

# Newsletter 7



**The international festival for  
*Unique Hand Built Sports Cars*  
concepts and replicas  
7-8-9-10 october 2021**





## Newsletter 7 - UHS2021

UHS2021 Newsletter 7 - August 2021

Text: Anton Schulz

Photos: Anton Schulz, Jørgen Kjørulf Nielsen, Henrik Fasmer, Lene Aastrøm Hansen, Ton Serné.

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## It's all about commitment.

In Newsletter No. 4, I elaborated a bit about the motives for establishing a physical event for hand-built sport- and racing cars, but another interesting aspect is why one starts building a car oneself. To many people, this may seem like a daunting task. However, I think there are some common characteristics for many of us car builders. We have a creative urge to create something special but at the same time we do not consider so much whether we can or cannot complete the project.

Here, a few months before UHS2021 will take place, more subscriptions are coming in, and with this 7th newsletter I must admit that there is a large portion of truth in the following little quote, which origins from the story, The Scottish Himalayan Expedition (1951) by The Scottish Mountaineer, William Hutchinson Murray:



William Hutchinson Murray.

*Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness.*

*Concerning all acts of initiative (and creation), there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too.*

*All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favour all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamt would have come his way. I learned a deep respect for one of Goethe's couplets:*

*Whatever you can do or dream you can, begin it.  
Boldness has genius, power and magic in it!*

Especially the phrase: "All sorts of things occur to help one that would never otherwise have occurred." now shows its topicality.

### Voluntary UHS2021 crew

A team of 15 local volunteer officials and helpers have pledged to help during the event, which is very uplifting, and you will be in good hands from arrival to departure.

Also the network of contacts in racing organizations has provided new registrations for participation with exciting car projects and equipment for the event. Thus, right now I have 4 more articles in preparation and the projects are exciting in each their own way.

The next newsletter therefore will be accompanied with two articles. - One about Lene Aastrøm Hansen's Ford Special racing car, as well as an exciting story about Henrik Fasmer's amazing Chevrolet 33 Special. Two unique car projects that relate to the racing tradition from the early years of the 20th century, where beach racing was



Henrik Fasmer in Chevrolet 33 Special



Lene Aastrøm Hansen and her Ford Special Racecar "The Spirit".

a cherished racing discipline. In England, we know this kind of race from i.a. Pendine Sands. In Denmark, the later internationally known race event on the island of Fanø was already established in 1919. This tradition has now re-emerged as a historic race on the neighbouring island of Rømø, where thousands follow the annual races these years.

### This newsletter article

The article following this newsletter is about Jørgen Kjørulf Nielsen's exciting project. It is the story of how TRAC 100 Sports became the Suffolk SS100. Read the exciting story of a project that has created a unique and breathtaking beautiful SS100 recreation.

### Final program in the next issue

Right now, the very last details of the program are coming together and it will be presented in the next newsletter shortly but also mailed direct to participants..

### UHS2021 was featured over 4 pages in Danish club magazine "Jaguar"

UHS 2021 was featured in a comprehensive article over four pages in the latest issue of the club magazine for Jaguar Club of Denmark.

UHS2021 probably gain a special interest for Jaguar club members, we are so fortunate to have Keith Helfet in our programme.

Further more no less than 3 of our participating projects are Jaguar based, so the exhibition will also appeal to Jagaur enthusiasts.



### Concrete on-site preparations

Thursday the 5th of August, we had a planning meeting with Klosterhallen's general manager about placement options, just as we at the same opportunity had a meeting with the owner of the company Gigrec, Ulrik Bossen, who will assist us with an audio-visual design

for UHS2021. We have an ambition to give the audience a deeper knowledge of your projects through an audio-visual presentation, but we will inform closer about that in the next newsletter.



Left: owner of Gigrec, Ulrik Bossen. Right: Event

### Posters, flyers and magazine

Our marketing is now going up to speed, and right now our poster and flyers are being printed. Press releases are distributed to newspapers, TV and radio but also to organizations with an interest in the theme Unique Handbuilt Sports- and race cars. We will upload the designed posters, flyers and other press material to our website, from where you can freely download and distribute to those interested in your own network.



