

# Lister Launch

Report by Nigel Thorley

**M**arch 21st saw the launch of the new Lister-Jaguar by the Forward Engineering Co, Ltd, of Erdington, Birmingham.

The name 'Lister' is significantly linked with the Jaguar marque. Brian Lister continued Jaguar's racing successes in the late fifties with his Jaguar powered sports racing cars and has now joined forces with Ron Beatty at Forward Engineering Limited to produce the Lister-Jaguar XJS, a genuine variant of one of the best cars in the world.

The 'NEW' Lister-Jaguar was officially launched by Stirling Moss coinciding with the opening of Forward Engineering's new showroom and factory at 780 Kingsbury Road, Erdington, Birmingham B24 9PS. The new premises are both impressive and extensive allowing Forward to offer increased facilities for their many customers.

Forward Engineering was founded in 1967 by Ron Beatty, formerly a Senior Development Engineer at Jaguar Cars, who built single seater Daimler and Cooper-Buick hillclimb cars in his spare time. Right from the start Forward specialised in the development, assembly, testing and installation of Jaguar engines for high performance vehicles as well as development of special engines for motor boat racing; Ron prepared the engine for 'Miss Windermere' which broke two world water speed records.

The company are primarily Jaguar enthusiasts and can offer a complete range of Jaguar engines for competition from the 2.4 litre six cylinder at around 200 bhp up to the 6.4 litre Lister stage 3 version of the V12 unit giving over 500bhp. Forward also offer a complete engine rebuild to concours standard as well as service facilities on all Jaguar models.

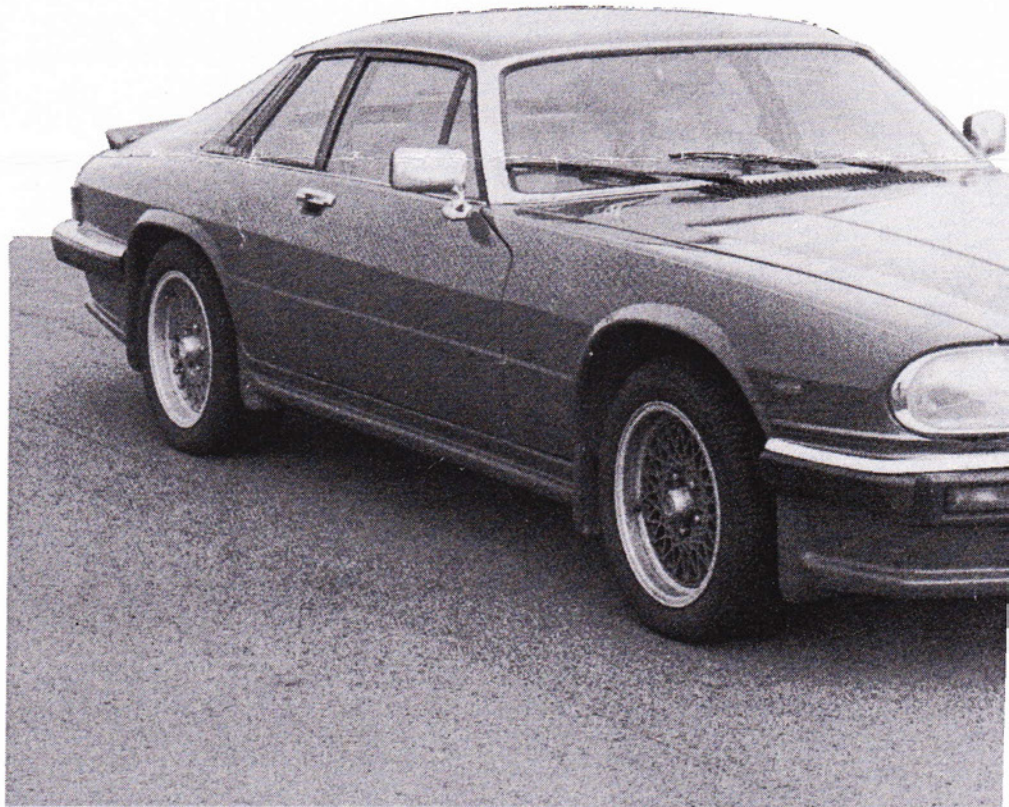
Ron Beatty is also chairman of the Jaguar Specialists Association and can therefore offer a full restoration service in conjunction with other JSA members.

Returning now to the launch of the Lister-Jaguar XJS, these modified Jaguars are

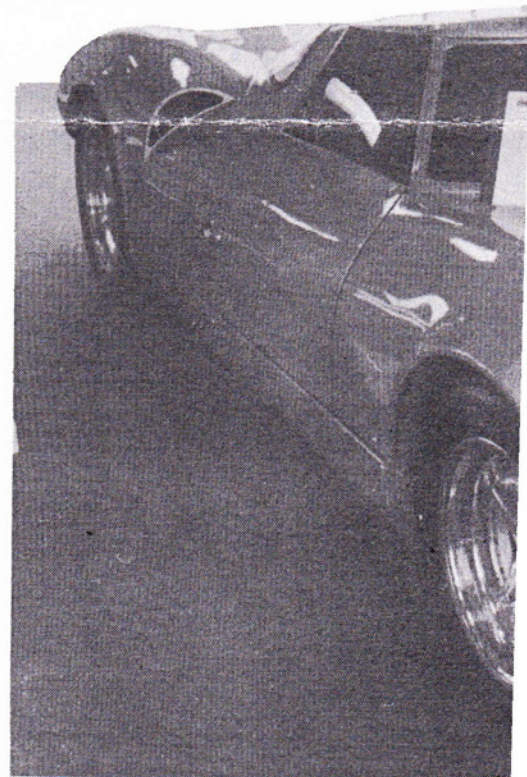
available with a choice of 5.7 litre (400 bhp) or 6.4 litre (450 bhp) engine conversions and uprated braking and steering systems. (Full details in Jaguar Driver March '84 issue). Developed over a period of four years and at a cost exceeding £200,000 the new Lister-Jaguar has now arrived and I am pleased to say several have already been sold.

