



BAILEY

70TH ANNIVERSARY BOOK



EST. 1948
wonderful
MEMORIES



1948 AND *beyond*

1948	Page 2
1950s	Page 4
1960s	Page 10
1970s	Page 16
1980s	Page 22
1990s	Page 28
2000s	Page 34
2010s	Page 40



Memories begin with Bailey.



1948 saw Bailey's first step in caravan adverts



It wasn't long before caravans were no longer produced in Martin Bailey's garage but instead on Bedminster Down Road



1948

WHERE
IT ALL

began...

The shed, garage or otherwise is a cornerstone of British inventiveness and a number of multi-million pound businesses grew from such small beginnings. James Dyson took to his garden shed with the aim of swapping the Hoover bag for a cyclone, Jeff Bezos started a small online bookstore called Amazon in his garage, and Martin Bailey spent six months inside a Bristol lockup to create the world's first Bailey caravan.

Having been a sheet metal worker at Bristol Aeroplane Company during the war, Martin Bailey sold the first Bailey caravan at Ashton Gate Market (now home of Bristol City F.C. and Bristol Rugby) in 1948 for the sum of £200 – six months later F.G Bailey Ltd was formed. To put that price into context, the average house price was approximately £1700.

Towards the end of the decade, adverts appeared for the 13ft 6in, four-berth Maestro that boasted mod cons such as gas cooking & lighting, plastic sink & draining board and wardrobe with full-length storage – all for just £333 ex. works.

1950	1951	1952	1953	1954	1955	1956	1957	1958	1959
	Superglue invented		Coronation of Queen Elizabeth II Mount Everest conquered by Sir Edmund Hilary & Sherpa Tenzing	Rationing ends					The Mini is launched



- Born:**
- Mark Hamill (1951)
 - David Hasselhoff (1952)
 - Angela Merkel (1954)
 - Bill Gates (1955)
 - Tom Hanks (1956)
 - Michael Jackson (1958)





Bailey throughout the **1950s**

The beginning of 1950s Britain was still gripped by the spectre of World War Two and times were hard for many.

Housing was still in crisis and with an opportunity to boost production while helping to alleviate this problem, Bailey created the Maison – a 20ft long, 7ft 6in wide home-from-home that could also be used as a tourer, should the owner also be in possession of a beefy tow car. However, the lure of antipodean opportunities proved too much for Martin Bailey and in 1951 he packed-up and headed to Australia.

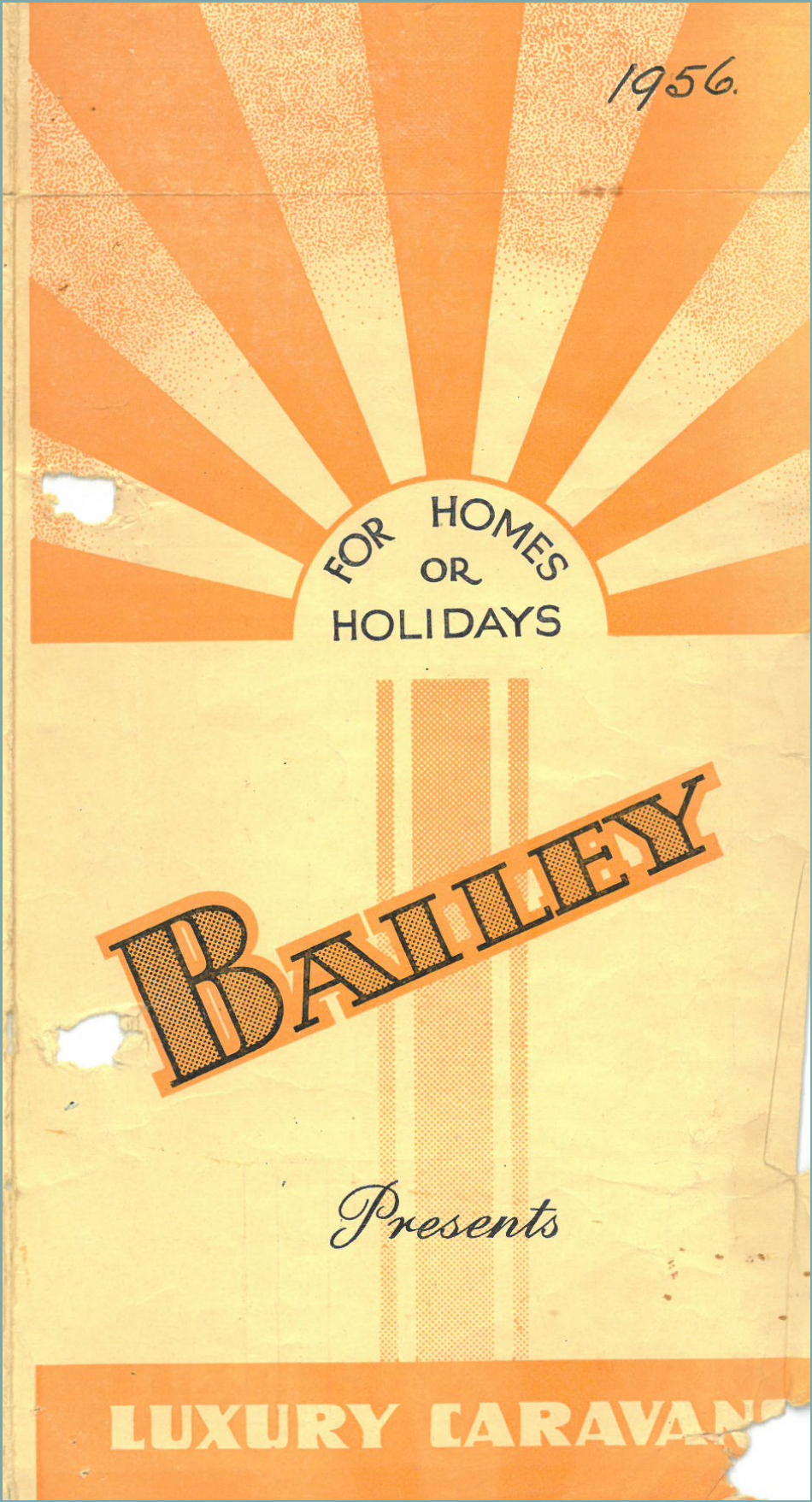
Within a year Martin returned to Bristol, with newspaper adverts proudly boasting 'Bailey is back from Down Under'. A boom in UK car ownership also fuelled the demand for a newer, lighter Bailey model so the diminutive 11ft Minor was added to the model line-up making caravan ownership possible for folks with a smaller car.

