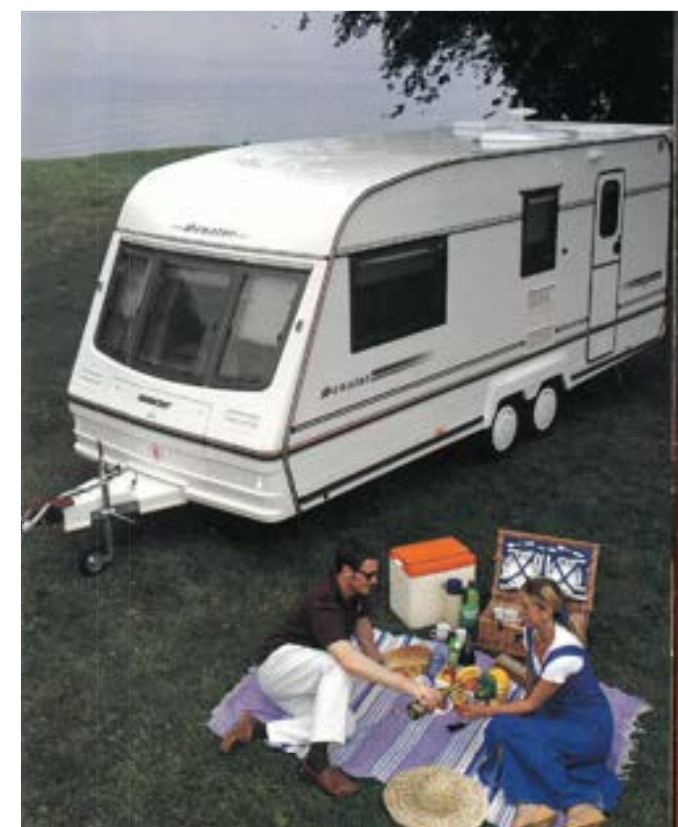




years & counting



**For three and a half decades, Bailey have been at the forefront of designing and manufacturing top-quality leisure vehicles that offer comfort, style, and adventure to their customers.**

Throughout the years, Bailey have continued to evolve and adapt, staying true to its values of quality and craftsmanship. As they reflect on Bailey's Diamond anniversary, they invite you to embark on a journey through time, exploring the rich history of Bailey and its legacy.

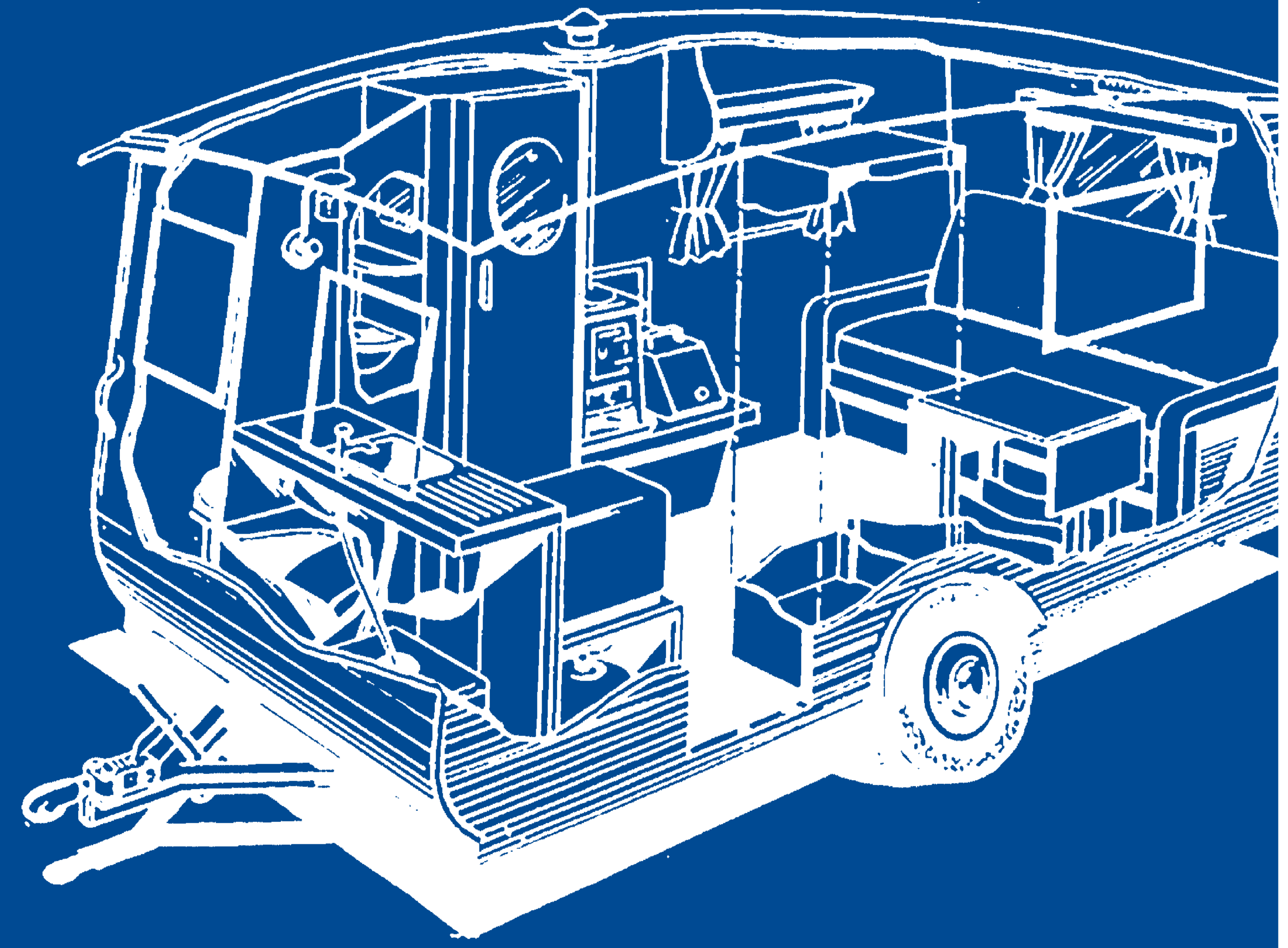
From the very first Bailey caravan to the latest cutting-edge designs, this book reflects on Bailey becoming the UK's longest-running leisure vehicle manufacturer.

