

# Aston Martin The Asian Highway Drive Collection

Unique automobilia from an historic 'first' for the UK and Aston Martin



Almost home

Memorabilia from the first car crossing of  
Asia's new 'Silk Road' Highway to the West

# Aston Martin The Asian Highway Drive Collection

**Offered for sale by private treaty or at auction by the Team Leader Richard Meredith (see back cover)**

About the vendor: Richard Meredith is an accomplished adventure traveller and published author who has achieved a number of successful and high-profile journeys over the last decade. He lives sometimes in Spain but mostly at an old farm-worker's cottage in Buckinghamshire with a pub at the end of the lane.



## ILLUSTRATIONS:

Front cover:

1. **Daily map-log** verification of the journey by EurowatchCentral
2. **Almost home:** the Drive car pauses at Buckingham Palace  
(signed & framed 27cm x 22cm)

Notes:

All sizes (where given) are the gross or maximum dimensions

All goods marked  are branded with the Aston Martin logo

The documents chest on Page 6 is not included in the sale

## CREDITS:

Graphics: Claire Hersant, Voyant Design, 01908 524492

Photography: Helen Williams

Representation: (UK) – Steve Lerner, PRESSRELEASEPR tel: +44 (0)7790 244542

(China) – Adhi Goen, ImpactAsia PR, Beijing tel: +86 10.8587 9566

## CONDITIONS:

The titles of images are denoted by the font style **bold blue**.

All photographs and illustrations offered for sale are believed to have been originated by the Asian Highway Drive/MercuryBooks (Word Go Ltd) team, friends, family, agents, supporters or passers-by and are sold without © hindrance or restriction.

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Artwork © The Asian Highway Drive Collection 2011



# About the collection

This **Asian Highway Drive** collection is a unique assemblage of automobilia and memorabilia from the record-setting journey made by Team Leader Richard Meredith in Aston Martin V8 Vantage KR05 YWU during the late summer of 2007.

The journey was historic for a number of reasons including:

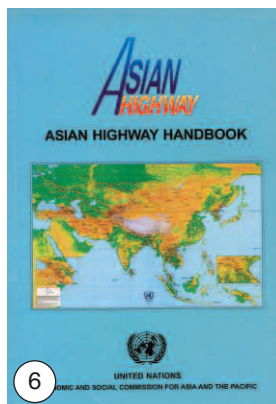
- It was verified as the **first car to make a full crossing of the new Asian Highway** from Japan to Istanbul (and then onto London)
- It began a campaign by Aston Martin, one of the most revered sports car brands, to “go global” with sales.
- The Drive Car was the personal transport of company CEO Dr Ulrich Bez, who has already earned a reputation as the brand’s most innovative director.



3



4



6

Mr Meredith, the vendor of this unique Collection, completed the journey with co-driver Phil Colley, a linguist and travel expert from London. A veteran of long-distance driving adventures, Richard had been invited to ‘test drive’ the new Highway Network by the Asian Commission of the United Nations.

In what is seen as one of the most important developments in road transportation for centuries, they made the crossing from Japan to London – despite innumerable delays for customs and clearance – in 49 days and proved it is now possible to complete the 10,000-mile East–West journey on the new Highway system.

Verification: Chief Archivist, Transport Div, United Nations (Commission for Asia & Pacific), Rajadamnern Nok Avenue, Bangkok-10200, Thailand

Furthermore, at a time when the West was about to plunge into severe recession, the successful journey heralded a strategic move by the company to open up new markets for its cars in the expanding economies of the Far East.

## ON THIS PAGE

3. **Log book** of the journey car and 007-style ‘secret’ compartment key (not for sale)
4. **Mint condition** (set of) six stamps depicting James Bond book cover designs
5. **Many congratulations!** Dr Bez welcomes Richard Meredith home to London (signed 25cm x 15cm)
6. **Original** team copy of the UN’s Asian Highway handbook



5

## Many congratulations!

Verification: Ms Faye McLeod MA (Oxon), Archivist, Aston Martin Heritage Trust, The Barn, Drayton St Leonard, Wallingford, Oxon OX10 7BG.

Included in this unique Collection are:

