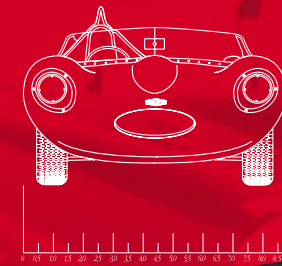
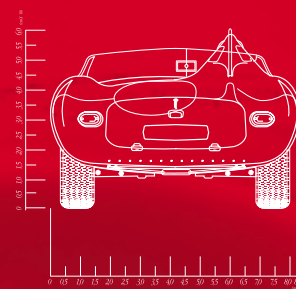
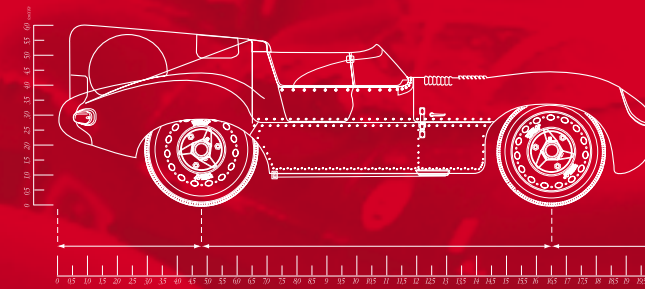




“ *The best reason for having dreams is that in dreams no reasons are necessary* ”  
 ASHLEIGH BRILLIANT



**VIOLETTA "D" Type SPECIFICATIONS**

Scale : 1/2  
 Length : 79 inches (2 m)  
 Width : 32 inches (0,82m)  
 Designed for collectors  
 Suitable for children aged 5-12

Weight: 88 pounds (40 kg)  
 Speed: 25 mph (40 km/h)  
 Aluminium body, shaped by hand  
 Steel chassis  
 Rack and pinion steering

Leather seat and headrest  
 Accurate racing tyres  
 Aluminium wheels on ball bearings  
 Independent pedals  
 Clutch

Rear brakes  
 Made in England, engineered in France  
 Limited series : 87 cars (including 16 "XKSS" and 11 "long nose")  
 Same serial number as original

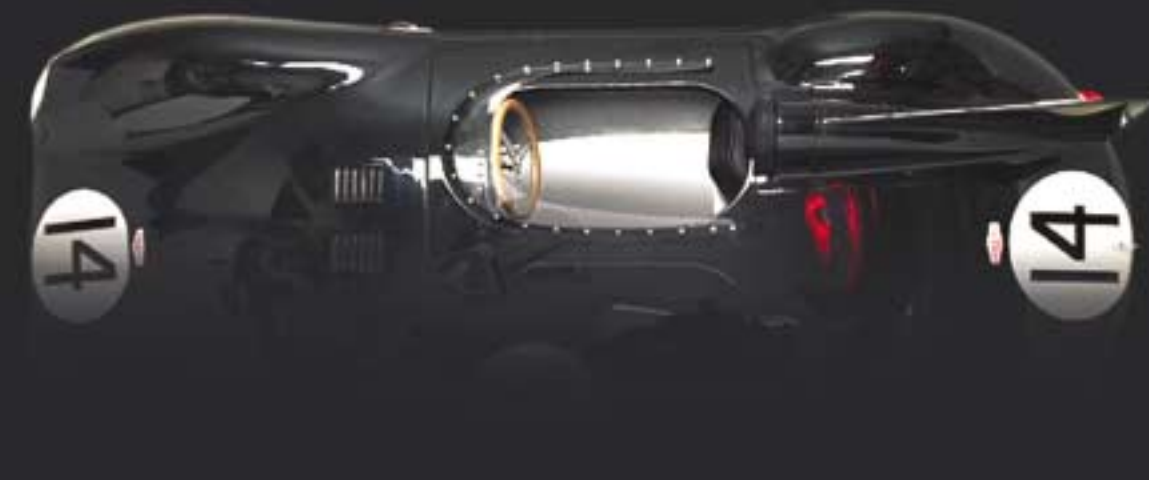


VIOLETTA range : all our scale models can be driven by adults or children



**CONTACT** Violetta company Cannes - France  
 Tél. : 00 33 6 11 43 83 11 Fax : 00 33 4 93 39 39 66 - [www.prestigetoygift.com](http://www.prestigetoygift.com)

the best half scale "D" type



## HISTORY

Following the success of Jaguar's "C" Type at Le Mans, William Lyons, the company chairman, became more ambitious,

realizing that victories in this legendary race would improve Jaguar's image with the general public and thus increase sales. In the same promotional spirit, he came up with the idea of creating a pedal race car for children.

In 1954, when the marvellous "D" Type was launched, William Lyons had recently become a grandfather. One of his daughter, Pat was married to top racing driver Ian Appleyard, a partnership that won the Alpine Rally several times.

This exceptional family situation gave him the bright idea of producing a half-scale "D" Type.

As a result, each of the 87 Jaguar "D" Types assembled left the workshop with its own matching half-scale model for children, stamped with the same serial number.

Between 1954 and 1957, they were crafted by the same specialized technicians.

In accordance with the wishes of Malcom Sayer (the aerodynamics specialist),

the various body specifications were respected, leading to the production of 60 "short-nose", 11 "long-nose" and 16 "XKSS" models.