Disaster struck production in 1958 when a blaze in the paint shop gutted this section of the factory. Luckily, most of the caravans were pulled from the fire and in true blitz spirit, Bailey production was back on track within a week.

1950s Maestro,
exact year unknown



The 1956 brochure cover



The BAILEY MAESTRO 14'

4-BERTH CARAVAN. FULLY GUARANTEED.

APPROVED BY THE NATIONAL CARAVAN COUNCIL

- **BODY** Double skinned exterior in aluminium, interior best quality hardwood, insulated with glass wool throughout. Seven opening windows, perforated glass light, four floor mounted roof ventilators. All floor heavy duty carpet or floorboards. Full length aluminium polished water-tight panels. Fixed stable door.
- **CHASSIS** High grade steel, strongly constructed in gusset plates, hot light order-alloy steel sections. Fixed standard and fold-down side-entrance porch.
- **UNIT LAYOUT.** One double dinette bed situated at the forward end of the unit. Diner, glass plate table, piano seat and dressing-board. Aluminium lined sleeping compartment; large built-in double bed, varnished floor, cupboard with glass fronted door, drop-down preparation sink, gas hot water heater, double electric hot and cold, electrically controlled water. Double electric bed and air, adjustable in length and width. Five berth secure if required. The van also available with fixed Corrocor.

Also available with Interior Toilet at £315 0 0

F. G. BAILEY LTD.

CARAVAN MANUFACTURERS

105 BEDMINSTER DOWN ROAD, BRISTOL 3.

Tel. 64889

PRICE £K WORKS £259 0 0

The BAILEY MAISON-18ft. FOUR-BERTH CARAVAN

Standard

Model 1959.

£449
(EX-WORKS)

OR

£457
(EX-WORKS)

WITH SOLID FUEL STOVE



1959.

All Caravans



Fully Guaranteed

Top or front view of this Model—see Marit. Model overleaf



DATA	
Unladen Weight, ex works	22 cwt.
Towing Bar Height	18in
Body Length	18ft
Body Width	7ft. 4in
Overall Length	21ft 4in
Overall Height	8ft 4in
Maximum Headroom	6ft 6in

CHASSIS.

Manufactured from high-grade steel and of robust construction, fitted with Jockey Wheel and standard Ball-hitch coupling complete with cable type hand-operated brakes, four brace-operated Parking Jacks and complete with "stop-go" rear lights and number plate.

BODY.

All aluminium "exterior shell and roof" of modern design, including fibre-glass mudguards and special tow-bar casing, fully insulated and painted in "high gloss" two-tone colour scheme thus ensuring full protection against all weather conditions. Eight highly polished, aluminium framed, rounded corner, adjustable type windows (2 fixed & 6 opening) providing maximum light and ventilation when required, Stable-type Entrance Door with patterned glass window in upper section, also five fixed ventilators and three chromium plated gas Light Fittings of modern type, two "amber" perspex adjustable Roof Vents, etc., etc.

KITCHENETTE.

Fully equipped throughout in pastel colours comprising, modern perspex Sink Unit and Drainer with red plastic surround to match, also full size Cooker with red enamelled folding service-top and splash-back, two large storage Cupboards under sink unit, Wall Cupboard for china with art glass sliding front, large Mirror and attractive Linoleum of latest design carefully chosen to blend with kitchen colour scheme,


LOUNGE.

