



## CRUSADER 2 + 2 COUPE

### DESIGN

The design of the Crusader 2 + 2 coupe started in 1983, when Clive Clark saw the gap in the marketplace for a low cost, easily assembled sports car, to appeal to the sort of customer that was going to be left with very little choice when the Capri and Manta ceased production. Falling sales figures of these now venerable examples of the coupe breed were being caused by inroads into this area of the market by the so-called hot hatches, and the major manufacturers' unwillingness to finance replacements for their cars in the face of these declining sales.

The fact that a considerable market still existed was evidenced by the success of the MR2, and more recently by the Elan and MX5. Interestingly, the MX5 is being promoted on a nostalgic platform, which is exactly what Clive Clark decided 9 years ago would be a sure fire winner in today's marketplace - a '60's style coupe with '90's roadholding and handling levels, inexpensive to buy, easy to service, cheap to insure, and the ability (important in the eyes of a sports car owner) to attract admiring glances.

Although the Crusader is available in component form for home build, it was recognised that a lot of potential owners would not have either the ability, facilities or inclination to attempt a homebuild, and that the options of component, partially built, or completed cars should be offered. With Cornwall being where it is, it was obvious that a national dealer network was required, not only for sales, but for the ever important after sales function.