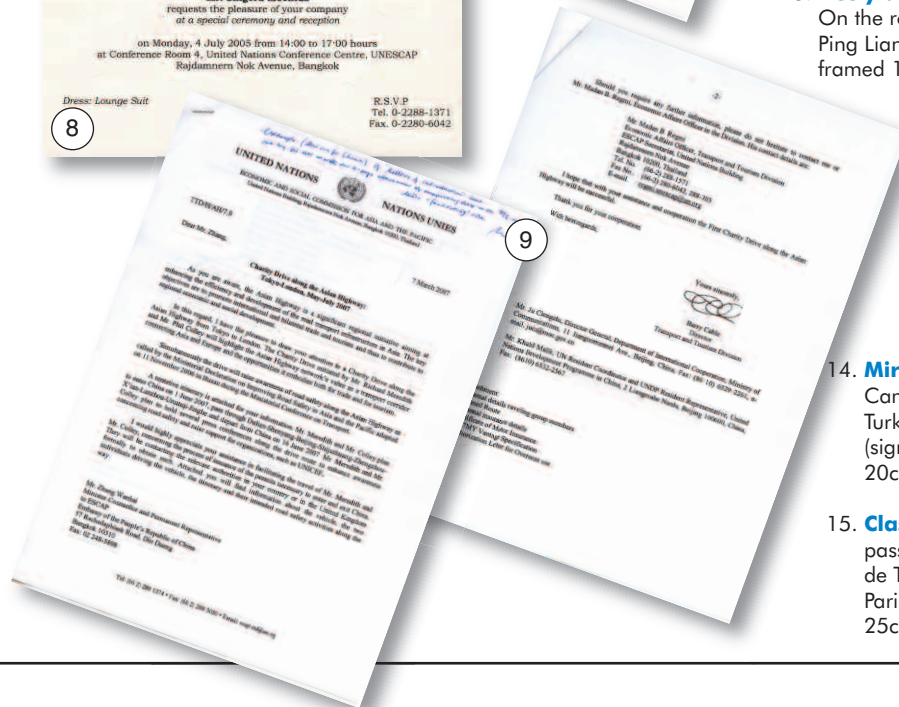
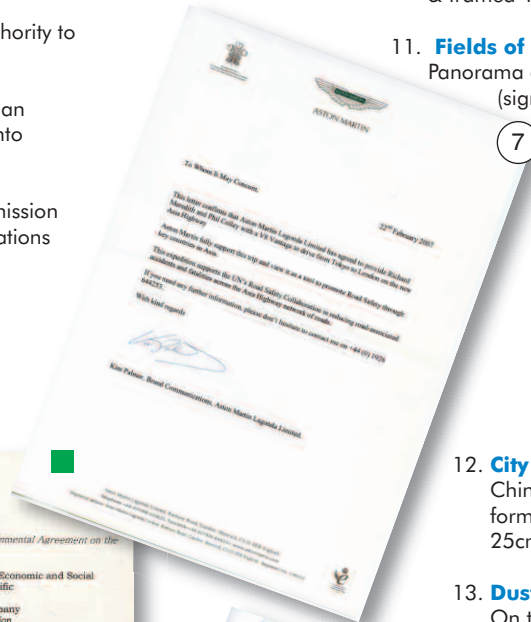
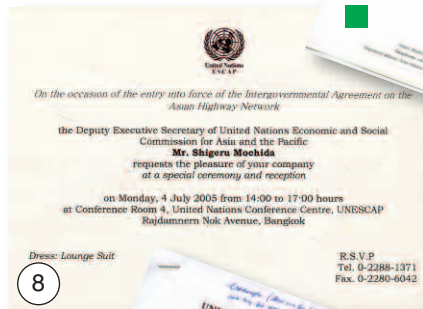
- awards and gifts presented to the Team Leader
- Aston Martin clothing worn during the journey
- Many hundreds of high quality photographs and images
- Files of press and media cuttings from an adventure which attracted publicity from around the world
- Original documents, letters and certificates of verification

Turn to Page 3

# Historic

## ON THIS PAGE

7. **Letter** – Aston Martin's 'authority to drive'
8. **Invitation** to attend the Asian Highway network's 'entry into force' treaty-signing
9. **Letter** (2 sheets): UN commission asks China for travel facilitations and permits



10. **Which way next?** Rough road detour in China (signed & framed 12cm x 22)

11. **Fields of plenty:** Panorama outside Lanzhou (signed & framed 27cm x 22cm)



Which way next?



Fields of plenty

12. **City sights:** Xi'an, China's ancient former capital (signed 25cm x 20cm)



City sights

13. **Dusty deviation:** On the road near Ping Liang (signed & framed 12cm x 22cm)



Dusty deviation

14. **Mirror image:** Camel traffic in Turkmenistan (signed 15cm x 20cm)



Mirror image

15. **Classic Paris:** passing the Arc de Triumphant in Paris (signed 25cm x 20cm)



Classic Paris



# Collection

From page 1

- First edition books and publications by the Leader, himself an author

The journey car, a V8 Vantage model, completed the 10,000 mile "durability test" without mechanical problems. In true 007-style a lockable secret compartment for storing an emergency supply of cash had been fitted by engineers, but otherwise the car was of virtually standard specification except for some minor modifications to the suspension and under-body protection.

For more information on the Asian Highway, also known as the Great Asian Highway, go to: [http://en.wikipedia.org/wiki/Asian\\_Highway\\_Network](http://en.wikipedia.org/wiki/Asian_Highway_Network) or [www.unescap.org/ttdw/common/tis/ah/IGA\\_intro.asp](http://www.unescap.org/ttdw/common/tis/ah/IGA_intro.asp)

Dr Bez flew into London for a reception to welcome his car home in person and it was subsequently auctioned by Bonhams to raise funds for UNICEF, the world's children's charity to finance a road safety programme aimed at reducing the number of young deaths on the streets of Beijing.

## ON THIS PAGE

16. **Sign that says it all:** Japan to Turkey on the AH1 (signed 25cm x 20cm)
17. **Historic moment:** Crossing the Bosphorus Bridge (signed & framed 27cm x 22cm)
18. **How do you feel?** TV interview in London (signed 25cm x 15cm)
19. **Muddy marvellous:** The Drive car arrives home (signed 20cm x 25cm)



Sign that says it all



Historic moment



How do you feel?