Furnishing is in French Polished Light Oak and comprises, art glass fronted Sideboard and Roof Locker, End-Dinette with large

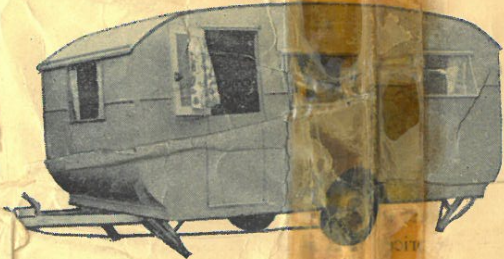
A. Full size Single Beds.
B. Drop-down Double Bed.
C. Wardrobes. Cupboards.
D. Table (detachable).
E. Sideboard.
F. Solid Fuel Stove and Airing Cupboard or extra Wardrobe. Cupboard.
G. Cupboard.
H. Preparation top and Sink Unit.
J. Full Cooker.
K. Toilet or Cupboard
S. Shelves.
T. Seat with loose Cushion

The Maritza bridged the gap between the 18ft Maison and the 14ft Maestro, meaning more people could start caravanning

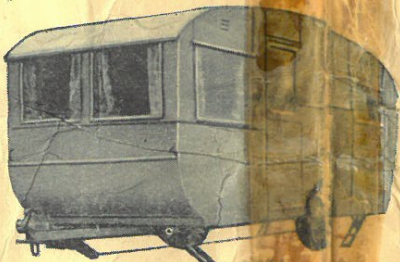
Many years of happy caravanning lie ahead
with the Maison, Maritza and Maestro



THE BAILEY
MAISON 8'
-BERTH CARAVAN. FULLY GUARANTEED



THE BAILEY
MARITZA 16'
-BERTH CARAVAN. FULLY GUARANTEED



THE BAILEY
MAESTRO 14'
-BERTH CARAVAN. FULLY GUARANTEED

BAILEY CARAVANS

Built for the miles of your life

Dear Sir or Madam,

May we take this opportunity of wishing you and your family many years of happy caravanning with your new Bailey Caravan, whether you intend to live in it or use it for your holidays.

Please remember that your Bailey Caravan or other caravan for that matter, does require periodical attention. Make a point of checking your gas installation, especially after a long tow, the gas unions could work loose with road vibration. Don't forget to grease and oil the four corner jacks, (you would be surprised how much easier they go up and down when they have been greased.) Before a long journey check the hitch bolts, put a shot of grease in the cup part of the towing hitch and finally don't forget the tyres, they do need a little air now and then.

To conclude, if you are coming West and you are passing through Bristol, why not drop in for a chat, both Mr. Skellon or myself will be happy to see you — and your Bailey Caravan.

Yours sincerely,

A. G. Bailey

1960	1961	1962	1963	1964	1965	1966	1967	1968	1969
	Yuri Gagarin is the first man in space					England wins the World Cup			Bailey Owners Club formed Neil Armstrong walks on the Moon Concorde makes its first supersonic test flight



- Born:**
- Barack Obama (1961)
 - Tom Cruise (1962)
 - George Michael (1963)
 - David Cameron (1966)
 - Simon Howard (1966)
 - Kylie Minogue (1968)
 - Nick Howard (1968)





Bailey throughout the **1960s**

Following the black and white decade of the '50s, the 1960s was most definitely in full technicolour. It's impossible to describe this decade without the word 'swinging', but it captures the fashion, music, optimistic outlook and liberal approach to other pastimes.

Martin Bailey and his team made the most of the good vibes and good times by relocating to South Liberty Lane, which remains home for Bailey to the present day. The company was also blessed with a strong export market, having over 40% of its caravans being sold in Europe – this was long before Britain became a member of the European Economic Community or Common Market.

Innovation was key to this success with the Minor becoming the Maru in 1962 and the 22ft Montane was released in 1966 for customers looking to site a caravan permanently. The Mikado also made its debut in '66 with swish torsion bar suspension and tartan upholstery and despite interior décor deemed loud even by the standards of the day, sales continued to grow.

The latter part of the 1960s proved troublesome for rival manufacturers who felt the keen pinch of high inflation, but Bailey hoped its new range of models would continue to outsell other brands as the new decade dawned.

