



Mr. Colin Chapman, of Lotus Cars fame,  
now chief of Moonraker Marine  
International

# THE MAN WHO IS MOONRAKER - A PROFILE

On July 12th, 1971, a major change took place in the manufacture of Moonraker 36 vessels. Anthony Colin Bruce Chapman acquired the rights of manufacture together with the assets necessary to continue production, His arrival in boat manufacturing was no accident. For months he had been considering designs of a new boat in the 30-45ft. range.

This private interest absorbed his boundless energy and considerable ability as an engineering designer in the fields of motive power and new fibreglass techniques, lessons derived from years in creating World Champion racing cars for the world's Grand Prix circuits, advanced design sports cars and sophisticated manufacturing techniques.

For most of his life Colin Chapman has been in a hurry. As a young man he did a complicated juggling act in which, during the day, he worked as a Project Engineer for British Aluminium Company and, in the evenings, he built high performance motor cars. More recently he has been responsible for designing cars, running the second largest independent car plant in Britain, and controlling what is probably the world's most successful motor racing team.

Each is an undertaking capable of keeping the average person fully occupied, yet Chapman manages all three without undue signs of fatigue.

There is a theory that even when asleep, the Chapman subconscious is busy processing a mass of data, and when he wakes in the morning the results are slotted neatly into his conscious mind.

## MILLIONAIRE BY FORTY

All this hurry has been to good purpose. For when, shortly before his fortieth birthday, Lotus Cars Limited went public, its stock value was well over £1 million.

This achievement must obviously give him great satisfaction. Nevertheless, one can't help recalling why Chapman got to the top. It wasn't simply because he had more drive than others, or because he knew where he wanted to go, and went there with complete single mindedness. All this may be true, but basically it is because he is a brilliant engineer.

His cars have won the Formula1 Constructors' Championship four times, because they were the best; and his production cars have sold as fast as they could be produced, simply because they are such fine vehicles. Such things are not achieved just by buying in experts, Throughout the twenty odd years in which Colin Chapman has built cars, he had always been intimately concerned with their production. In any case, he had very little money at the beginning and started designing cars in a lock-up garage in Hornsey, North London, in 1948, with £25 borrowed from the girl who became his wife.

The development at Hethel, Norwich, proceeded to a point where in 1971 a £400,000 body manufacturing plant was inaugurated; providing the most modern facilities in Europe. In the same year an installation of tape control general purpose machines, costing £350,000, was installed enabling this progressive company to produce an all-Lotus made engine. Initial contracts for the supply of this engine already include the new Jensen/Healey car for the United States.

Perhaps the simplest way of summarizing the views of this dynamic man is contained in a Henry Austin quotation he uses personally, "There is no failure save in giving up, No real fall so long as one still tries, Forseeingsetbacks makes a strong man wise."

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