Join them in celebrating 75 years (and counting).



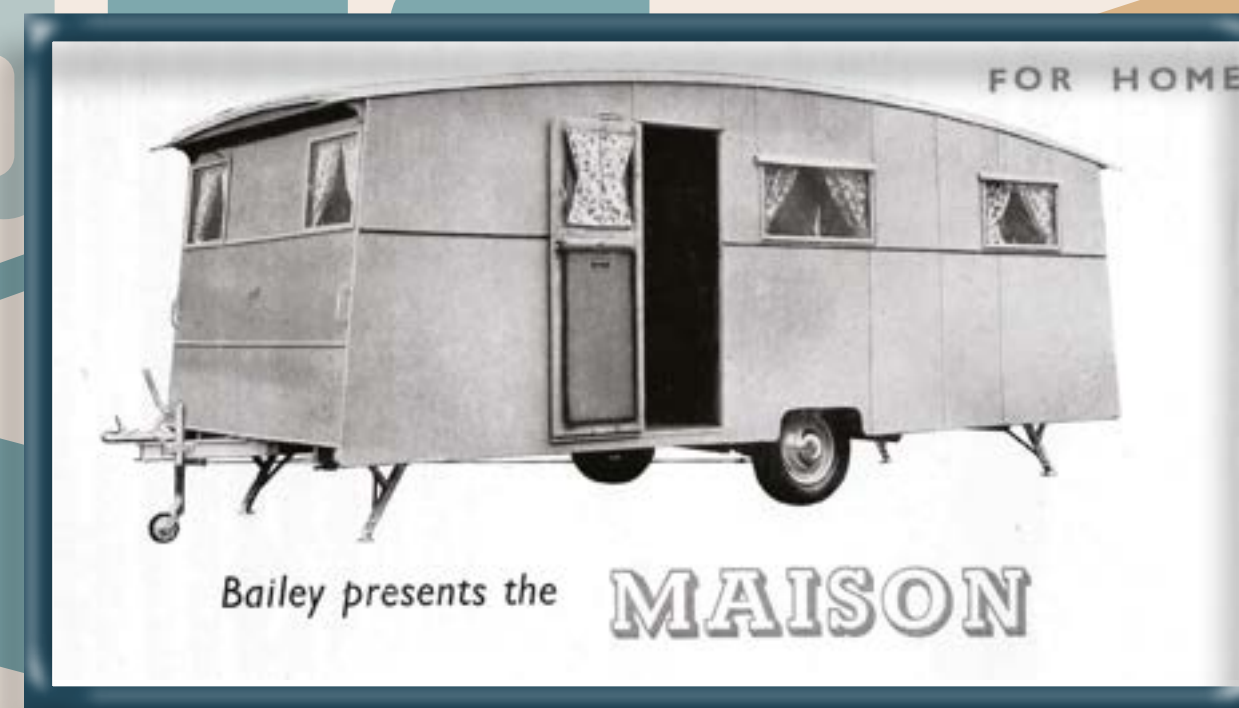
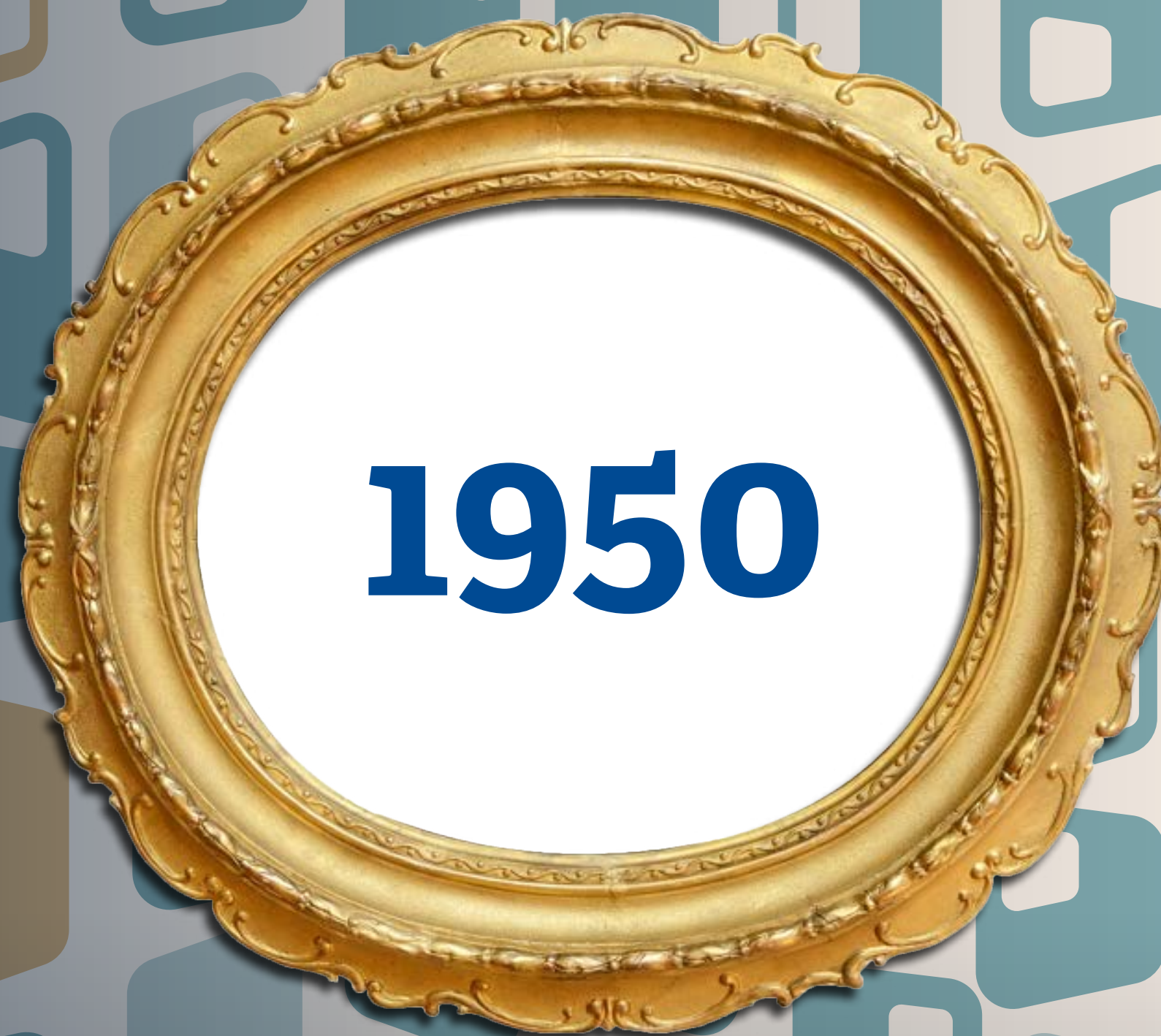
**The first Bailey caravan, the Maestro, was built by Martin Bailey in 1947 and was subsequently sold at Ashton Gate market in South Bristol for the sum of £200.**