At the launch several Listers were on display in various aspects of modification along with many other interesting Jaguars. One of the original Listers, the ex-Archie Scott-Brown car was on display as a comparison to the modern, more sophisticated XJS, the John Lewis/Roger Mac highly successful racing "E" Type, The 'Hardwick Beast' (one of the most frequent winners of tractor pulling contests) and a Deetype replica, all of which have had mechanised work carried out by Forward Engineering.

Also on display was one of the Ron Beatty modified XJ saloons, showing off side skirts, front and rear spoilers and a modified exhaust system. Available on all Series III XJ's, the modified bodywork gives a margi-



One of the new Lister-Jaguars prepared by Forward Engineering. photo by N. T.







Ron Beaty discussing the finer points of his new Lister-Jaguar XJS with guest Stirling Moss.  
photo by N.T.

nal increase in power output with the option of 2" exhaust tail-pipes. Inclusive of fitting and painting, prices range from £2,200.

Perhaps taking a little limelight from the Lister launch was the sight of the bright



The new Forward Engineering premises in Erdington, Birmingham.

photo by N.T.

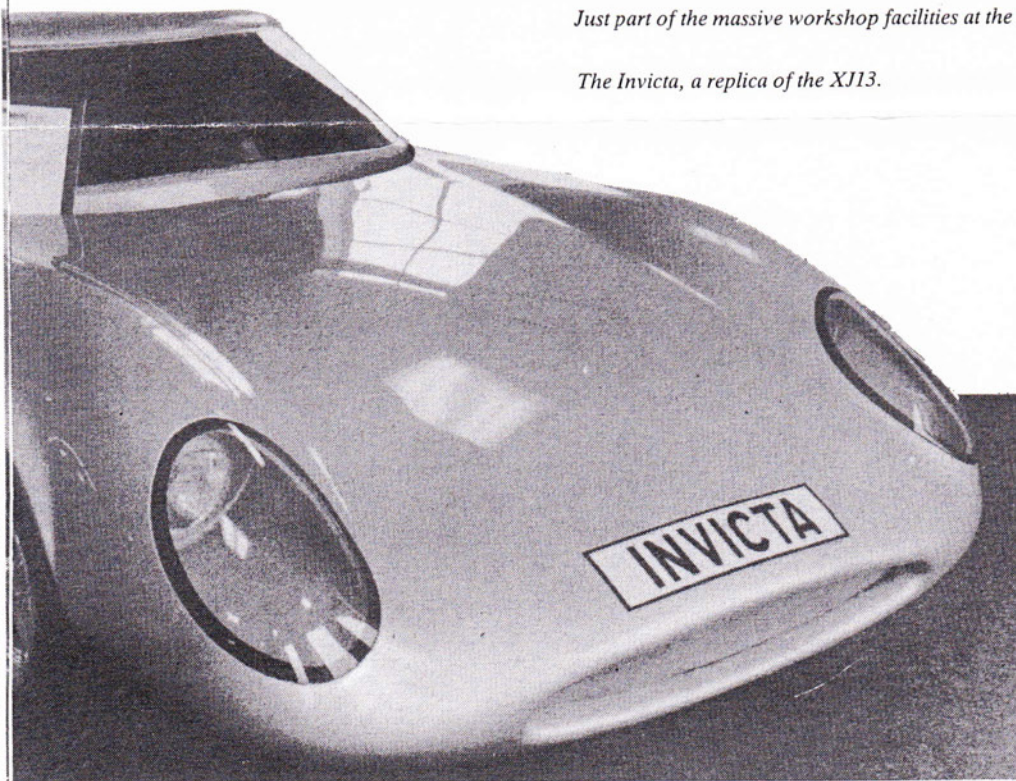


Just part of the massive workshop facilities at the new Erdington premises.

photo by N.T.

The Invicta, a replica of the XJ13.

photo by N.T.



silver XJ13 replica in the showroom. The Invicta (as it is to be known) is a glass fibre recreation of the famous XJ13 and will be available utilising most mechanical parts from the XJ series. Engine (mounted amidships) options will include the standard 4.2 litre XK unit, a 4.5 litre modified XK unit developing 240 bhp, V12 5.3 to 5.7 litre, 6 twin-choke Weber carburettor models or the ultimate 6.4 litre V12 unit with 6 twin-choke Weber carburettors developing over 430 bhp. Cars will be built specifically to customers personal requirements.

If you would like further particulars on any services offered by Forward Engineering contact Ron Beaty on 021 384 6000, or if you are ever in the Birmingham area, call in, you will be surprised at what they can offer.

May we wish Ron Beaty and Forward Engineering every success in the future.