'twenty two footer'

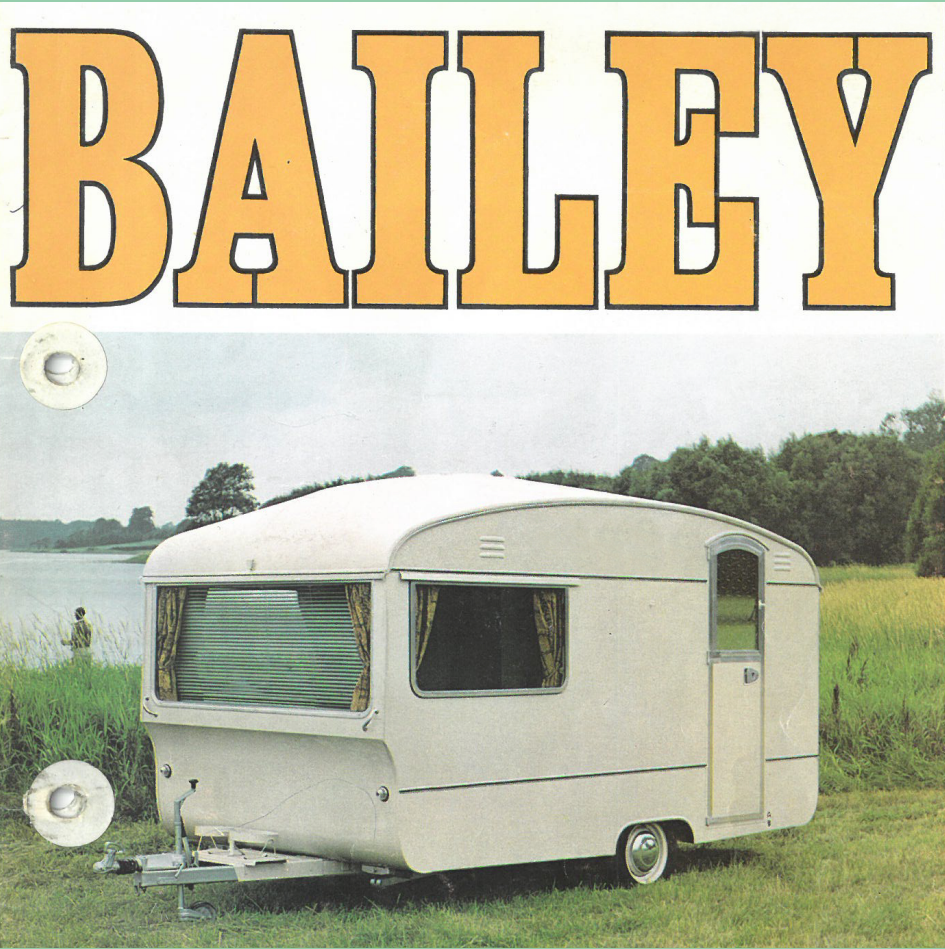
Bailey

MONTANE/22ft. — The "BIG BROTHER" OF THE RANGE—exceptional comfort with unbelievable space but still "towable".

MONTANE



The 'Big Brother' of the range, the 22ft Montane from 1967



The 1969 brochure cover



The 10' 6" Maru, a lightweight continental tourer, featured in 1964



Models such as the Maritza, Maru, Mikado, Maestro, Maison and Montane undergo location photography

The 12ft Mikado T&S

BAILEY

MIKADO T&S

MIKADO/12 FT. (T)—
4 Berth model with
Toilet Compartment

A SEATS
A&A With boards supplied from "DOUBLE
BED".
T TABLE (Clip-on type).

MIKADO/12 FT. (S)—
4 Berth model without
Toilet Compartment

A SEATS.
A&A With boards supplied form "DOUBLE
BED".
T TABLE (Clip-on type).



Photography negatives from 1969

On location in 1969



1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
				Richard Nixon resigns in the aftermath of the Watergate scandal	Vietnam War ends	Apple Computers founded	Star Wars hits our screens		Margaret Thatcher becomes the first female Prime Minister



Bailey Caravans on display at Earls Court in 1978, celebrating 30 years

- Born:**
- Andre Agassi (1970)
 - Cameron Diaz (1972)
 - Leonardo DiCaprio (1974)
 - David Beckham (1975)
 - Andrew Flintoff (1977)





Bailey throughout the **1970s**

The UK caravan industry entered the 1970s with record sales figures topping 60,000 units and this cannonball of post-war success seemed unstoppable. However, well-documented unrest was to take hold with fuel shortages, strikes and eye-watering 30% inflation that required an embarrassing IMF bail-out.

In a decade noted for the 3-day week and men in donkey jackets, the children of this time were to be seen untangling flared trousers from the chains of Raleigh Choppers or bouncing along the streets of Britain on a Space Hopper.

During 1973, Bailey had two new additions to its line-up – the budget-friendly Prima range and Patrick Howard. Three years later, in the long hot summer of '76, Patrick convinced his Brother, Stephen, to join him at Bailey.