Muddy marvellous

# Index

## Verifications

Statements from Aston Martin and the UN warranted the journey as a 'first'

Page 4

## Awards & gifts

A First Edition of the Highway Code priced 1d was among the gifts

Page 5

## Press & media

Extensive publicity across the world was generated by the historic journey

Page 6

## Journey docs

The Drive car's Chinese number plate is among the permits and passes

Page 7

## Photo gallery

Several hundred high-quality pictures and images are included in the sale

Page 8

## Journey kit

Items of original branded 'Team Aston Martin' clothing worn on-board

Page 9

## Campaigns & charity

The Drive raised 83,000 euros for UNICEF and child road safety

Pages 11-12



Civic award



Highway Code



Chinese reg plate



Driver's gillet



Witness kit

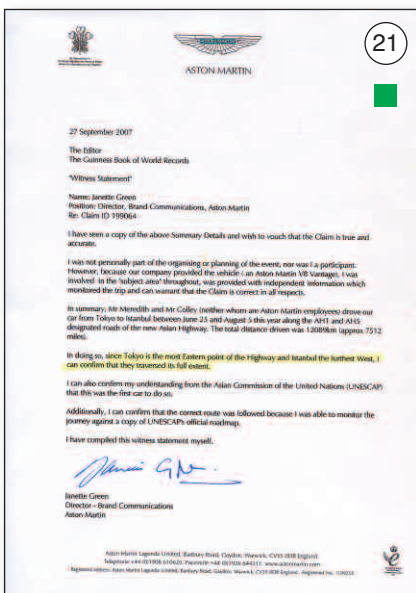
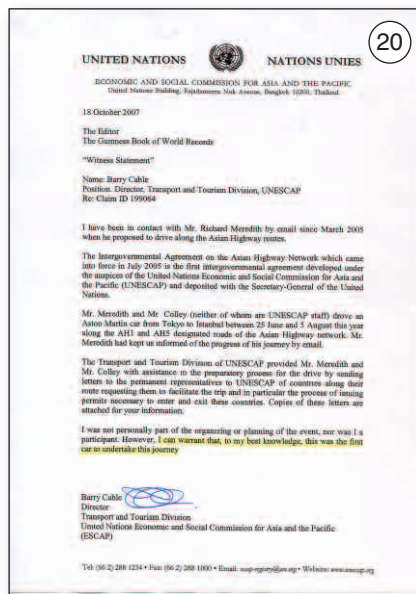
## LISTINGS

Nearly 100 items are listed In the sale and the vendor, an author, will sign a special dedication of his work to the successful purchaser

Inside Back Cover



# Verifications



Plot of reported GPS positions Tokyo to London

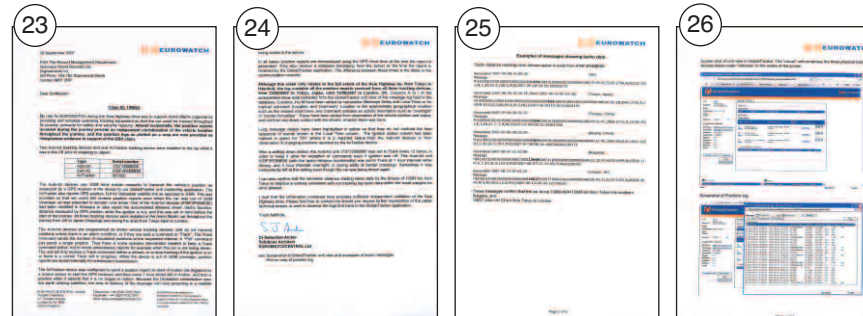


20. **Witness statement** signed by UN Director of Transport confirming this was the first car to undertake the crossing

21. **Letter** by Aston Martin director confirming car traversed full extent of the Highway

22 & 27. **Position log charts** by Eurowatch Central

23 – 26. **Letters and data** by Eurowatch Central providing 'independent corroboration of the vehicle's location throughout the journey'



Plot of reported GPS positions Tokyo to Istanbul





# Awards & Gifts

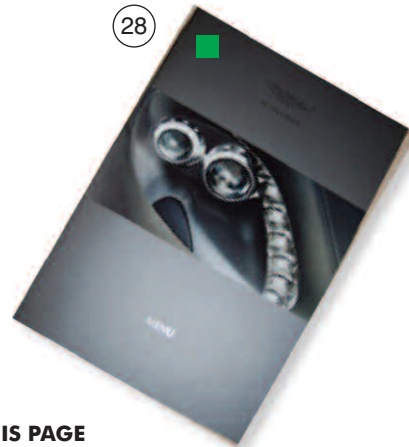
The Collection contains an interesting selection of personal and corporate gifts and awards presented to the Lead Driver. Among the more unusual is an original 1931 *Highway Code* 1st edition included in a set of three road safety publications (30.) which were given to highlight the Team's campaign for better driving. The text contained this memorable quote from the then Transport Minister Herbert Morrison: "the (booklet) is intended ...as a code of good manners to be observed by all courteous and considerate persons."

