

# Ford Edsel

**It may have been a £225m disaster for Ford but Steve thinks his Villager is a car to die for**

**T**N the history of heroic failures, one car stands alone.

In the late 1950s Ford wasted a monumental £225 million on the futuristic Edsel. But despite spending a fortune on advertising and sales gimmicks - the most bizarre of which was a free horse with every model sold - Edsel flopped in the most spectacular fashion.

It was laughed out of production, lambasted for being too ugly and the plug was pulled after just three years.

But Sheffielder Steve Wright has one. And he thinks it is a work of art.

Steve, who lives in Millhouses, is passionate in defence of what some critics call the worst looking car ever made.

## Talk to Ted

It could be the best conversation you ever have. Not only will you see the best selection of quality used vehicles you will get a friendly and caring service. For over 45 years we have run a successful family business by offering quality and value without any hassle whatsoever.

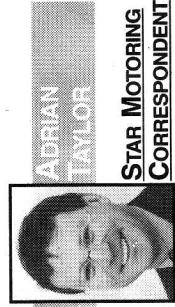
After all this time the Edsel is still getting to be cool over there."

As far as he knows just four Edsels have made the journey across the Atlantic and his is the only estate version, or Villager, as it is known.

He calls it Mr Ed and just loves the responses from its six litre engine. "It annoys me when people who have never owned an American car say they are only good in a straight line. Sure it's big and comfortable, but if you know what you are doing you can drive it quite aggressively and safely. The faster you go, the smoother it is. It glides, but it's also firm and solid. The ride is as comfortable as a Rolls Royce."

His passion for American motors is based on the attractions of the lazy but powerful V8 engine and the Edsel has a classic motor.

"Everything is original and I find it very reliable and thoroughly enjoyable. I run a company that supplies mobility scooters to disabled people and I can get one in the back of the Edsel. It's also great for picnics



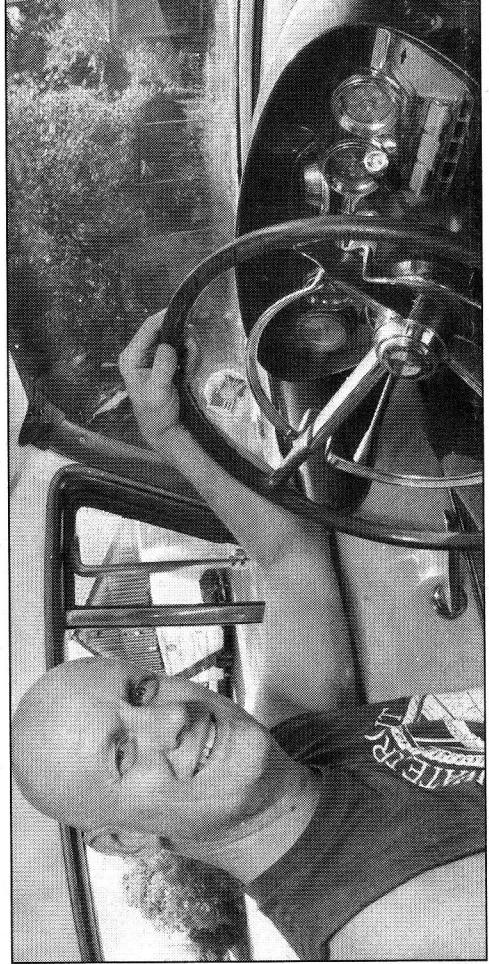
STAR MOTORING  
CORRESPONDENT

amazed by how nice people are. Other drivers stop and let me through. Pedestrians want to look all over it."

Steve's Edsel has a strange history that makes it unique.

"In 1958 it was bought by a guy in Texas who didn't want any of the new innovations that were part of the Edsel package. So he asked for it to be made without power steering or power brakes and with a column change rather than the telechange transmission.

"The Texan got it for 24 years and then put it in storage for a further 24 years before it was bought by a Monster Truck Rally organiser and shipped to England to pull



**The wheel deal:** Steve claims the ridiculed Edsel was ahead of its time



**Number 1**  
For customer satisfaction.  
Family owned firm  
since 1958

It could be the best conversation you ever have. Not only will you see the best selection of quality used vehicles you will get a friendly and caring service. For over 45 years we have run a successful family business by offering quality and value without any hassle whatsoever.