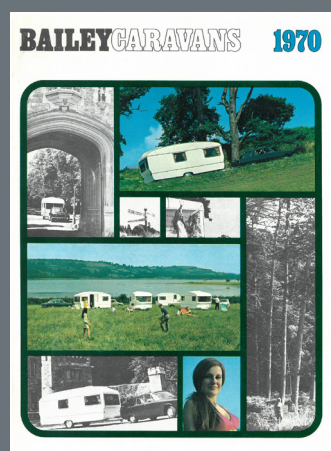
Fast forward forty-five years and the Howard family continue to make Bailey a market leader with Nick and Simon at the reins. The choppy waters of the 1970s may have continued to dash the hopes of rival caravan manufacturers, but Bailey embraced change, added cutting-edge elements to its range, such as an aluminium chassis, and reaped the rewards from a loyal customer base.



Making the most of the holidays, the Prima was helping people take off to the country or coast with the family in this 1976 location shoot



Earls Court,
November 1977



The 1970 brochure cover



Photograph negatives from 1979 trade
show at Ashton Court, just a stones
throw from the Bailey Factory



Les caravanes Bailey, the 1973 Prima
'Grand Luxe', a french export



A full dinette is part of the layout for each 1973 model and provides space and comfort for all the family

1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Rubik's Cube hits the shelves		Falklands War		Miner's strike (March '84 - March '85)		Space Shuttle Challenger disaster			Fall of the Berlin Wall



- Born:**
- Kim Kardashian (1980)
 - Kate Middleton (1982)
 - Cheryl Cole (1984)
 - Cristiano Ronaldo (1985)
 - Daniel Radcliffe (1989)





Bailey throughout the **1980s**

This brave new decade introduced us to big hair, even bigger shoulder pads and a generous helping of make-up. The 1980s are widely remembered for being a decade of excess, of city-types in red braces with a surplus of cash, but the decade began with tough economic conditions which forced even more UK caravan manufacturers to close their doors.

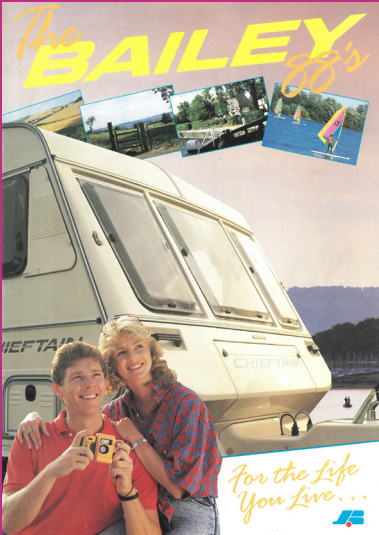
Bailey's trump card came around the time of the Royal wedding with the launch of the Pageant and, in honour of Charles & Diana, a limited run of 'Majesty' models being produced. The budget-friendly Caribou and the top-of-the-range Clifton and Corsair were introduced just as boomtime arrived in the UK.

A strong economy coupled with new advances in build and specification, including moulded panels, bonded side panel construction and the all-important radio/cassette player, culminated with the launch of the Senator during Bailey's 40th anniversary celebrations. This Investment in design didn't go unnoticed and later in 1989 the Bristol-based caravan manufacturer scooped its first 'Tourer of the Year' title, just in time for the new millennium.



The Bailey stand at Earls Court
in November 1986

The Bailey Chieftain
in 1988



In continual pursuit of caravan excellence,
the Senator interior from 1988



Timeless quality,
the 1989 Pageant

Caravan interiors in 1987, featuring Mrs Howard – Caravan Interior Designer



Bailey's most successful caravan, the Pageant, with over 25 years continuous production



1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Nelson Mandela Freed	First Gulf War – Operation Desert Storm			Wonderbra released	OJ Simpson found not guilty		Princess Diana died		



- Born:**
- Emma Watson (1990)
 - Jennifer Lawrence (1990)
 - Ed Sheeran (1991)
 - Harry Styles (1994)
 - Justin Bieber (1994)





Bailey throughout the **1990s**

In 1908, Henry Ford's goal was to make car-ownership both practical and affordable, and since those first days of caravan production, Bailey shared the same ideals. The decade of the Wonderbra and the Channel Tunnel also saw an explosion in technology thanks to something new – the internet.

The 1990s was a decade of rapid change and, yet again, Bailey responded with the Discovery, a lightweight range of caravans aimed at owners of small cars who wanted to tour in comfort. In the middle of the decade, the Beachcomber joined the Discovery, Pageant and Senator, and although it proved a useful base vehicle for dealer specials, it never shone as brightly as it should. However, the Beachcomber's change in fortune came after its 12-month production run when a back-to-the-drawing-board exercise resulted in a well-equipped, sub-£9,000 caravan. The name of this new model? The Bailey Ranger.

Such was the Ranger's success, caravans destined for export were sold to UK buyers which eventually led to overseas Ranger sales being stopped altogether in an attempt to keep pace with strong UK demand. Towards the end of the 1990s, as Celine Dion's warblings permeated every part of the UK, the Ranger had a starring role in Bailey's 50th birthday celebrations thanks to a natty, limited edition GT50 makeover, which served as the last hurrah of the 20th Century.

