

THE HISTORY AND GOALS OF THE WORLDWIDE 100M “LE MANS” REGISTRY

Bill Meade
Founder, 100M Registry
HEALEY MARQUE Contributing Editor

The Worldwide 100M “Le Mans” Registry was founded in January of 1995 with the support and guidance of its Advisors: Gerry Coker, Bic Healey, Anders Ditlev Clausager, and John Wheatley (and now also Roy-Jackson Moore). In addition, 16 worldwide Austin-Healey clubs signed on as “Charter Supporting Clubs” agreeing to send the Registry all of their known 100M members’ names and printing the Registry’s ongoing ad in their newsletters. This is the first large Austin-Healey registry that has developed a worldwide listing of all known cars. The AHCA was one of the first Charter clubs to endorse and exclusively support the Registry for all 100M “Le Mans” cars.

From the beginning, the 100M Registry had as its goal to become much more than just a list of cars and owners. The desire was for the Registry to make the world aware of the importance of this limited-production, high-performance, racecar-based special called the 100M. Up until that time, the 100M “Le Mans” cars had been thought of as a minor model variation on the basic 100. Many people thought the cars could not be easily identified from later replicas and they felt this kept them from being very collectable or desirable.

It was largely due to the early efforts of the 100M Registry and worldwide distribution of its newsletters that Healey owners began to learn the fact that this special model was based on the very first Austin-Healey Le Mans race cars, which were built even before the 100S racing model. They were also interested to find that the 100M Registry had completed and published an “Identification Guideline” that would allow anyone to examine a car and confirm if it was a “factory-built” 100M. One of the Registry’s advisors, John Wheatley, had earlier researched the BMC build records and provided the BMIHT with the records to confirm which 100M cars were “factory-built.”

The Registry also wanted to legitimize and register the cars converted to Le Mans specifications. Donald Healey had produced the Le Mans Engine Modification Kit for owners to upgrade their standard cars. This fact alone is the best historical

justification for modifying a 100 to Le Mans specs. The modified cars have their own category to recognize their status.

In addition to the major goal of building the reputation of the 100M, the Registry was determined to provide important benefits and services to the Registry members such as grille badges, Registry-specific dash plaques, jacket patches, members’

picture directory, newsletters and hard-to-find parts such as the elusive “notched bracket,” the Le Mans-regulation bonnet straps, and correct paint profile templates. Registry Advisor Gerry Coker graciously designed a signed cloisonné grille badge and a solid brass dash plaque that are available only to Registry members.

It became clear very early that if the Registry were to accomplish its lofty goals, it needed to find a way to keep its ownership records updated and to stimulate enough funds to carry out all of the planned member benefits and functions.

Historically, registries had been free for listing a car, but the registries’ value was limited because with no way to automatically renew information, it would become badly out-of-date within a few years.

We felt the best way to keep the Registry information current and at the same time generate some operating funds would be to have members join and renew their membership thereby automatically updating ownership information. We were convinced, with all of the desirable materials and the Gerry Coker-designed dash plaque that each member received, they would feel that the \$25 fee was a bargain. Most members did feel that way and often wrote to us saying what a great value and wonderful service the 100M Registry provided.

As of early 2008, the 100M Registry now includes the option of official, free registration to ensure that no one would hesitate to register their car because of a small fee. This free option has been made possible because of the Registry’s original concept of developing products owners want to purchase and thereby support the registry finances. If an owner wants to receive the entire packet of Registry-produced materials, they would of course need to pay the regular \$35 membership fee.



Vic Jacob of St. Moritz, Switzerland, is one of numerous 100M Registry Representatives around the world who sign up their country's known 100M owners.

This is the same car after a frame-up rebuild by BMC Classics in Florida. The Registry confirmed the car had all correct, numbered body parts and Car Number plate to be a factory car. It is now owned by Donald Redlinger of Florida.



The 100M Registry helped to facilitate the sale of this long-stored, badly deteriorated factory 100M to a Florida firm that has brought it back to life.



Today, the 100M Registry's operating costs are approximately \$2,335 annually. This includes \$600 in postage, \$340 in printing, \$285 office expenses, \$150 website expense, and \$960 in production of grille badges, plaques, patches, bonnet straps. Income is broken down into \$235 membership fees, \$470 donations, and \$1,340 in sales. Of course, no one has ever profited a single dollar on the Registry. As a matter of fact, the Founder still has to make up yearly deficits with his own funds. The efforts of all Advisors, Registry Representatives, Registry Standards Committee and Founder are all volunteered time.

As of March 2008 the Worldwide 100M "Le Mans" Registry includes 156 factory-built 100M cars, 118 later-converted "Le Mans" cars, and 16 very early-converted cars and their owner-members listed from 18 countries. The Registry maintains records on chassis numbers, body and batch numbers, build dates, original and current paint colors, special equipment, past owners, the car's history and its restoration history, BMHIT certificate copies, and a complete photograph file on each car. Information is freely shared in many published articles and when individuals have the need to find out about a car's history or production details or ownership information. New SQL and Excel databases are currently being developed to better access this information. At the same time, no information is ever given out on chassis numbers or information that owners want kept confidential.