A year later F G Bailey Ltd was formed and went into production initially manufacturing two caravans per week. Seventy-five years later the company is still going strong making Bailey the longest established touring caravan company in the UK.



After the war, caravan popularity grew enormously with holidaymakers and as a form of temporary accommodation.

Bailey, therefore, created a range of models to suit all circumstances, from the small tourers like the Minor and Maritza to the Maison, an 18ft caravan designed as a quick solution to the post-war housing shortage. To keep up with the times, caravans began to feature two burner stoves, carpeting, and fully sprung upholstery to truly feel like home.



The 18ft Bailey Maison was designed as a quick solution to the post war housing shortage.

Martin Bailey's first caravan the four berth Bailey Maestro.



1951 Super-glue invented



1953 Coronation of Queen Elizabeth II



Mount Everest conquered



1954 Rationing ends



1955 Winston Churchill resigns



1956 Elvis Presley has his first hit in the UK, Heartbreak Hotel



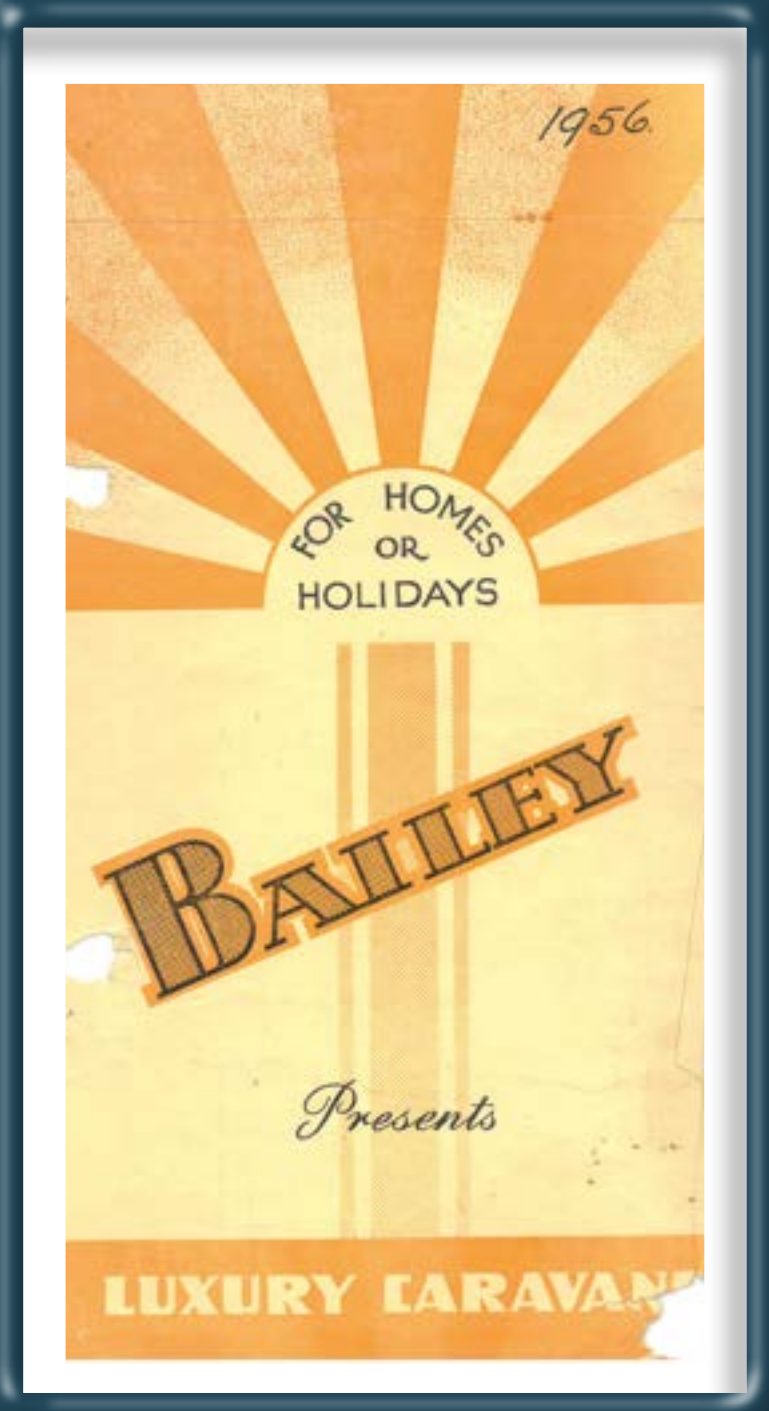
1957 Sputnik launched into Space



1958 Paddington first release



1959 The Mini was invented



The 1956 brochure is the oldest Bailey have on record.