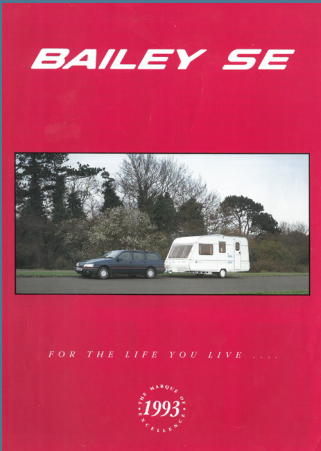


Winner in both the 1988 and 1989 'Tourer of the Year' awards, the Senator continued into the 1990s with its superlative style

Earls Court trade show in 1991



Since its launch in 1996, the Ranger took the market by storm



For the life you live... The 1992 Bailey SE

The 1997 Ranger promised to be one of the most talked about tourers for decades





2000									
	2001	2002	2003	2004	2005	2006	2007	2008	2009
	Attack on the World Trade Centre	Banksy smuggles one of his own works into Tate Britain		'The Facebook' launched by Mark Zuckerberg	YouTube created			Beijing Olympics	



- Born:**
- Sasha Obama (2001)
 - Lady Louise Windsor (2003)
 - Viscount Severn (2007)
 - Romeo Beckham (2002)
 - Shiloh Jolie-Pitt (2006)





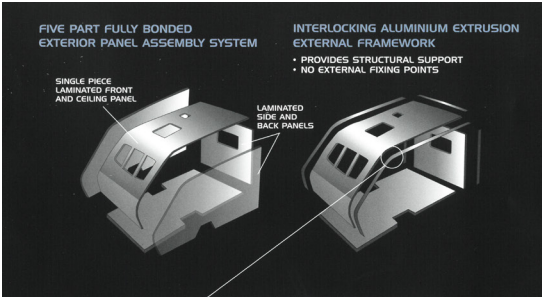
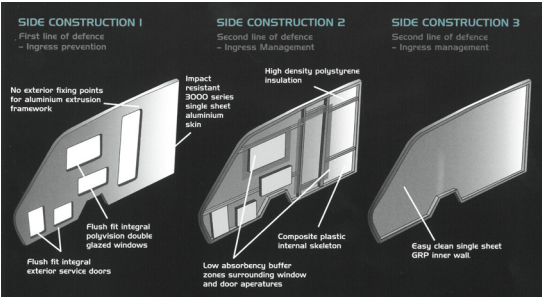
Bailey throughout the **2000s**

The new millennium and the technology it embraced proved you ain't seen nothing yet. Job titles that traditionally sat in the Top 10 career rankings year-on-year were ousted by a new breed of tech company start-ups and the world laughed at Mark Zuckerberg's idea of creating 'an online space for folks to hang out'.

Circumstances also proved demanding for Bailey with the biggest 'problem' being how to deal with demand that outstripped supply. With dealerships clamouring to jump on the Bailey freight train, an investment in production facilities was key, along with refined construction techniques.

Changes to the models were also honed and instead of transforming the entire line-up each year, a three year rotation was introduced meaning the Ranger, Pageant or Senator would patiently wait its turn. A brave move but one which resulted in the Series 5 Pageant breaking all company sales records.

2009 was to see a radical change in caravan construction with the introduction of Alu-Tech. Famously launched with a Ford Mondeo car and the management team perched on the roof, the smiles weren't just for the camera as things looked decidedly rosy as the noughties drew to a close.



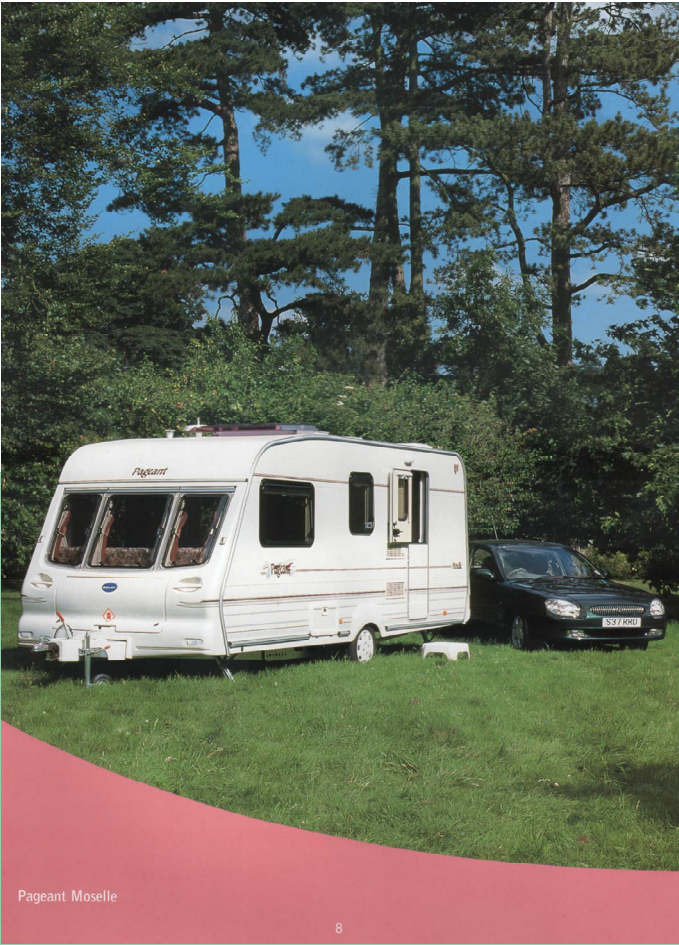
Not all caravans are built the same. In 2009 Bailey introduced Alu-Tech construction – the most comprehensive product design programme the industry has ever known