On several occasions, the Registry has been able to expose disreputable car dealers and some owners who have knowingly used a genuine factory 100M chassis number to build a duplicate car. When this happens, we are able to notify the original owner and resolve the listing problem before the duplicate numbered car harms the value of their original. This is an important reason why owners, who value their cars, should promptly register and renew their information with the Registry regularly. Be very cautious of buying any non-registered car. If we have correct, up-to-date addresses, telephone numbers and email addresses, we can quickly notify owners when problems arise.

Another current effort of the Registry is to develop a complete, owner picture directory on the website (www.100mregistry.com). Many older registry photos are not digital and we are asking all registered owners to submit a good quality digital photo of their car and email it to (billmeade@100mregistry.com) for inclusion in the picture directory.

I believe the Worldwide 100M "Le Mans" Registry and its volunteer team have raised the bar for what a registry can and should be to truly benefit the reputation of the 100M "Le Mans" and their owners. Please take a look at the list of activities, accomplishments and projects undertaken over the past thirteen years. All of the wonderful people who have given their time, effort and even their small membership fees have made this promotion and preservation of the 100M "Le Mans" cars possible.



This factory 100M was originally sold in Tripoli, Libya, and was later brought to Washington state. It was eventually found in a dump in Washington and is now undergoing a full restoration to its glory days by Kent Lambert of Oregon.



This car was bought by Raymond Feasey in New York in 1958. After sitting unused for many years, he had a full restoration completed a few years ago and has recently registered the car for its protection.



This solid factory 100M was recently purchased by new Registry member Stephen Rakers in Holland. The car is equipped with a period hard top which will look super. It is undergoing a frame up restoration.

KEY 100M REGISTRY ACCOMPLISHMENTS AND ACTIVITIES OVER THE PAST THIRTEEN YEARS:

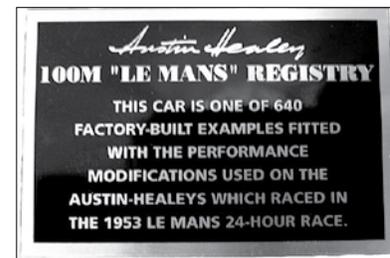
1. Published the Identification Guidelines to help define a factory 100M.
2. Gerry Coker designed a unique, signed grille badge just for members.
3. Designed and produced a five-color jacket patch for members.
4. Designed, with Coker's guidance, two styles of brass Registry dash plaques.
5. Reprinted original factory Special Equipment & Tuning Instructions booklet.
6. Reprinted the original color factory sales flyer for the first Le Mans-modified cars.
7. Produced a correct paint profile for the two-tone radius curve at the front wheel arch.
8. Produced a set of color photos of a body-off restored 100M for reference.
9. Put in place a group of highly informed Advisors to the Registry.
10. Put in place a group of worldwide Supporting Clubs to the Registry.
11. Put in place a Standards Committee to the Registry.
12. Sponsored an Award of Accomplishment for Gerry Coker.
13. Sponsored an Award of Accomplishment for Roger Menadue.
14. Assisting weekly callers with questions about restorations of 100M cars.
15. Authored numerous articles about the 100M, published in several magazines.
16. Contacted Roy Jackson-Moore and involved him in Austin-Healey events.
17. Exposed a restoration shop that was selling Le Mans cars with false identification.
18. Manufactured a correct "notched bracket" reproduction for Le Mans-converted cars.
19. Had a scale model 100 produced and presented to Gerry Coker at the 2002 International Meet.
20. Produced a video for the 2002 International Meet honoring Gerry Coker as the Austin-Healey body designer.
21. Producing Certificates of Membership for three different car categories.
22. Sending out complete membership packets for all new members.
23. Published six informative early newsletters about the Registry (still distributed).
24. Reprinted full-color posters of the original 100 sales brochure cover.
25. Located a machine shop skilled in repairing cracked Healey engine heads.
26. Developed a full-length video of a 100M under restoration.
27. Located a paint firm that sells accurate paint colors for Austin-Healeys.
28. Located a firm that can correctly punch raised numbers in replacement VIN plates.
29. Refers people to a source for correctly louvering a Le Mans bonnet.
30. Conducted a membership survey to determine what constitutes a "genuine 100M."
31. Brought to light that replacement bumpers do not have the correct radius curve.
32. Found a source for a correct cold air box duct.
33. Found a source for correct heater and vent hose clamps.
34. Brought to light that the reproduction cold air box plaques are not as original.
35. Ongoing investigation of several cars that have false factory 100M identification.
36. Have developed a source to produce an accurate Le Mans regulation bonnet strap.
37. Designed and produced a removable, sound-absorbing under-bonnet pad.
38. Project underway to get all owners' cars pictured in the owners' directory.
39. Responding to ongoing inquiries from people interested in the 100M.
40. Continuing to register new cars every month.
41. Designed and had the new website constructed (www.100mregistry.com).



The five-color Registry jacket patch incorporates the Gerry Coker design elements into a striking 3 1/2-inch cloth emblem for clothing, caps, luggage, etc.



The Registry has a skilled leather craftsman who hand fabricates this regulation Le Mans belt constructed from exact drawings of an original belt.



A solid brass dash plaque, designed with Gerry Coker's assistance to look similar to the 100S plaque, is provided to each registered car.



Gerry Coker combined the Healey wings emblem, a lightning bolt, a checkered flag and the color British Racing Green to produce this collector's item loisonn_ grille badge available to only to Registry members.