

Newsletter 2 - UHS2021

Update July 2021: Articles now only available in our on-line edition of the UHS2021 Presentation Magazine either through our marketing crowdfunding here: <https://www.boomerang.dk/projects/branding-of-the-international-festival-for-unique-hand-built-sportscars/>
-Or you can register for it on our website: www.uhs2021.com



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© The International Festival for UNIQUE HANDBUILT SPORTSCARS

The International Festival of UNIQUE HANDBUILT SPORTSCARS is evolving and now invitations have been sent out to more than 85 potential participants. All are located in Europe.

Several are now showing interest in participation, and we constantly identify new potential participants, but we are also approaching the time when we have to decide whether we should continue working on the concept or not.

Therefore there is now a need for everyone who has decided to participate to contact us via email or Messenger and announce their participation. This must be done by the 16th of February 2021. It will be possible to register later, but we must reach a critical number of participants by then, in order to justify the implementation of the event.

Our first newsletter was accompanied by an article about Steinar Thyholdt and his Lamborghini Aventador project in Norway. Steinar is a private builder, and does not build with sales in mind, but I have noticed that several professional manufacturers of hand-built sports- or racing cars have shown interest in the event.

On this background I see the strong possibility that the festival could become a showcase and sales fair for these. It would be interesting if these companies could see the obvious potential in this. In that case, UHS2021 will make a special effort to market the event in forums and channels where potential customers could be reached. The two segments of private car builders and commercial manufacturers of hand-built cars, respectively, will complement each other perfectly, and together they will form an interesting combination where the opportunities to exchange knowledge and experience will be able to enrich both segments.

As mentioned we presented a private car builder with a very high ambitions and some fantastic skills in our first newsletter. This time, the newsletter is accompanied by an article about a representative for the segment of professional manufacturers of handbuilt Sports- and Race cars.

It is the small danish manufacturer Aquila Racing Cars, which has also comitted to participate in UHS2021. Based on a lifelong love to racing and race cars, Aquila Racing Cars manufactures some of the world's best and fastest race cars in their class at a price, which allows ordinary mortals to acquire a race car that can compete with some of the cars that are also used at the 24-hour race at Le Mans. Read the article about these people, who based on a long Formula Ford career as drivers, designers and car builders, have achieved really much. It is simply fascinating and inspiring company.

Like it was an option with the last newsletter, there is again with this newsletter an opportunity to download an updated list of invited potential participants here: <https://mcusercontent.com/b4e934528b94d2b1a0e3d130b/files/8228bfc3-371d-493a-a236-458a525f5/Ark2.01.pdf>

Everyone who receives this newsletter has the opportunity to become a member of the closed UHS2021 Facebook group. Simply follow this link <https://www.facebook.com/groups/639646960058329> and apply for membership.

On the next page you find the article over Aquila Racing Cars To download the attached article over Aquila Racing Cars as a single .pdf file please follow this link:

<https://provinsbyer.dk/images/uniquehandbuiltsportscars/newsletters/Aquila-single.pdf>

or

<https://provinsbyer.dk/images/uniquehandbuiltsportscars/newsletters/Aquila-double.pdf>

I'm looking forward to hearing from you

Yours Sincerely
Anton Schulz,
Event Manager,
UHS2021