The Pageant Series 5 from 2005



The original Pegasus was the first caravan to feature the patented Alu-Tech construction

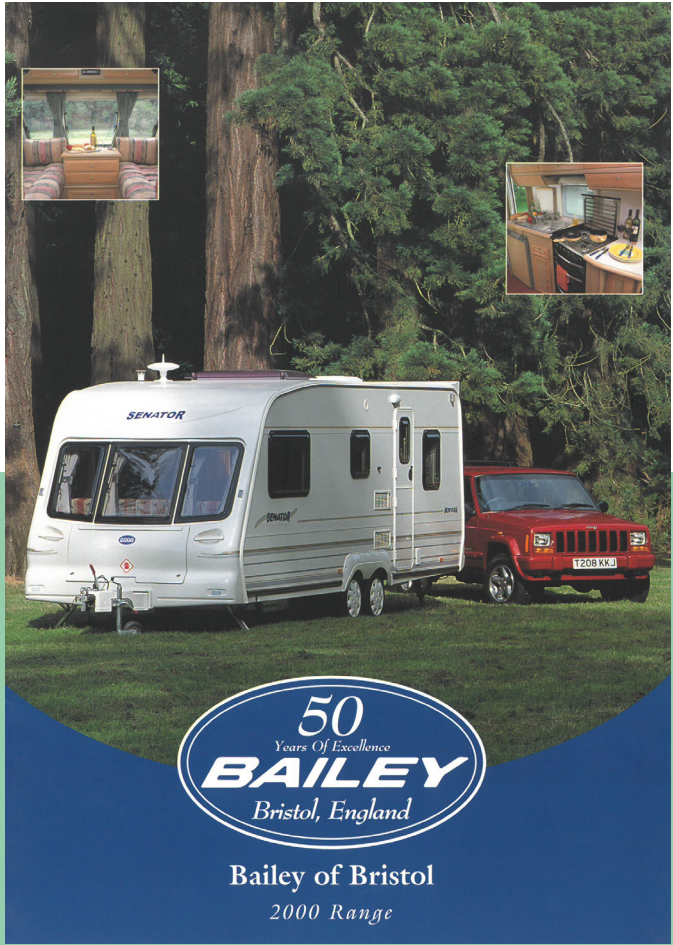


Pageant Moselle

8

As the longest established brand in its portfolio, the Pageant became a firm favourite of caravan enthusiasts

In 2000 the Popular California and Montana models were joined by the award winning Colorado in the Senator range