A menu from the home-coming celebration lunch in Park Lane and a framed photo from the Team's training session at Millbrook are among memorabilia from Aston Martin together with a spare throttle pedal (32.) that was carried on-board throughout the journey. It is marked: "supplied by Warren Brown's 'China Parts' dept. at Gaydon and Prep Shop boys Murray Whitney, Steve Cooper and Tony Hemsley."

A framed Award for Excellence certificate (33.) presented to the Team Leader by civic dignitaries at Milton Keynes is also included in the sale.



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## ON THIS PAGE

- 28. **Special menu** – at the 'welcome home' reception in London
- 29. **Framed** Aston Martin 'Performance Driving' photo award (40cm x 40cm)
- 30. **Set of Highway Code books** –
  - a) Have a Care There 4th edn (pub: Nat Safety First Assoc.) price 6d
  - b) Highway Code compendium (1930s-50s) 1st edn (pub: O'Mara Books)
  - c) Highway Code 1st edition (pub: 1931 Min of Transport), price 1d



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31. **Good luck** cards from family



30



32



31

32. **Throttle pedal** and mount inscribed: "Original on-board spare supplied by Warren Brown's 'China Parts' dept at Gaydon and 'Prep Shop' boys Murray Whitney, Steve Cooper and Tony Hemsley"

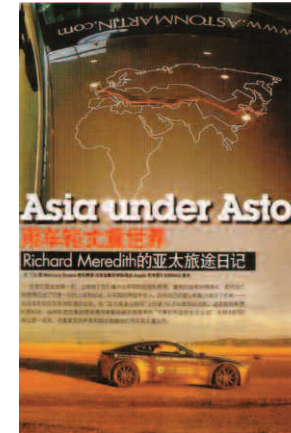
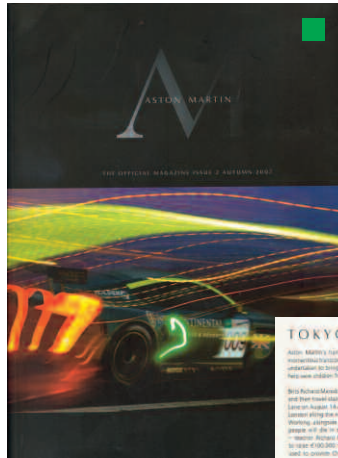
33. **Civic award** 'in recognition of excellence' by Milton Keynes Council (32cm x 23cm)

34. **Boxed scale model** of the V8 Vantage by Mattel, China (34cm x 17cm)



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# Media



## Media everywhere carried the story

The historic journey generated extensive publicity in all forms across the world and a comprehensive selection of cuttings is included in the sale. In the UK, the story was covered by everything from Sky TV to well-known motoring magazines like Autocar to popular daily newspaper 'red tops' including the Sun and, naturally, Aston Martin's own publications



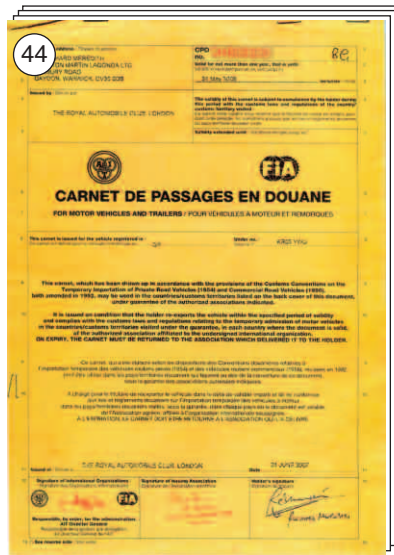
## ON THIS PAGE

35. Collection of media cuttings from the UK; 36. Japan; 37. South Korea; 38. USA & Canada; 39. Central & East Asia; 40. China; 41. Rest of the world; 42. Local; 43. Aston Martin corporate and press  
Note: The documents chest is not included in the sale