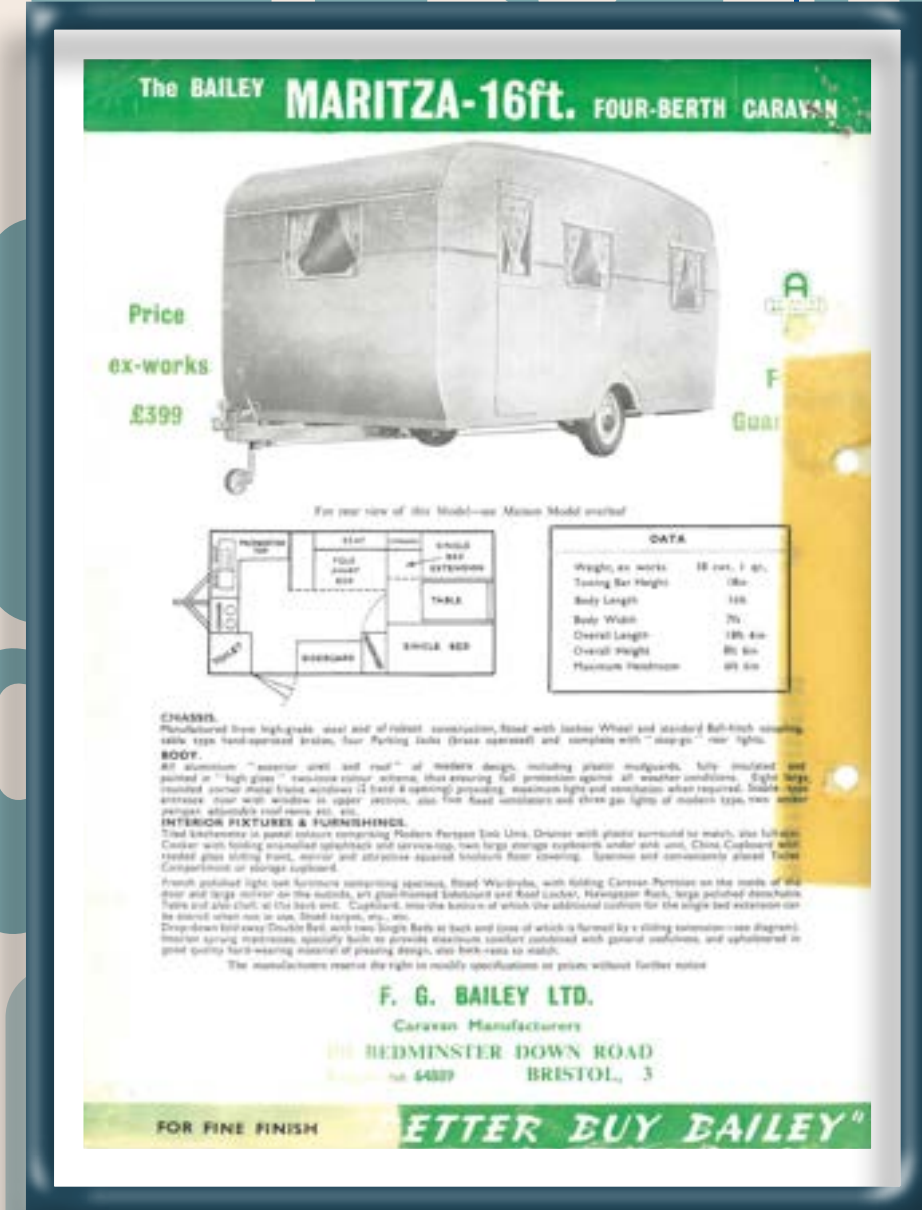
By 1958, the Maestro would set you back £329, but included two burner stoves and fitted carpets as standard specification.



