

LIST OF MARCH AUGUSTAS

Compiled by PAUL MAYO

This is a working draft and I have a lot more information on most of these cars

4th December 1996, Revised 2 December 2014; Photos added, 3 files consolidated 3 June 2015, revised 10 Jan 2016 (John Millham's data added)(Version 1); Photos added (Version 2)

The numbers of March Augustas that were made for Kevill, Davies and March and who made them has long been a matter of discussion.

I think the number was close to 12. I reckon on 10 definites now, for 6 of which I have chassis numbers. The Duke of Richmond & Gordon corresponded with me in 1977 saying he couldn't remember how many they made but thought it was about 12.

Published production data indicates that Augusta chassis 234 (production numbers) were produced as follows:
1934: 1 to 1169; 1935: 1170 to 2482; 1936: 2483 to 3110.

Chassis numbers were from 1001 to 4110 and there are no (apparent) anomalies.

Chassis (approx) 34-2169 would be the last of 1934, and the highest we have is 34-1902.




So the 6 chassis of which we have details were manufactured in 1934. Apparently chassis production was begun early in 1934.



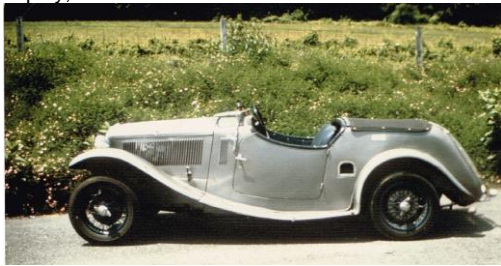


As we know that the March Augusta was announced in June 1934 and 'available in a few week's time' and the earliest registration we have is 6th July, it looks as if several may have been made by early July.
It could be that all the cars were made in 1934.


Paul Mayo

SUMMARY OF KNOWN LANCIA MARCH AUGUSTAS

Chassis no	Engine No.	Reg. no.	Date of Registration DD.MM.YYYY
34-1077		BGH 11 Issued by London County Council	07.07.1934
34-1078	88.4131 This appears to be 4131 in the photo and another engine no. 88.6727 is evident.	DPL 938 Issued by Surrey County Council	18.05.1936 - Registered by a garage in Leatherhead. Seems strangely late and could be a re-registration.
34-1079	88.7744	BPJ 171 Issued by Surrey County Council	Has to be 1934 as there is a photo of it in Autocar 17.08.1934
34-1267	88.4640	BGO 483 Issued by London County Council	06.07.1934
34-1840	88.7016	SB 5046 Issued by Argyll County Council 1904 to 1954	27.05.1936
34-1902	Tipo 88-7291 - originally Tipo 88-7639 (in 1976 in G Allen's ownership)	ADK 609 Issued by Rochdale County Borough Council	10.12.1935 maybe 12.12.1935
34-XX01		BYM 635/655? Issued by London County Council from 1935	
34-XX02		BYP 9 Issued by London County Council from 1935	
34-XX03		BXH 905 Issued by London County Council from 1935	
34-XX04		DYW 77 Issued by London County Council from 1937	
34-XX05		BLP 171 Issued by London County Council from 1934	
34-XX06		?	

Chassis no	Engine No.	Reg. no.	Date of Registration DD.MM.YYYY	Notes
34-1077		BGH 11 Issued by London County Council	07.07.1934	<p>? Bob West</p>  <p><i>1934 Lancia Augusta with March 2/4 seater bodywork unearthed near Liskeard in Cornwall by John Burridge.</i></p> <p>Photo from "The Automobile" Feb 1985, p.19 Car found at Liskeard, Cornwall</p> <p>To 1986: John Burridge, UK From 1996: Alan Cook, 3 Aston Rise, Pulborough, West Sussex, UK, RH20- 2JA</p>  <p>Photo: Alan Cook, 1989 whilst under restoration</p> <p>1989-1990: Douglas Crowther, Gloucestershire -1996- Owned by Van Hoorick, Belgium</p>  <p>Photo: Jan Van Hoorick, Belgium, 1996</p>
34-1078	88.4131 This appears to be 4131 in the photo and another engine no.	DPL 938 Issued by Surrey County Council	18.05.1936 - Registered by a garage in Leatherhead. Seems strangely late and could be a re-registration.	<p>Now bright green. 1936: Richard McIver 1967-1973: J K Maw, Wiltshire</p>

	88.6727 is evident.			 <p>Photo: 1970s From Owner's widow Mrs Maw via Norman Stewart in 1977</p>  <p>Phot: John Maltby, probably in the 1960s-1970s in the UK 1973-1990: Hayden Shipley, USA</p>  <p>Photo: Hayden Shipley, USA 1976</p> <p>October 2014: Sold by auction at Hershey, USA by RM-Sothebys for US\$ 143,000 Owned in Netherlands 2015</p>  
34-1079	88.7744	BPJ 171 Issued by Surrey County Council	Has to be 1934 as there is a photo of it in Autocar 17.08.1934	<p>?: Hon Brian Lewis ?: Sir Anthony Stamer 1990s?: R E Kershasw, Cohn USA Crowther family? 1996: Paul Guttman, USA sold to 1997: Jan van Hoorick, Netherlands 2015: Umberto del Corona who bought from van Hoorick.</p>
34-1267	88.4640	BGO 483 Issued by	06.07.1934	<p>1934-: Duke of Richmond/Earl of March car David Bayet, UK Roy Terry, who raced it in VSCC events. Cycle wings, British Racing Green</p>