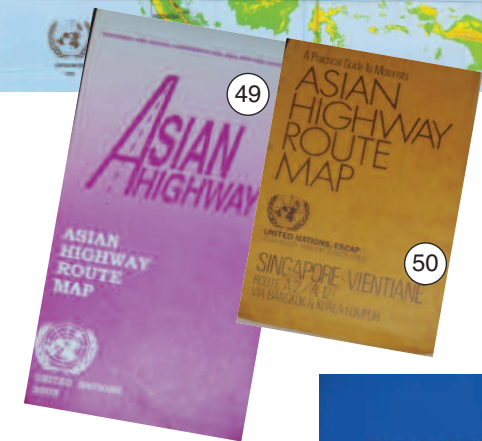
# Journey docs



49. Original routemap used on the trip

50. Early map of the Singapore section

Day	Date	Month	Country	Town	Mileage	Road safety presentation	Hotel Rooms	Internet Access	Food
1	Friday	22	June	UK - Japan	flight				
2	Saturday	23	June	UK - Japan	flight				
3	Sunday	24	June	Japan	Tokyo		2	Yes	Yes
4	Monday	25	June	Japan	Tokyo	YES	2	Yes	Yes
5	Tuesday	26	June	Japan	Fukuoka		2	Yes	Yes
6	Wednesday	27	June	S. Korea	Busan		2	Yes	Yes
7	Thursday	28	June	S. Korea	Incheon		2	Yes	Yes
8	Friday	29	June	China	ferry (Ningbo)		2	Yes	Yes
9	Saturday	30	June	China	ferry (Ningbo)		2	Yes	Yes
10	Sunday	1	July	China	Beijing		2	Yes	Yes
11	Monday	2	July	China	Beijing	customs	2	Yes	Yes
12	Tuesday	3	July	China	Beijing	customs	2	Yes	Yes
13	Wednesday	4	July	China	Beijing	customs	2	Yes	Yes
14	Thursday	5	July	China	Beijing	customs	2	Yes	Yes
15	Friday	6	July	China	Beijing	YES	2	Yes	Yes
16	Saturday	7	July	China	Shanghai		4	Yes	Yes
17	Sunday	8	July	China	Shanghai		4	Yes	Yes
18	Monday	9	July	China	Shanghai		4	Yes	Yes
19	Tuesday	10	July	China	Lanzhou		4	Yes	Yes
20	Wednesday	11	July	China	Zhangye		4	Yes	Yes
21	Thursday	12	July	China	Zhangye		4	Yes	Yes
22	Friday	13	July	China	Xi'an		4	Yes	Yes
23	Saturday	14	July	China	Hami		4	Yes	Yes
24	Sunday	15	July	China	Urumqi		4	Yes	Yes
25	Monday	16	July	China	Almaty		4	Yes	Yes
26	Tuesday	17	July	China	Korla	rest day	2	Yes	Yes
27	Wednesday	18	July	Kazakhstan	Almaty	rest day	2	Yes	Yes
28	Thursday	19	July	Kazakhstan	Almaty	rest day	2	Yes	Yes
29	Friday	20	July	Kyrgyzstan	Bishkek	rest day	2	Yes	Yes
30	Saturday	21	July	Uzbekistan	Tashkent	rest day	2	Yes	Yes
31	Sunday	22	July	Uzbekistan	Tashkent	rest day	2	Yes	Yes
32	Monday	23	July	Uzbekistan	Samarqand	rest day	2	Yes	Yes
33	Tuesday	24	July	Uzbekistan	Bukhara	rest day	2	Yes	Yes
34	Wednesday	25	July	Uzbekistan	Rest day	rest day	2	Yes	Yes
35	Thursday	26	July	Uzbekistan	Namang	rest day	2	Yes	Yes
36	Friday	27	July	Kazakhstan	Rest day	rest day	2	Yes	Yes
37	Saturday	28	July	Kazakhstan	Almaty	rest day	2	Yes	Yes
38	Sunday	29	July	Kazakhstan	Almaty	rest day	2	Yes	Yes
39	Monday	30	July	Kazakhstan	Almaty	rest day	2	Yes	Yes
40	Tuesday	31	July	Georgia	Tbilisi	rest day	2	Yes	Yes
41	Wednesday	1	August	Georgia	Tbilisi	rest day	2	Yes	Yes
42	Thursday	2	August	Georgia	Samur	rest day	2	Yes	Yes
43	Friday	3	August	Turkey	Samur	rest day	2	Yes	Yes
44	Saturday	4	August	Turkey	Samur	rest day	2	Yes	Yes
45	Sunday	5	August	Turkey	Samur	rest day	2	Yes	Yes
46	Monday	6	August	Bulgaria	Sofia	rest day	2	Yes	Yes
47	Tuesday	7	August	Hungary	Budapest	rest day	2	Yes	Yes
48	Wednesday	8	August	Austria	Salzburg	rest day	2	Yes	Yes
49	Thursday	9	August	Germany	Saarbrücken	rest day	2	Yes	Yes
50	Friday	10	August	France	Paris	rest day	2	Yes	Yes
51	Saturday	11	August	France	Paris	rest day	2	Yes	Yes
52	Sunday	12	August	France	Paris	rest day	2	Yes	Yes
53	Monday	13	August	England	London	rest day	2	Yes	Yes
54	Tuesday	14	August	England	London	rest day	2	Yes	Yes

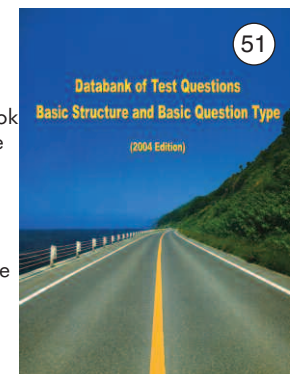


51. Chinese Highway Code book issued at the Beijing test centre

52. Daily itinerary as planned before the start

53. Driving routemap, Japanese version

54. Notebook of journey jottings





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# Journey: Kit

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69



## ON THIS PAGE

69. **Shirt** (cream) embroidered Aston Martin team. Unused..

70. **Polo shirt** (dark blue with 'racing green' trim).