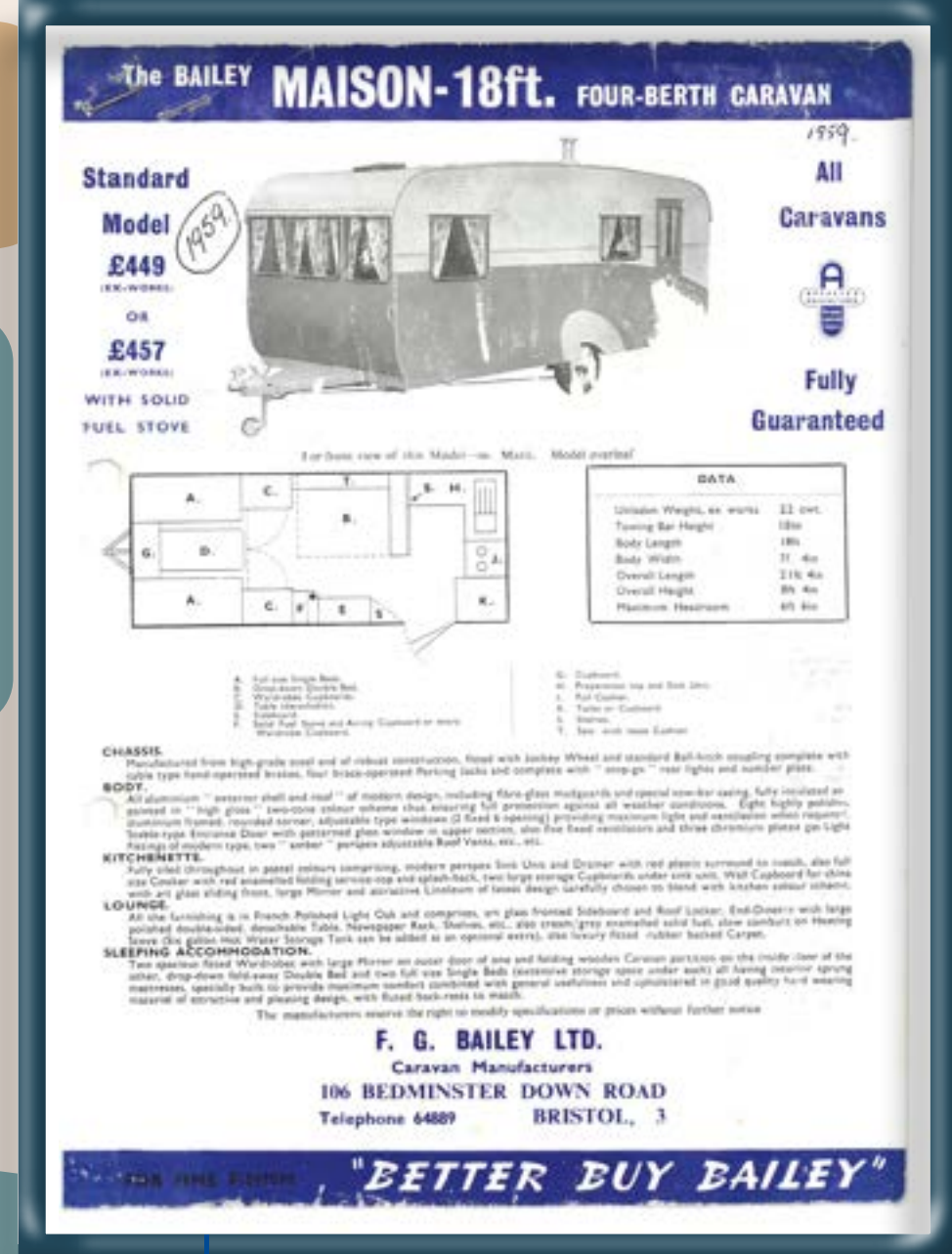
The four berth Bailey Minor only weighed 558kg, making caravan holidays accessible to a wider range of car owners.



Later in the decade, the 16ft Bailey Maritza was added to the line up – a large touring caravan in those days – to bridge the gap between the 18ft Maison and the 14ft Maestro.



Towards the end of the decade, Bailey Maison models featured unique design features such as an L-shaped kitchen and a double drop down bed.



Bailey's reputation was growing, and with it came demand to produce more caravans. This meant Bailey quickly outgrew its original site, and the company eventually moved to its present address at South Liberty Lane in South Bristol.

At the time of the move, the company were employing between 20 and 30 people and manufacturing approximately 100 caravans a year. A large proportion of the growth within this period came from lucrative overseas markets with as much as 40% of annual production being exported to mainland Europe.

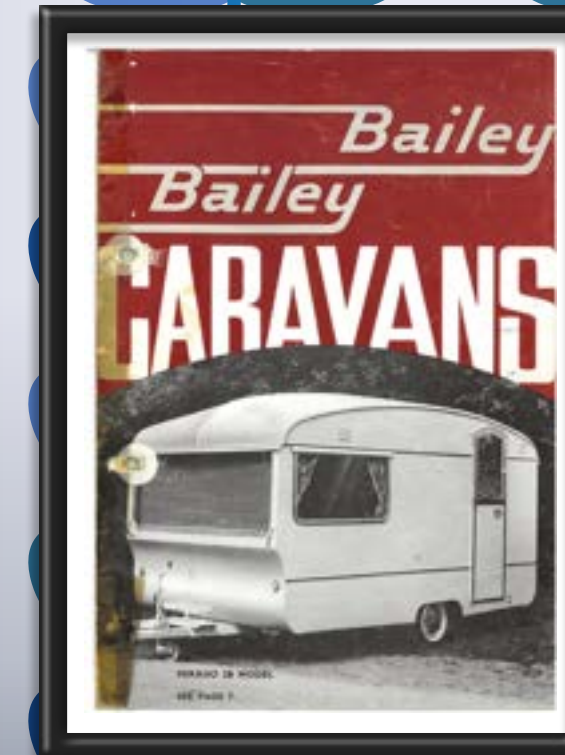
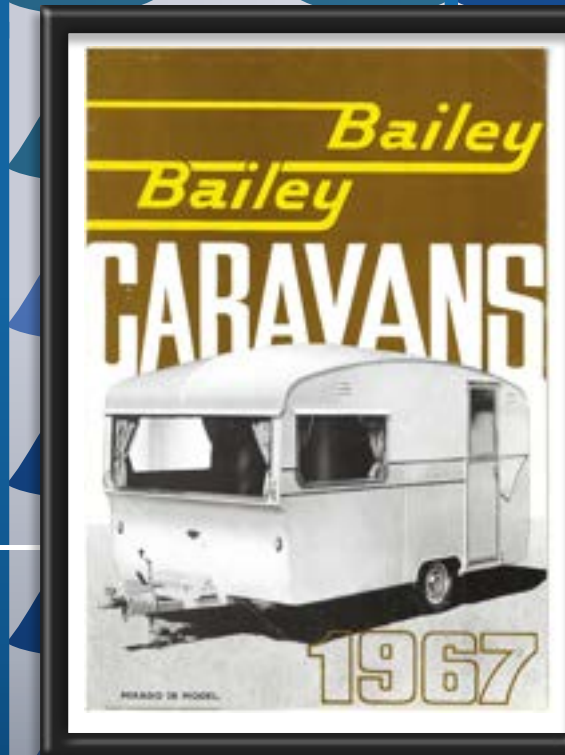


The lightweight 10' 6" Maru was the smallest in the Bailey portfolio, making it ideal for long distance touring both at home and overseas.



