

Welcome to the Whitby Morrison Newsletter

An exciting year lies ahead for the ice cream industry. The London Olympics and other high profile events will create a real feel good factor throughout the UK and beyond. This month we look in detail at the year ahead, bring news of a new engine for the Ford Transit and rekindle fond memories once more with an interesting restoration project.

A look back at the weather in 2011

January	typically cold and dark after what was the coldest December on record.
February	milder but with strong winds and rain.
March	the sunniest on record.
April	the good weather continued with the warmest Easter holiday ever. Many of us thought that at last we were in for a bumper year!
May	a good start, was this Summer arriving early? No, the weather for the rest of the month was very mixed.
June	the mixed weather continued. Some shows were warm and sunny, others a complete washout.
July	the coolest July since 2000.
August	cool temperatures and grey skies. The last decent August was back in 2006.
September	a mixed start for some but generally a very warm and pleasant month.
October	an unprecedented heat wave. Many mobilers had already reduced stocks and had to act quickly to make the most of the hottest October day on record.
November	the warm weather continued and provided a welcome boost at the end of a very mixed Season.
December	a rainy start and then Winter finally arrived. It soon retreated with incredibly mild conditions and highs of 14C during the festive period.

Surely we're due a great Summer in 2012 - lets hope it's a corker!



1962 – 2012: 50 Years of Whitby Morrison

Whitby Morrison was established in 1962 (as Bryan Whitby Engineering) and has progressed to become recognised as the world's leading manufacturer of Ice Cream Vehicles.

2012 represents the golden anniversary for the company and is something that should be celebrated – and quite rightly Whitby Morrison wishes to extend this to friends, customers and associates.

Over the forthcoming months we will be bringing you various promotions and celebrations, culminating in the Open Day scheduled for October 2012.

Thank you to everyone who has supported us over this time and helped us to progress to where we are today.



New Euro V Ford Transit Engine

Whitby Morrison are delighted to announce the launch of the very first Ice Cream Van with the new Euro V Ford Transit engine. Operators will immediately notice a significantly reduced noise level and vastly improved fuel economy.

Combined with Ford ECONetic Technologies, they can both lower the cost of owning a Transit and reduce its impact on the environment. These advanced engines meet the stringent Euro Stage V emissions standards, while still producing significantly more power and torque than the previous line up.

All the new Duratorq Euro Stage V engines come with a Variable Nozzle Turbo. This boosts engine torque and throttle response, giving a more responsive drive while also reducing emissions.

Here at Whitby Morrison, our Engineering Team have developed a new direct drive system for the new engine. Taking full advantage of the more refined engine, the new drive is smoother than ever before.

[To learn more about Whitby Morrison Ford Transit Ice Cream Vans, please click here](#)



Whitby Morrison at SIGEP Rimini 2012

Whitby Morrison will be exhibiting at SIGEP 2012 in Rimini, Italy. The 5-day event is renowned throughout the global ICE CREAM industry, attracting in excess of 100,000 visitors. To show just what a wide audience SIGEP attracts, in recent years the Whitby Morrison stand has attracted interest from countries including Syria, Peru and India.

Situated on Stand 154 in Hall C7, the Whitby Morrison display will this year feature the very latest left hand drive Mercedes Sprinter Mondial, with PTO technology.

The event is open to all individuals and businesses within the Ice Cream Industry. We have a limited supply of tickets available for those of you who will be travelling to Italy. We look forward to welcoming you to the exhibition, we do only have a few so please give us a call asap.

[For more information about the export activities of Whitby Morrison, please click here](#)



2012: What lies ahead?

Aside from the Golden Anniversary of Whitby Morrison, 2012 promises to be an exciting year for the Ice Cream Industry.

As well as the usual trading opportunities at Easter and May Bank Holidays, 2012 celebrates Her Majesty The Queen's Diamond Jubilee with an extra Bank Holiday making it another four day weekend in June.

An obvious highlight will be the London Olympics. Opening on 27 July, the event will attract visitors to the UK from all over the world. As well as the feel-good factor generated by the Olympics, numerous ice cream sales opportunities will arise with extra events being held across the country.

With Glastonbury taking a year off, the music festival focus will shift to the other events clamouring to be seen as the alternative. Combined with the reformation of several high profile bands, the festivals promise to deliver huge visitor numbers, and in turn, ice cream sales!

The usual sporting events will take place too, and with the added bonus of the European Championships in Poland and Ukraine, people really will be out and about celebrating and enjoying the action.

[Click here to take advantage of these events and view immediate Mobiling opportunities](#)



Whitby Morrison Heritage Collection: Work in progress: Mr Mickey Austin LD

Each month we will be introducing you to one of the many members of the Whitby Morrison Heritage Collection. To begin 2012, we look at a restoration project currently underway. The work is being undertaken to long standing friend and customer of Whitby Morrison.

This stunning Austin LD was one of the first of it's kind and was originally built by SC Cummins. The freezer and chill were actually manufactured by Bryan Whitby himself and then supplied to Cummins to complete the vehicle.

This particular model was built for Horace Mitchell of Green Lane, St Helens. Typical for its year, this van has a large generator to power an electric Soft Ice Cream Machine, but as we know this idea would soon be superseded by the direct drive, which was set to revolutionise the way vans were used.

We will bring you further updates and images of Mr Mickey in a forthcoming newsletter.

[Click here to learn more about the Whitby Morrison Heritage Collection](#)