50
Years Of Excellence
BAILEY
Bristol, England

Bailey of Bristol
2000 Range

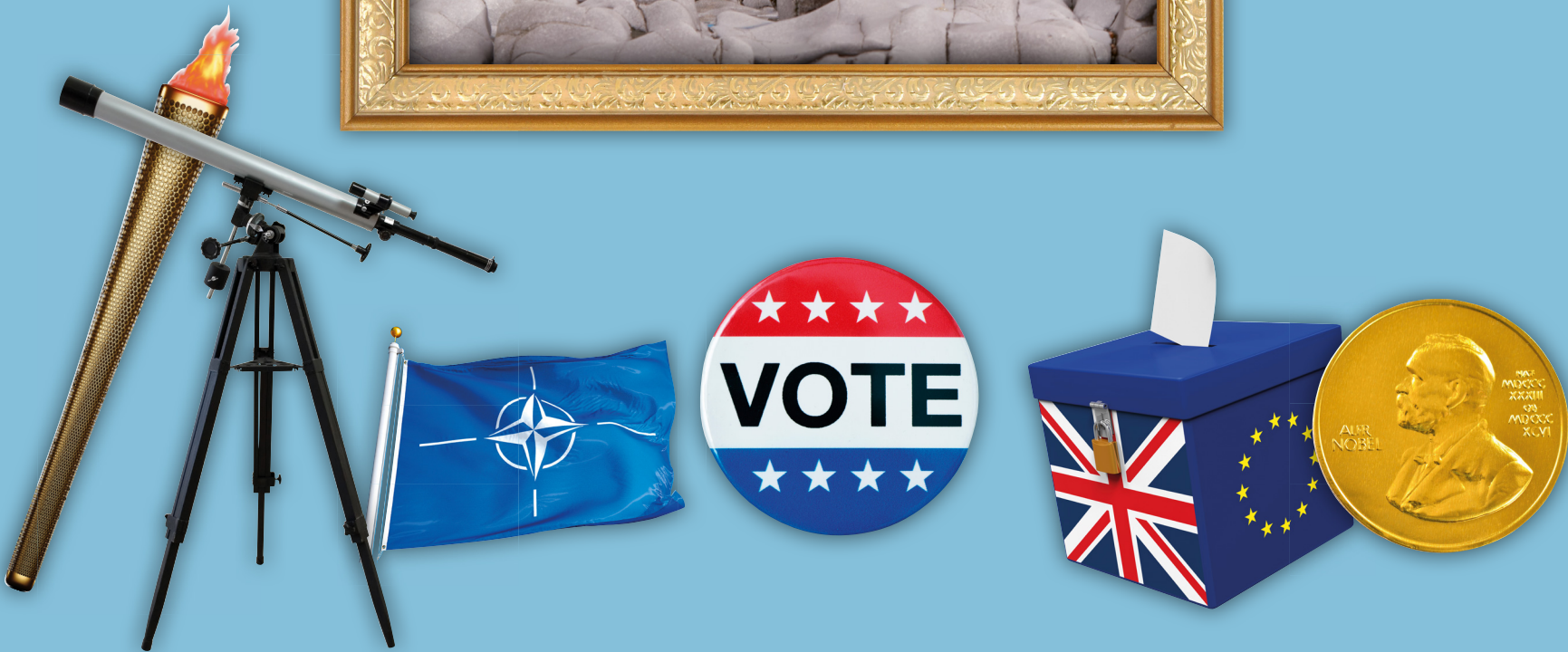
The Pageant Moselle interior, as featured in the 2005 brochure



2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
		London hosts Olympic Games Scientists detect evidence of light from the universe's first stars		Heads of State meet in Wales for NATO summit	Donald Trump launches his campaign for US President	United Kingdom votes to leave the European Union	Bob Dylan receives Nobel Prize for Literature		



- Born:**
- Harper Beckham (2011)
 - Prince George (2013)
 - Princess Charlotte (2015)
 - Ella & Alexander Clooney (2017)





Bailey throughout the **2010s**

From the production of a single caravan in 1948 to close to 10,000 annual units manufactured 70 years later, the Bailey brand has undergone significant changes during its history. Its Bristol roots remain as strong as ever though and this huge increase in productivity is only possible with expansion, both at the South Liberty Lane site and the recently-formed Bailey Australia near Melbourne.

Since 2011, motorhomes have also been contributing to Bailey UK's impressive output figure, but whether the Queen and Duke of Edinburgh were attracted by motorhomes or caravans during their 2012 factory tour will always be open to speculation.

Real-world product testing also hit the headlines when Bailey UK and Bailey Australia ventured from Shark Bay in Western Australia to Byron Bay in New South Wales, the widest point at which to make a west to east crossing. Such was the trip's success, a 'cold' trip was undertaken which saw two caravans and a motorhome forge 300km inside the Arctic Circle during the middle of the Finnish winter. With hot and cold conquered, the Bailey team are planning to cross from one continent to another during their 70th birthday celebrations, travelling through 21 countries in just 21 days during April 2018.

The dark days of 1940s Britain may seem an unlikely beginning for a product that's helped with housing, driven the local economy and taken folks on affordable and exotic holidays. Producing Beaufighter aircraft for the war effort has resulted in Bailey being the UK's longest established manufacturer of leisure vehicles, and the future is looking sunny.



With over sixty years experience in caravan design, Bailey brought that same expertise to produce their first motorhome – the Approach SE in 2011



In 2012 Bailey welcomed The Queen and Duke of Edinburgh for an historic visit



The prototype Approach SE motorhome at Le Mans with Nick Howard and his family



Celebrating 70 years, the Pegasus GT70 follows the tradition of special edition ranges such as the Ranger GT50, Ranger GT65 and Pegasus GT65

From their 2018 motorhome ranges, interior changes are highlighted in the Advance II



Taking the (s)low road, the Autograph motorhome makes its way on the North Coast 500



Buoyed by the success of the West 2 East challenge, in 2017 Bailey took two caravans and a motorhome on a 5,000 mile round-trip to the Arctic circle in the middle of the Finnish winter



Putting the Unicorn IV through its paces at an automotive test track in 2017

Bailey hit the headlines when they took on their first real-world test in 2015, venturing from Shark Bay in Western Australia to Byron Bay in New South Wales for the West 2 East Challenge



12 countries in 16 days - Bailey show how durable their vehicles are as an epic 5,000 mile journey to Northern Finland saw them comfortably deal with extreme conditions





Connect with us!
We'd love to hear from you:



www.baileyofbristol.co.uk