The biggest Bailey caravan to date, the 22ft Montane, made its debut in 1961.

The 1967 and 1968 brochure covers, both featuring the Bailey Mikado.



1961 Yuri Gagarin first man in space



1963 The BBC aired the first episode of Doctor Who



1966 England won the football World cup



Bailey Owners Club

1969 First man on the moon Bailey Owners Club formed



With a new decade dawning, 1969 models started to take new shape.



Keeping it in the family, Martin Bailey's daughter Kay and her friend were drafted in as models for the 1969 brochure shoot.



The original Bailey Owners Club was first formed in 1969 by a small group of enthusiastic Bailey caravan owners.



In 1977, the company was purchased by Patrick and Stephen Howard, and has remained in the Howard family ownership ever since.

By now the company had three model ranges: Prima (entry-level export caravans), M range (mid-market range still including the Mikado and Maru) plus the new luxury Clifton range featuring double glazed windows, fitted heaters and refrigerators plus a lightweight chassis as standard specification.

# 1970

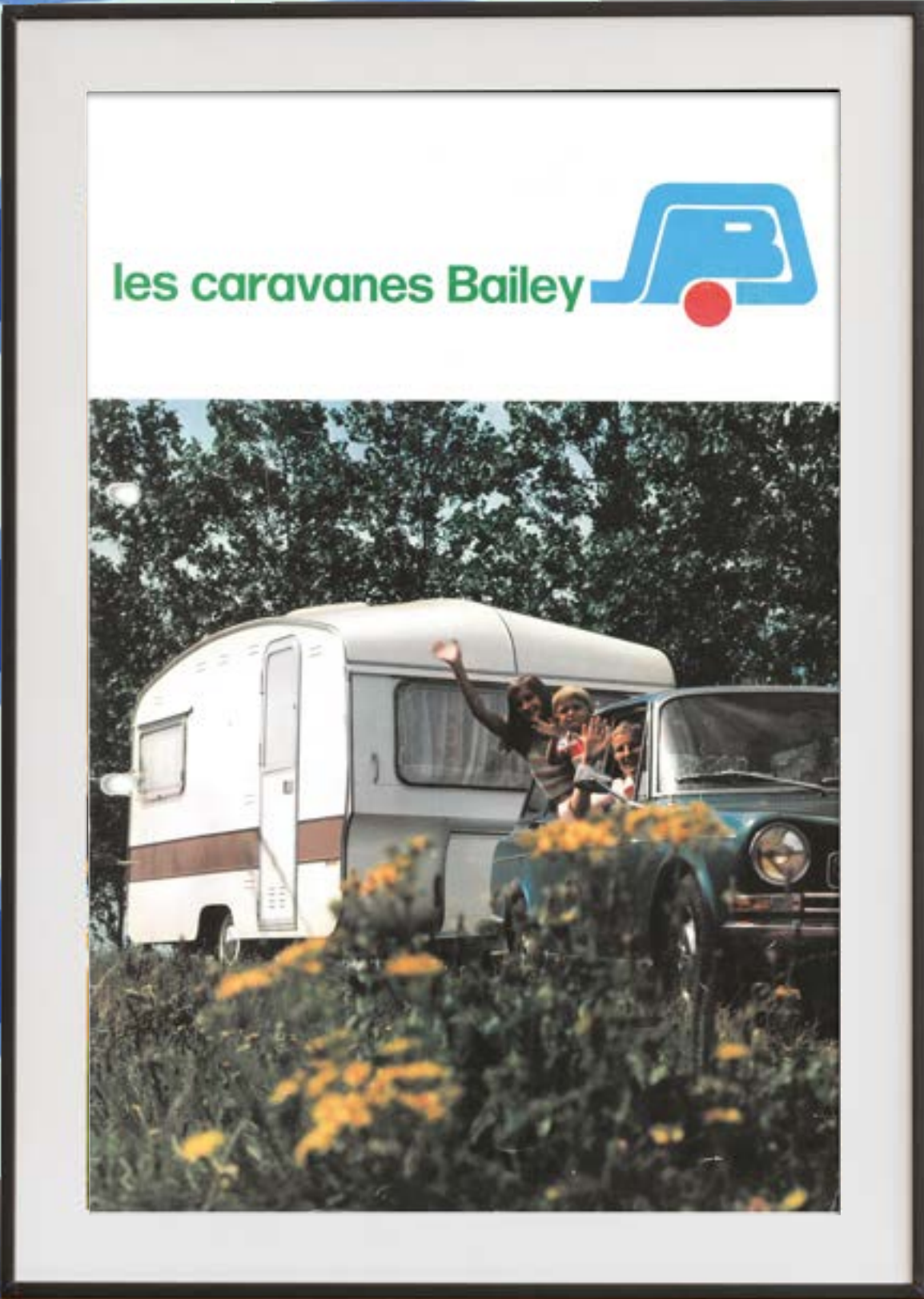


A full dinette is part of the layout for each 1973 model, providing space and comfort for all the family.



The 1970s saw caravanning become the UK's most popular form of family holiday.

'Les caravanes Bailey' – a brochure for the 1973 Prima 'Grand Luxe' French export range.