68. **Gilet** worn by the Team Leader during the journey

70



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66. **Over-jacket** with Aston Martin Team branding

67. **T-shirt** for the FIA road safety campaign

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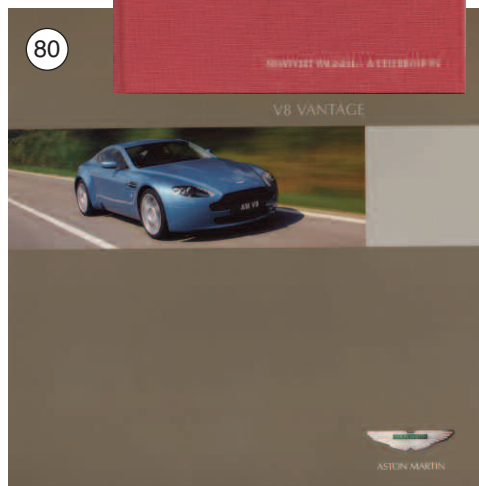
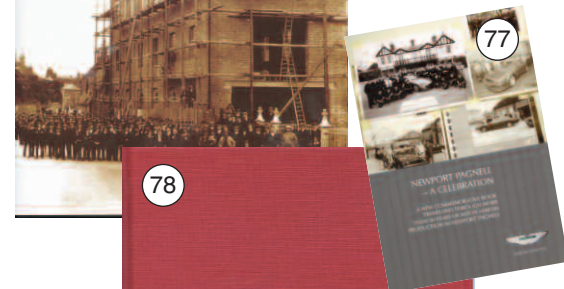
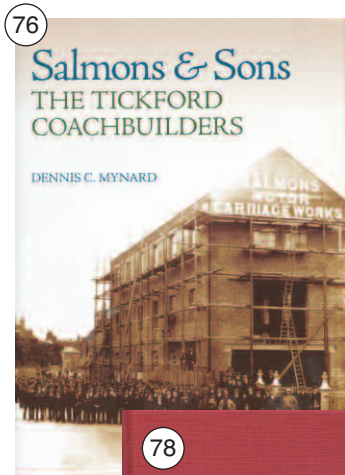
71. **Driving caps** (2, black) embossed with Aston Martin branding

72. **Bridgestone cap** (1, orange) supporting road safety

72



# Books



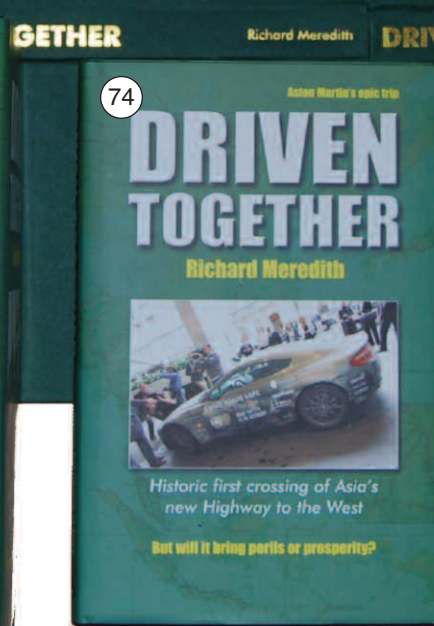
## ON THIS PAGE

73 to 75. Richard Meredith, the vendor of this collection and an established author, has published two editions of *Driven Together*, his story of the journey – the first, a soft-covered **travelogue**, limited to 100 copies, accompanied his on-road website diary; while the second, an illustrated **hardback** (British Library register ISBN 9780954143244), was inside the Top 100 travel book best-sellers on Amazon for some time. Other publications connected with Newport Pagnell – the home of Aston Martin cars for 50 years and where Meredith is a resident – are also sold within his collection viz –

76. **Salmon & Sons**: History of the site prior to Ford's takeover in 1986, signed by the author

77 to 79. **Newport Pagnell, a celebration** (with leaflet and CD), signed by Kim Palmer, Aston Martin's principle co-ordinator with the Drive Team

80. **Company brochure** on the V8 Vantage model given to the Drive Team





# Campaigns

## UNICEF & Make Roads Safe (FIA)

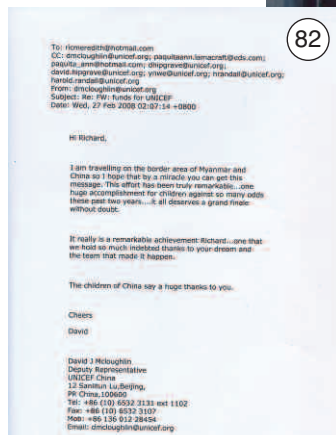
### ON THIS PAGE

81. **Life savings:** 83,000 euros goes to UNICEF to improve road safety for youngsters in China (signed 20cm x 28cm)

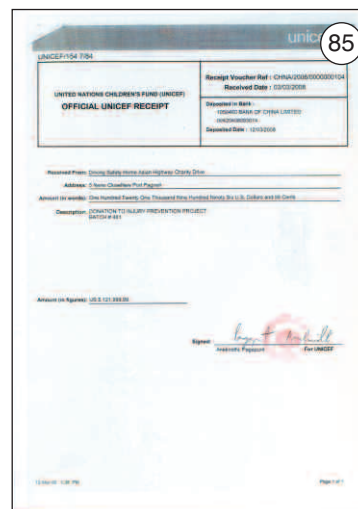
82. **Remarkable achievement,** says e:mail message from UNICEF Beijing



