no matter how many cars they destroyed, the crew set up the second drop for the following day.

That was also the day Dale was sitting down to an executive lunch with Whitehead. Dale knew how the first drop had gone but had yet to learn how the second turned out. In the nick of time, just as he was getting ready to confess, Dale got a call confirming the successful second drop. Then, when asked by Whitehead how the shoot went, a beaming Dale replied in classic understatement, “It took a couple of tries but it worked fine.”

[Details of this story and the Bob Burdon photos were gleaned from [a much more comprehensive article in Hagerty’s online magazine.](#)]

Finally: Can anyone explain this?



Your Niagara British Car Club Executive



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Note: The *Flywheel* is usually submitted for proofreading several days prior to release date, so always watch your inbox for subsequent changes to published dates or details of events.