1974 Richard Nixon resigns in the aftermath of the Watergate scandal



1975 Vietnam War ends



1976 Apple Computers founded



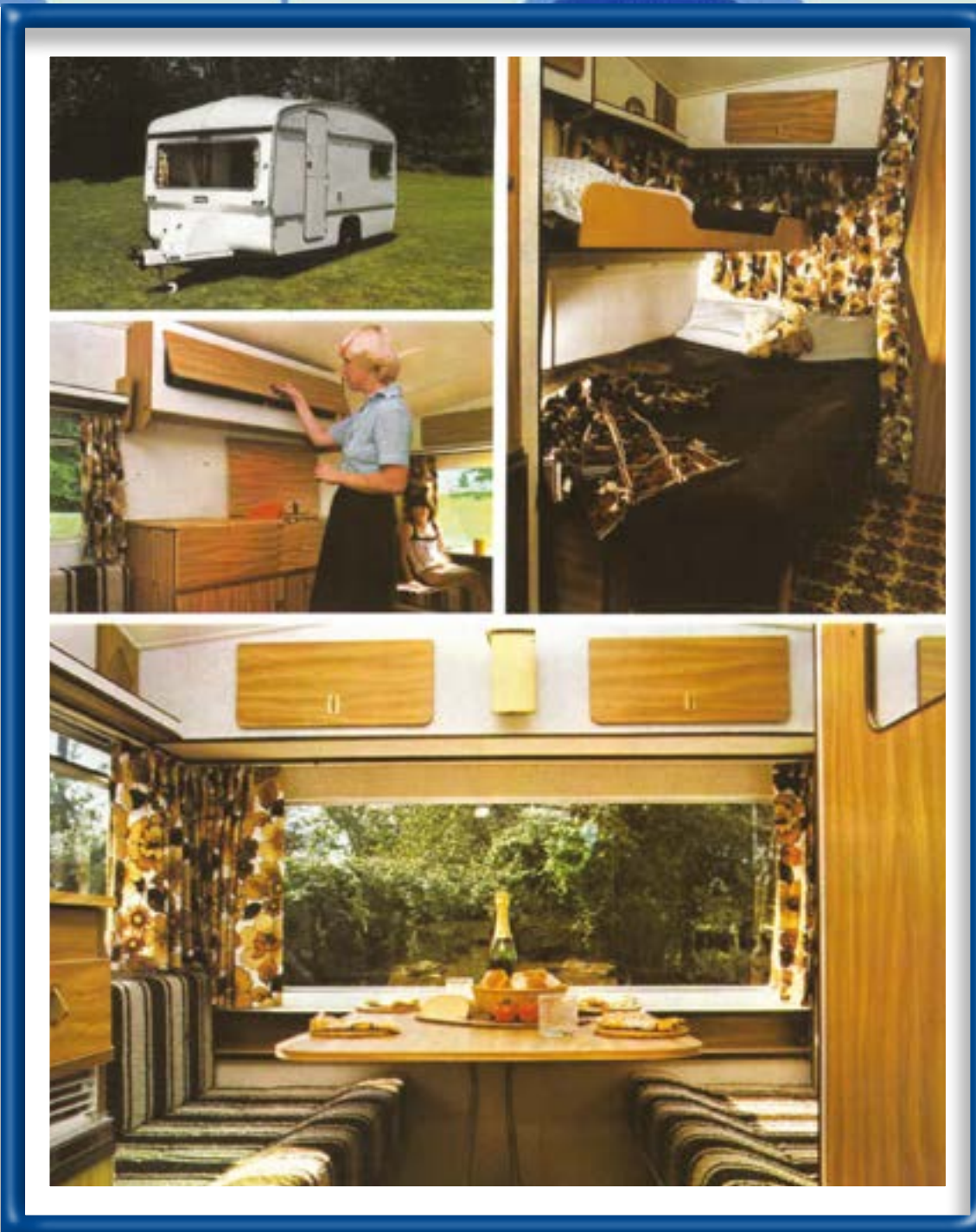
1977 Star Wars hits our screens



1979 Margaret Thatcher becomes the first female Prime Minister



Stephen (left) and Patrick (right) Howard became the new owners of the business in 1977. Stephen's wife, Valerie (centre) also worked at the company as an interior designer.



The Mikado range remained popular among families throughout the 1970s.



Negatives from the 1979 trade show held at Ashton Court, just a stone's throw from the Bailey Factory at South Liberty Lane.



The luxury Clifton range, featuring double glazed windows, fitted heaters and refrigerators, plus a lightweight chassis as standard specification.



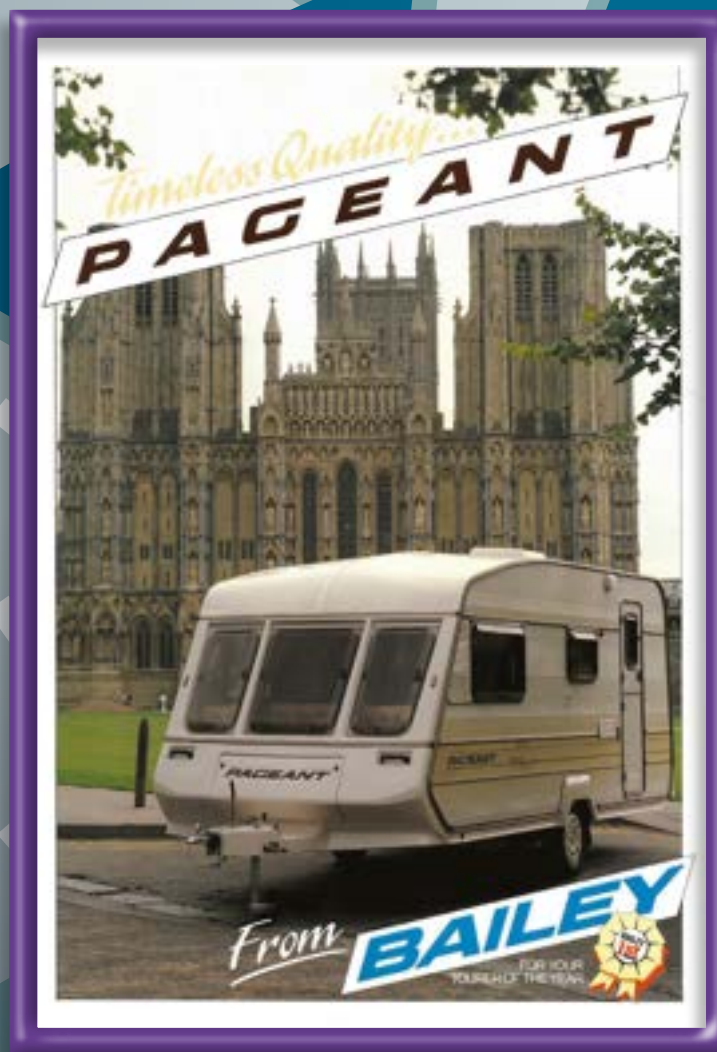
In the 1970s, caravan track racing became a popular participation sport, and the Bailey Prima rose to the challenge, achieving great notoriety as a champion road racer, and still holds the lap record for all the major race circuits in the UK.