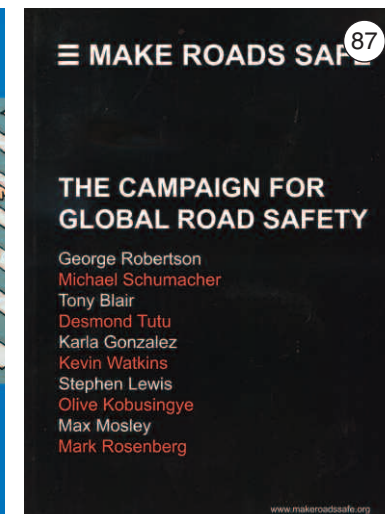
Life savings



84. **Collecting bucket** taken to functions by the Drive Team 86. the Child Safety program book, and 85. UNICEF's Receipt



83. **Invitation** (and reverse) to Bonham's auction of the Drive Car at Olympia in December 2007



87. **Campaign:** The FIA's Make Roads Safe initiative was supported by then Prime Minister Tony Blair, former FIA President Max Mosely, and many others



# Fund-Raising

## ON THIS PAGE

88. **Interest** in the Drive Car sale was generated in Bonham's *Ignition* magazine
89. **Olympia Catalogue** and 90. **'Call for entries'** to the auction



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### OLYMPIA, LONDON MONDAY 3 DECEMBER 2007

The world's oldest known surviving Rolls-Royce has been consigned by Bonhams for their annual end of season Sale and is expected to attract bidding in excess of £1 million (see front cover). Aston Martin has entered their 30,000th production car in this sale. The 2005 V8 Vantage - illustrated - has recently completed a 48-day journey through 18 countries and will be auctioned without reserve to raise funds for road safety initiatives by UNICEF China.

Other good quality entries are invited for this prestigious sale. For further assistance and best advice please contact the team: tel on 020 7468 5801 or email [ukcars@bonhams.com](mailto:ukcars@bonhams.com)



Top: 1924 Hispano-Suiza 1688  
Coupe de Ville  
Estimate £250,000 - 300,000  
Bottom left: 1919 Bentley  
2500 Torpedo  
Estimate £110,000 - 140,000



Right (from top): The property of Sir Alan Sugar 1958 Bentley 3.1 Continental Fastback  
Estimate £70,000 - 100,000  
1926 Rolls-Royce Phantom II Roadster  
Estimate £70,000 - 90,000  
2005 Aston Martin V8 Vantage  
Estimate £50,000 - £70,000  
Offered as 'No Reserve'



Bonhams  
Important Collectors' Motor Cars, Motorcycles and Fine Automobilia  
Monday 3 December 2007  
Olympia

89



90



91

91. **Details** of the car's remarkable provenance drew significant interest

92. **Campaign trail:** Team Leader Meredith outlines the Drive's achievements to the London press conference (signed 15cm x 20cm)
93. **Sponsors** of the journey included some of the best-known names in high-performance motoring



92

Campaign trail

Hall of Fame

Driving Home Road Safety 2007 was made possible by the generous support and sponsorship of these leading businesses and organisations

Lead Sponsor

INTERCONTINENTAL HOTELS & RESORTS

ASTON MARTIN

e2v

I M KELLY

cerlikon graziano

EUROWATCH

Auto-txt

Immun'Age

Start

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LEONI

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SERTEC

Bonhams

Alumasc Precision Limited

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# Listings

## FRONT COVER

1. **Daily map**-log verification of the journey by EurowatchCentral
2. **Almost home**: the Drive car pauses at Buckingham Palace

## PAGE 1 – About the Collection

3. **Log book** of the journey car and 007-style 'secret' compartment key (not for sale)
4. **Mint condition** four (of 6) stamps depicting James Bond book cover designs
5. **Many congratulations**: Dr Bez welcomes Richard Meredith home to London
6. **Original** team copy of the UN's Asian Highway handbook

## PAGE 2 - Historic

7. **Letter** – Aston Martin's 'authority to drive'
8. **Invitation** to attend the Asian Highway network's 'entry into force' treaty-signing
9. **Letter** (2 sheets): UN commission asks China for travel facilitations and permits
10. **Which way next?** Rough road detour in China
11. **Fields of plenty**: Panorama outside Lanzhou
12. **City sights**: Xi'an, China's ancient former capital
13. **Dusty deviation**: On the road near Ping Liang
14. **Mirror image**: Camel traffic in Turkmenistan
15. **Classic Paris**: passing the Arc de Triumph

## 34. - 43. Files of media stories from around the globe

## PAGE 3 - Collection

16. **Sign that says it all**: Japan to Turkey on the AH1
17. **History is made**: Crossing the Bosphorus Bridge
18. **How do you feel?** TV interview in London
19. **Muddy marvellous**: The Drive car arrives home

## PAGE 4 - Verifications

20. **Witness statement** signed by UN Director of Transport confirming this was the first car to undertake the crossing
21. **Letter** by Aston Martin director confirming car traversed full extent of the Highway
- 22& 27 **Position log charts** by Eurowatch Central
- 23 – 26 **Letters and data** by Eurowatch Central providing 'independent corroboration of the vehicle's location throughout the journey'

