



THE SIR WILLIAM LYONS AWARD
MEMORIAL TO A MOTOR INDUSTRY PIONEER

ENTRYFORM



SIR WILLIAMS LYONS

Sir Williams Lyons, who died in 1985 at the age of 83, was the inspiration and guiding hand behind Jaguar Cars. He was just 21 years old when he founded the Swallow Sidecar Company and only 30 when the company produced its first car, the SS1.

The first Jaguar car appeared in 1935 and the company changed its name to Jaguar Cars Ltd after the Second World War. Jaguar remains the UK's leading producer of performance saloons and sports cars.

Sir Williams Lyons founded the Award in 1966 to encourage young people to write on the subject closest to his heart, the automotive industry.

The Guild of Motoring Writers was founded in 1944. It aims to "strive constantly by whatever means in its power, to raise the standard of motoring journalism" and to "encourage motoring, motor sport and road safety."

DO YOU WANT TO BE A MOTORING JOURNALIST?





WHAT'S YOUR DRIVING AMBITION?

Mad about motors? Can you write? Put the two together, enter the prestigious Sir William Lyons Award and you could be on the verge of a glittering career in motoring journalism.

For almost four decades the Guild of Motoring Writers, the UK's foremost association of professional automotive journalists and photographers, has run the Award for aspiring young writers.

Sponsored by Jaguar, and named after the company's founder, the Sir William Lyons Award is acknowledged as 'the one to win'.

The winner of the 2009 Award will join an elite band of writers for whom the Sir William Lyons Award was the first rung on the ladder to a career in motoring

journalism. He or she will also walk away with a prize of £2,000.

Recent winners include Alistair Weaver, who joined **Autocar** after winning the title in 1997 and is now editor of SKY Motoring. Piers Ward, winner in 2001, is now road test editor at Top Gear magazine while Tim Pollard (1996) was deputy editor of What Car? and is now associate editor at CAR magazine. Most recently, George Barrow (2007) is now writing for one of the UK's leading websites, Pistonheads, following a stint at Autocar.

The Award can also lead to a career in the industry itself. Tom Barnard (1993) moved from Auto Express to Vauxhall PR and now manages the PR department at Hyundai UK. Tim Watson (1984) is now Brand Director at Jaguar Italy.

Chris Wright, Guild chairman, said:

"Winning the Sir William Lyons Award is a recognised passport to a career as a motoring writer. The roll of honour proves that."

THE AWARD

The Award is open to any British passport holder and UK resident between the ages of 17 and 23. No journalistic experience is necessary, though an ability to write and a keen interest in the subject are prerequisites.

Each candidate is asked to submit two articles, suitable for publication, which will be considered by a judging panel. Comprising top motoring writers and a representative from Jaguar, the panel will be looking for flair, style and journalistic potential. A short-listed selection of candidates will be interviewed by the panel before the final decision is made.

THE REWARD

As well as a cheque for £2,000 and hand-crafted trophy, both presented by Jaguar, wherever possible the winner will be given the chance to spend some time working on a motoring publication to find out what life as a motoring journalist is really like. A visit to the famous Jaguar factory in Castle Bromwich can also be arranged.

The winner also becomes a probationary member of the Guild of Motoring Writers for two years.

WHAT YOU HAVE TO DO

Submit two articles as detailed below and send them with the official entry form to Patricia Lodge, General Secretary of the Guild of Motoring Writers, 40 Baring Road, Bournemouth, Dorset, BH6 4DT.

Entries should be typed or printed double-spaced on A4 paper (using one side of the paper only). The deadline is 01 October 2009.

Article 1:

Find and interview a figure closely involved with motoring or motorsport on a topic of your choice and write a 500 word story. The interview should not be Question and Answer form or Choose a legendary / topical individual who has made an impact on the motoring industry or within motorsport and construct a 500 word overview

Article 2:

Write a 1,000 word article on one of the following subjects:

1. Does the UK need to have a motor industry?
2. What role should the motor industry play in helping to address today's environmental issues?
3. How will environmental and financial issues change our view of cars, the kind of cars we buy and the way we use them?
4. Will the Government's new scrappage scheme help the UK motor industry?

ROLL OF HONOUR

1966 John Gorton	1978 David Hatter	1989 Not awarded	2000 Claire-Louise Stares
1967 C.S. Hales	1979 Tony Dodgins	1990 Mark Bishop	2001 Piers Ward
1968 George Hinton	1980 Peter Williams	1991 Jonathan Noble	2002 Harry Blanchard
1970 Not awarded	1981 Not awarded	1992 Michael Le Captain	2003 Not awarded
1971 Charles Cook	1982 Paul Clark	1993 Tom Barnard	2004 Leslie Mabon
1972 Not awarded	1983 Lance Cole	1994 Richard Ellis	2005 Tom Callow
1973 Paul Simpson	1984 Tim Watson	1995 Peter Knivett	2006 Dimitri Pesin
1974 David Vivian	1985 Not awarded	1996 Tim Pollard	2007 George Barrow
1975 Ian Gow	1986 Angus Frazer	1997 Alistair Weaver	2008 Peter Adams
1976 Louise Quinnell	1987 Nicholas Velody	1998 Richard Aucock	
1977 Ian Bamsey	1988 Stephen Steele	1999 Tom Armitage	

NAME

ADDRESS

TELEPHONE NUMBER

PRESENT OCCUPATION

PREVIOUS OCCUPATION (BRIEF DETAILS AND DATES)

DATE OF BIRTH

I HEARD OR (READ ABOUT) THE AWARD FROM (IN)

Please outline briefly what steps you have taken so far to become a motoring writer

What work, if any, have you already had published?

Outline any specific areas of interest e.g. motor sport, classic cars, etc.

Which motoring journalist from the present / past do you most respect, and why?

What would winning the award mean to you, and how do you think you would benefit?

SIGNATURE

In submitting this entry for the 2009 Sir William Lyons Award, I confirm that I have read 'The Small Print' (below) concerning the Award's rules and regulations and agree to be bound by them. I am eligible to compete in this award and the information below is correct. I agree that the decision of the Awards panel is final and I agree to accept and abide by their decisions. I confirm that I do not earn the great part of my income from motoring journalism and that the articles submitted are entirely my own work.

This entry form should accompany the two articles required by the regulations for the Award and should be sent to:
PATRICIA LODGE, 40 BARING ROAD, BOURNEMOUTH, DORSET, BH6 4DT

MARK ENVELOPE 'LYONS AWARD' **CLOSING DATE 01 OCTOBER 2009**

THE SMALL PRINT
Copyright: The copyright of all articles submitted will remain the property of the author, except that the Award Panel may publish, without payment of fees, the winning articles to foster interest in the Award.
Eligibility: the Sir William Lyons Award is open to any person of British nationality, resident in the United Kingdom between the ages of 17 and 23 at the closing date for entries (i.e. born between 1 October 1986 and 30 September 1992. Proof of age will be required.) Entrants must not earn the greater part of their income from motoring journalism and previous winners are ineligible.