New Look for FBHVC Marks Silver Jubilee

In July this year the Federation of British Historic Vehicle Clubs (FBHVC) celebrates 25 successful years representing the owners of historic vehicles and the considerable industry and employment which has grown up around the historic vehicle movement. The Federation’s raison d’être has always been to uphold the right of its members to continue to enjoy their vehicles as they were supposed to be used on the roads. Working closely with the All Party Parliamentary Historic Vehicle Group this right has been preserved to this day in the UK, despite challenges along the way from regulatory authorities in Westminster and latterly from Brussels.

Over time the challenges to our rights of access have become more complex and the Federation has reformed and modernised its approach to lobbying activities accordingly. Reflecting on this and the opportunity provided by the jubilee, the FBHVC has decided to bring its visual identity right up into the twenty-first century. From February the FBHVC will have a bright, new identity featuring British Racing Green to emphasise its national heritage and a new strap line ‘Yesterday’s Vehicles on Tomorrow’s Roads’ stating its primary objective, clearly and reinforced on all its messaging.

Commenting on the launch of the new look FBHVC chairman, David Whale, said, “Clarity of communication is essential in all our external dealings, none more so than with national and specialist press, and we believe this new look will serve us well in this endeavour.”

The new FBHVC image will appear in February on the organisation's Newsletter and will also feature in its relaunched website at www.fbhvc.co.uk.

END

Editor’s notes.

We are dedicated to represent all types of historic vehicles, so to remind our audiences of our scope we will always incorporate the supporting banner shown at the foot of this page. Member clubs who wish to acknowledge their FBHVC allegiance may use a logo designed specifically for their vehicle sector, be it motor cycle, car, buses and coaches, steam powered, commercial, military or agricultural. It is important to us that our activities are inclusive of these interests and thus it is appropriate that our new identity signals this fact.

For further information contact Geoff Lancaster, Communications Director on 07860 562659.