Chief engineer William Heynes, creator of the "XK", contacted the French company Euréka concerning the mechanics. This prestigious toy company had been producing the speediest pedal cars for 20 years, and its scale models of the Bugatti 35 and the Panhard had won all of the renowned children's races sponsored by the "L'Auto" newspaper, which took place on the "Esplanade des Invalides" in Paris, in September of each year.

Mr. William Lyons (Jaguar) and Mr. Kratz-Boussac (Euréka), accompanied by their respective chief engineers, William Heynes and Xavier Grandvoinet, then met in Coventry on January 18th, 1954, and a contract was signed.

Euréka delivered a complete chassis, fitted with the most efficient high-performance

mechanism : 2 belts going around one-way ball bearings driven by 2 independent pedals, 1 clutch, 2 drum brakes, 1 rack and pinion steering.

In another significant collaboration, the Dunlop Company produced half-scale light alloy wheels with central spinners and "racing" tyres, while Connolly Brothers supplied their most beautiful leathers for the upholstery. William Lyons received enthusiastic support from all his workers, and their children's "D" type race car turned out a masterpiece.

The full-size "D" Type was an outstanding triumph at Le Mans, with 3 victories in 1955, 1956, and 1957. During this glorious period, William Lyons was knighted by the Queen. The children's "D" Type also met with growing success : at every car show, children would lead their parents to the Jaguar stand where it was displayed, and the sales representatives received more and more new orders for full-size models.

Jaguar's marketing innovation was widely reported throughout the media.

Nowadays, these small aluminium "D" Types are as much sought after as their larger counterparts.

Collectors all over the world, particularly those who own full-size models, are keen to find the matching scale model.

Of course, this story is just a fantasy, but 50 years on, to celebrate the myth, we have created a series of 87 VIOLETTA half-scale "D" Types in England.

With authenticity a major priority, the original design has been preserved. Period materials and engineering processes have been meticulously reproduced, so that even specialists would believe the VIOLETTAS are truly 50 years old.

Today, you can order your own VIOLETTA half-scale "D" Type from the series of 87 currently in production.



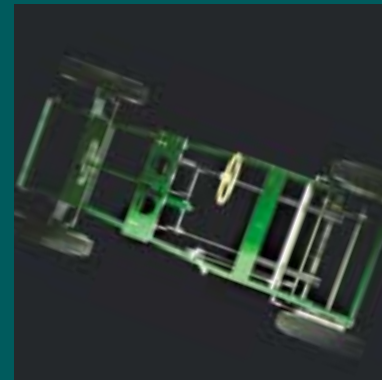
*In 1954, the British firm Jaguar tested its legendary "D" type, with the aim of winning the Le Mans 24-hour race. This objective was successfully accomplished in 1955, 1956 and 1957. The 87 cars that were built still exist today. To celebrate the fiftieth anniversary of their first victory at Le Mans, we are reproducing the complete series to a 1/2 scale.*



▲ The quality of the aluminium bodywork is magnificent. It is shaped by English Jaguar specialists.



▲ The cockpit is superbly detailed. Sorry, only children aged 5-12 can get in.



▲ The fifties' engineering spirit can also be seen under the bodywork : we have used mechanical components only, just like you'd find in a cherished vintage watch.



▲ At VIOLETTA we employ the original vintage production techniques.



▲ A VIOLETTA "D" type at Le Mans, between 2 full-scale Jaguar "D" types.



▲ High-quality components.



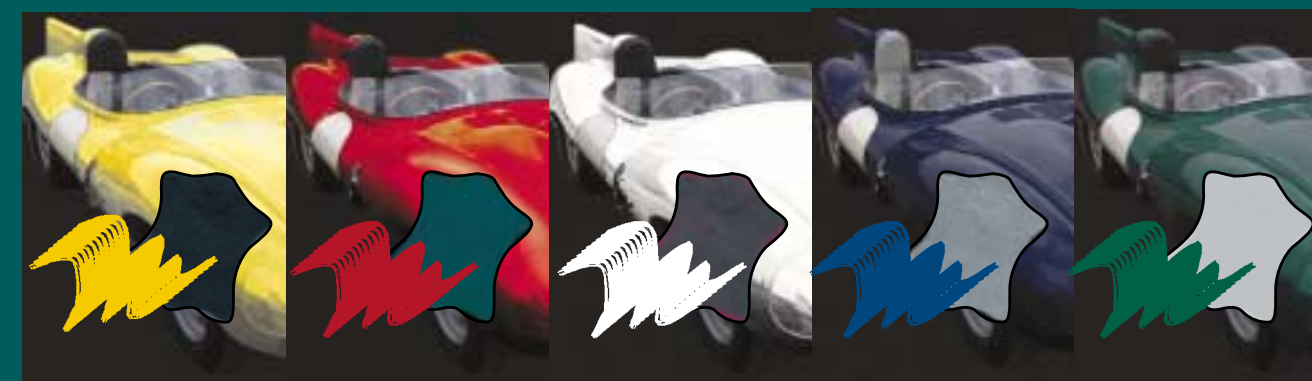
▲ The sophisticated propulsion mechanism turns the VIOLETTA "D" type into a pedal car for racing.



▲ Like the other components, the extremely accurate wheels and tyres have been specially manufactured for our models.



▲ The "short nose", "long nose" and "XKSS" are all available at VIOLETTA.



▲ You choose the colour of the body and upholstery.