## PAGE 5 - Gifts & awards

28. **Special menu** – at the 'welcome home' reception in London



29. **Framed** Aston Martin 'Performance Driving' photo award (40cm x 40cm)
30. **Set of Highway Code books** –
  - a) Have a Care There 4th edn (pub: Nat Safety First Assoc.) price 6d
  - b) Highway Code compendium (1930s-50s) 1st edn (pub: O'Mara Books)
  - c) Highway Code 1st edition (pub 1931: Min of Transport), price 1d
31. **Good luck** cards from family
32. **Throttle pedal** and mount inscribed: "Original on-board spare supplied by Warren Brown's 'China Parts' dept at Gaydon and 'Prep Shop' boys Murray Whitney, Steve Cooper and Tony Hemsley"
33. **Civic award** 'in recognition of excellence' by Milton Keynes Council (32cm x 23cm)
34. **Boxed scale model** of the V8 Vantage by Mattel, China (34cm x 17cm)

## PAGE 6 - Press & media

35. **Cuttings files** .... from the UK;
36. Japan; 37. South Korea; 38. USA & Canada;
39. Central & East Asia; 40. China; 41. Rest of the world; 42. Local;
43. Aston Martin corporate and press

## PAGE 7 - Journey docs

44. **Carnet** and permissions (copies) for the journey car
45. **Registration plate** issued by the China authorities
46. **Map detail** from the Asian Highway handbook
47. **Driving licence**, China-authorised

94. In-car **Accident witness kit** including
95. **branded camera**



48. **International** licence for the Leader
49. **Original routemap** used on the trip
50. **Early map** of the Singapore section
51. **Chinese Highway Code** book issued at the Beijing test centre
52. **Daily itinerary** as planned before the start
53. **Driving routemap**, Japanese version
54. **Notebook** of journey jottings

## PAGE 8 - Journey: Photos

55. to 65. **Photo Gallery** sets on disc:

Several hundred high quality photographs and images were captured before, during and after this historic trip by Team members, supporters, passers-by, family and friends

## 55. to 65. Hundreds of photos and images from 'world-first' journey



## PAGE 9 - Journey kit

66. **Over-jacket** with Aston Martin Team branding
67. **T-shirt** for the FIA road safety campaign
68. **Gilet** worn by the Team Leader throughout the journey
69. **Shirt** (cream) embroidered Aston Martin team. Unused.
70. **Polo shirt** (dark blue with 'racing green' trim).
71. **Driving caps** (2, black) embossed with Aston Martin branding
72. **Bridgestone cap** (1, orange) supporting road safety

## PAGE 10 - Books

- 73 to 75. Richard Meredith, the vendor of this collection and an established author, has published two editions of *Driven Together*, his story of the journey – the first, a soft-covered **travelogue**, limited to 100 copies, accompanied his on-road website diary. The second is an illustrated hardback (British Library register **ISBN 9780954143244**),

To Back Cover

# Listings

From Inside Back Cover

76. **Salmon & Sons, the Tickford**

**Coachbuilders:** History of Aston Martin's site, signed by the author

77. to 79. **Newport Pagnell, a celebration**

(with leaflet and CD), signed by Kim Palmer, Aston Martin's co-ordinator with the Drive Team

80. **Company brochure** of the V8 Vantage model given to the Drive Team

**PAGE 11 - Campaigns**

**UNICEF & Make Roads Safe (FIA)**

81. **Life savings:** 83,000 euros goes to UNICEF to improve road safety for youngsters in China

82. **Remarkable achievement**, says e:mail message from UNICEF Beijing

83. **Invitation** (and reverse) to Bonham's auction of the Drive Car at Olympia in December 2007

84. **Collecting bucket** taken to functions by the Drive Team

85. **Child Safety** program book, and

86. **Receipt** from UNICEF

87. **Campaign:** The FIA's Make Roads Safe initiative was supported by then Prime Minister Tony Blair, Max Mosely, and many others

**PAGE 12 - Fund-raising**

88. **Interest** in the Drive Car sale was generated in Bonham's *Ignition* magazine

89. **Olympia Catalogue** and 90. **'Call for entries'** to the auction

90. **Details** of the car's remarkable provenance drew significant interest

91. **Campaign trail:** Team Leader Meredith outlines the Drive's achievements to the London press conference

92. **Sponsors** of the journey included some of the best-known names in high-performance motoring

**Inside Back Cover**

94. **Accident witness kit** from the car, and

95. **Branded camera**

# Notes

**NOTICE:** Sealed bids for the complete **Asian Highway Drive** Collection must reach the vendor's publishing agents by

**Closing date:** **Wednesday June 22, 2011**

Send to their Registered Office address:

**The Company Secretary, Word Go Ltd, 29 Bibury Crescent, Boothville, Northampton NN3 6AG, England**

A further 7 days will then be allowed for inspecting and receipt of cleared funds. The Company Secretary's decision will be final. In the event that the Collection is not sold for any reason, it may then proceed to sale by auction.

**Please note:** All items are sold "as is" and "where is" and the bidder is ultimately responsible for inspections and verification of condition, authenticity, and completeness of the Collection. Unless stated in this catalogue, no warranties whatsoever are given by the Seller and neither does he have an obligation to verify or authenticate claims or representations made about the merchandise in any other statements - be they written, verbal or electronic.