### Download options

You will thus be able to download our open invitation, posters, flyers and our newsletters here on our website here:

*Poster and flyer for the exhibition days in danish language. English version will be available for download soon on [www.uhs2021.com](http://www.uhs2021.com)*

<https://provinsbyer.dk/downloads-and-programme>

Likewise, we have collected the articles on your projects in on-line magazine "UHS 2021 the Presentation Magazine", which the audience also can buy as a hard copy during UHS 2021.

Everyone who is registered for UHS2021 with projects will have access to the on-line version via credentials which will be send to you in a direct email, just as there will be a hard copy for you when you arrive at the event. We will also provide an opportunity to purchase access to our future on-line magazine, which will continue with new releases also after UHS2021.

### Advertising in "The Presentation Magazine"

It will be possible to advertise in "The Presentation Magazine", and there is a price list for advertising available on our download page <https://provinsbyer.dk/downloads-and-programme>

More to follow soon in newsletter 8.

Yours Sincerely

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# Featuring Jaguar xj220 designer Keith Helfet (UK) and Race car performance engineer, Ton Serné (NL)

## Keith Helfet

By event manager, Anton Schulz



Keith Helfet

Keith Helfet is one of the most brilliant and capable vehicle designers Jaguar Cars have had. Keith Helfet was the visionary in Geoff Lawson's Jaguar Design Studio who created the XJ220, XJR15, 1995 XJ.

Without Keith's stunning designs Jaguar would not exist as a brand today. In addition, Keith Helfet has a wonderful understanding and appreciation for the market and had the insight to incorporate designs for superior product reliability, function and assembly.

Helfet became the Chief Stylist at Jaguar cars, where his work was admired by Sir William Lyons who had shaped the character of design at the brand for decades. Helfet designed the Jaguar XJ-220, XK-180 and the first concepts for an F-type revealed in 2000.



Keith Helfet right next to his masterpiece the XJ220 at the XK70 Festival, Shelsley Walsh 2018

After he left Jaguar Cars, Helfet ran his own design company, Helfet Design, for a number of years, but now he is on his way into art - sculpturing. Considering Keith Helfet's approach to car design, it seems like a circle has been closed with this movement towards the art of sculpturing.

Keith Helfet always claims, that he never was a very talented in the discipline of drawing. His preferred form of expression is sculpturing.

I had the pleasure to meet Keith Helfet at an event in Shelsley Walsh back in 2018, I also had the privilege to see his first official work of art - a CNC fabricated relief influenced by the shapes of the XJ220 - a true piece of art.



Keith Helfet with author and publisher Philp Porter in Shelsley Walsh 2018. Meet him at the UHS-2021

## Ton Serné

By event manager, Anton Schulz



Ton Serné

Ton Serné is a race car performance engineer who has been involved in several race car activities over a number of decades.

Already in the late 70ies he was involved as mechanic / engineer in Formula Ford 1600, Formula Ford 2000, Formula 3 and even briefly on the Ensign Formula 1 of Gijs van Lennep.

In the period 1983-1985 he was an active race driver of course with a lot of interest in the handling of his own Formula Ford.

Being able to experiment a lot with set-ups to test theory against practice. From 1985 to 1987 Ton Serné was team manager for the Bross Formula 3 Team which became the winner of the European EFDA F3 title.



Ton Serné formula Ford 1600

After that period he was country manager for HP Nederland, and since 2012 he as a freelancer became owner of the workshop 'Magic Numbers of Race Cars' as well as a free lance teacher at two Dutch Automotive universities: HAN for their International Masters Motorsport, and Fontys for their Bachelor Minor Motorsport.

Since 2015 he has played a central role as the CTO for AC Cobra Motorsport whilst he also acts as a free lance engineer for several racing teams.

## Ton Serné the author

Together with his co-author Ralph Pütz, Prof Dr at the Fachhochschule Landshut (Bavaria, Germany) Ton Serné has written the book 'Rennwagentechnik - Praxislehrgang Fahrdynamik' which is a very practical book for drivers and their engineers to get the best performance out of the handling of their racing car.

The book was released in August 2017, and is in German language. The enhanced English version will be titled "Race car Handling Optimization", and will be available from the autumn of 2021.