		London County Council		<p>1983-2015: Mike Wheeler, UK, bought it from Malcolm Elder.</p> <p>This chassis number seems oddly late for the BGO483 registration date but 1267 was a 1934 car .A previous owner wrote to me that the log-book shows March had it from 06.07.34 to 15.03.35, and then there is a gap to 1937! But the Duke wrote to me that he had run the car for "a couple of pleasant years" and it seems established that he went to the Monaco GP in it in 1935 with the Arnott Centric Blower fitted.</p> <p>The 1935 Monaco GP was on the 22nd April 1935.</p> <p>By July it had done 12,000 miles.</p> <p>I suppose it is possible that BGO 483 was originally on chassis 34-1078 and that on return from Monaco, with a lot of miles on the clock the registration was transferred to chassis 34-1267.</p> <p>Perhaps 34-1078 subsequently became DPL 938? Two years on from the Monaco trip would be early summer 1936 and could coincide with a transfer to 1267 at this time with 1078 becoming DPL 938 for 18.5.36?</p> <p>This is mightily hypothetical and there is probably a simpler explanation!</p> <p>Photo by Paul Mayo 31 July 2011:</p> 
34-1840	88.7016	SB 5046 Issued by Argyll County Council 1904 to 1954	27.05.1936	<p>1935: Known to have been constructed by October 1935, 1935 Olympia London Motor Show. This car was originally silver with chassis parts chromed for Show.</p> <p>? : E M Davidson, Argyll, Scotland</p> <p>To Late 1960s: Robert Crawford who broke the car sold off 3 lots of parts.</p> <p>Late 1960s: Broken up - It was grass green when broken up. The bits I got from Edinburgh were this colour and I sold them to Alan Cook for BGH 11.</p>
34-1902	Tipo 88-7291 - originally Tipo 88-7639 (in 1976 in G Allen's ownership)	ADK 609 Issued by Rochdale County Borough Council	10.12.1935 maybe 12.12.1935	<p>Bright red, previously British Racing Green</p> <p>May 1952: DHO Smart, Strawberry Cottage, Kerridge, Macclesfield. Had done 152,000 miles in this car (LMC Register May 1952). This info. based on car having correct engine number only.</p> <p>1956/57 For sale: Garage in Uckfield, Sussex selling mainly Aston Martins</p> <p>1956/7-1959: Don Warren, Sussex. Bought for £225</p> <p>Car red with black wings at this time. Had a prang damaging front of car. Repair done at Lancia (England) Ltd, Alpertown during which a brand new front axle was installed.</p> <p>March 1966: Peter Giddings, Honeywood House, Buxton Rd, Brighton</p> <p>Car red at this period probably.</p> <p>June 1966: RF Hartley Leppard, 37 Albany Villas, Hove, Sussex</p> <p>May 1967: D B (Bunny) Tubbs, Winfield House, Crouch, Borough Green, Kent.</p> <p>Car dark blue, then white with red wheels.</p> <p>Went on LMC Rally to Turin 1971, and LMC International 1973</p> <p>Nov. 1973-1984: D B (Bunny) Tubbs, Winfield House, Crouch, Borough Green, Kent.</p> <p>Car dark blue, then white with red wheels.</p> <p>Went on LMC Rally to Turin 1971, and LMC International 1973</p> <p>1984-2001: Graeme Steinfert, Victoria, Australia</p> <p>2001: For Sale at £17,500, Dick Parrett, Station Works, Shepreth, South Cambridgeshire (01763 263111). Car white/cream with red wheels.</p> <p>? :Paul Merryweather</p> <p>2015: Sold</p> <p>Notes: Car visited by PM at Blackboys on 19th September 1976 when owned by Allen. Very nice condition, with relatively little wrong and looking original. Painted off-white with red wheels and nice black leather interior. No blower on this one. Bosch headlamps, fin on boot missing, hood missing but frame extant. Converted to 12 volts. Valve timing out and not running well.</p>
34-XX01		BYM		<p>1960: T S Sprake, 71 Deodar Road, London, SW5</p>

		635/655? Issued by London County Council from 1935		Could this be the Brightwell 2014 auction car 34-XX06 below?
34-XX02		BYP 9 Issued by London County Council from 1935		John Clarke, IOW 1947-54, scrapped 1960's, Black
34-XX03		BXH 905 Issued by London County Council from 1935		1950s: Photos from NMM, Beaulieu. Light colour. 1950's Could be Green second March said to be owned by the St. John Clarkes, IOW. Might be Green March for sale in London (Autosport 30/03/56), The car driven by Captain Frost in the 1934 Alpine Trial was also Green - this was described in a letter from Lord March to me in 1977. But all this is conjecture. The green car(s) can't be same as SB 5046 which stayed in Scotland. The Capt. Frost car would be in the earliest batch in summer 1934
34-XX04		DYW 77 Issued by London County Council from 1937		1961-1963: March referred to in LMC NewsSheet Jan 1980 owned by a Dr Keith Eaton of Bracknell. A letter to him failed to produce an answer.
34-XX05		BLP 171 Issued by London County Council from 1934		USA. Is this definitely different from BPJ 171?
34-XX06		?		<p>Car sold at Brightwells 2014 for £11,000. http://classiccars.brightwells.com/viewdetails.php?id=4876</p> <p><i>" its whereabouts completely unknown until it was discovered languishing in a garden shed in Worcestershire earlier this year.</i></p> <p><i>The shed was in the grounds of a detached house in Kidderminster belonging to the proprietor of a local haulage firm who passed away recently. Other family members recall that the Lancia was only rescued by chance when their relative spotted it on the back of a lorry that was taking it to a local scrap yard many years ago!</i></p> <p><i>Now in a very sorry state indeed and almost certainly incomplete with no documents (although it does have an engine), it is nevertheless a most rare and striking example of what is perhaps the finest combination of British coachwork and Italian engineering from the period."</i></p> <p>Now under restoration at Thornley Kelham Ltd. Chassi number not yet found.</p> 