Throughout the 1980s, Bailey experienced significant growth and innovation. In 1982, they launched the Pageant caravan, which became their most successful range ever, enjoying over 25 years of continuous production.

# 1980

This triumph was fuelled by the introduction of sandwich construction bodyshell panels and other innovative manufacturing techniques, solidifying Bailey's reputation for superior build quality.

In 1987, the company expanded its offerings with the introduction of the Senator range, which raised the bar by including blown air central heating and an integrated cassette toilet system as standard features. Despite challenging economic conditions, Bailey demonstrated its commitment to growth by tripling the size of its South Liberty Lane site and investing in cutting-edge digitally controlled production machinery.



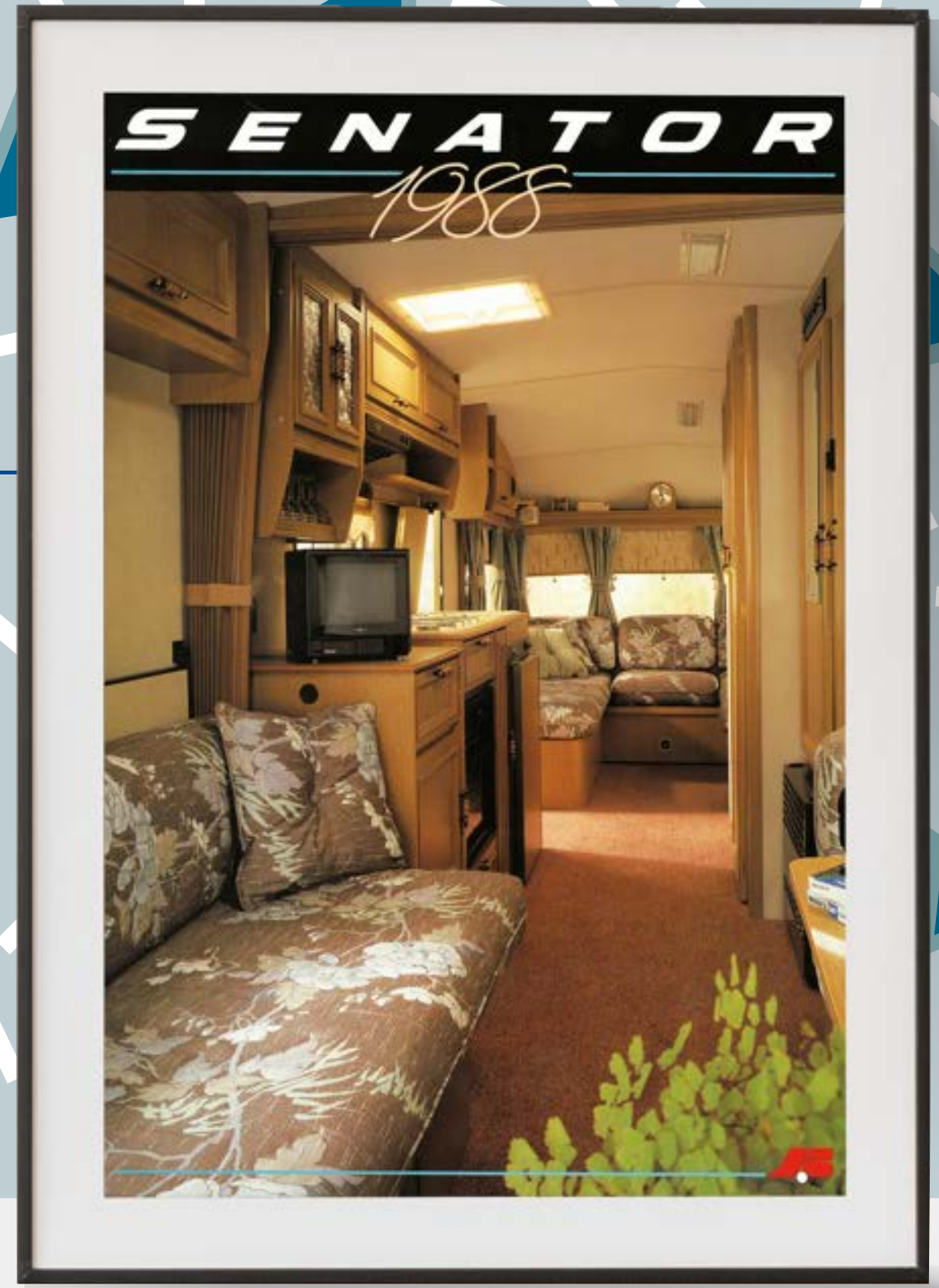
Long live the king - in 1982, Bailey introduced the Pageant, a caravan synonymous with the success of the company, which remained in production for the next 25 years.



In 1987, the Pageant's sister range was born, the Senator.



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



The 1990s saw Bailey continue to thrive with their market-leading Pageant and Senator ranges, requiring further land acquisition at the South Liberty Lane site to increase production capacity.

In 1996, the company made another significant leap forward with the introduction of the highly anticipated Bailey Ranger.

# 1990



1990  
Nelson Mandela Freed



1991  
First Gulf War –  
Operation Desert Storm



1994  
Nelson Mandela Becomes  
the First Black President  
of South Africa



1995  
OJ Simpson  
found not guilty



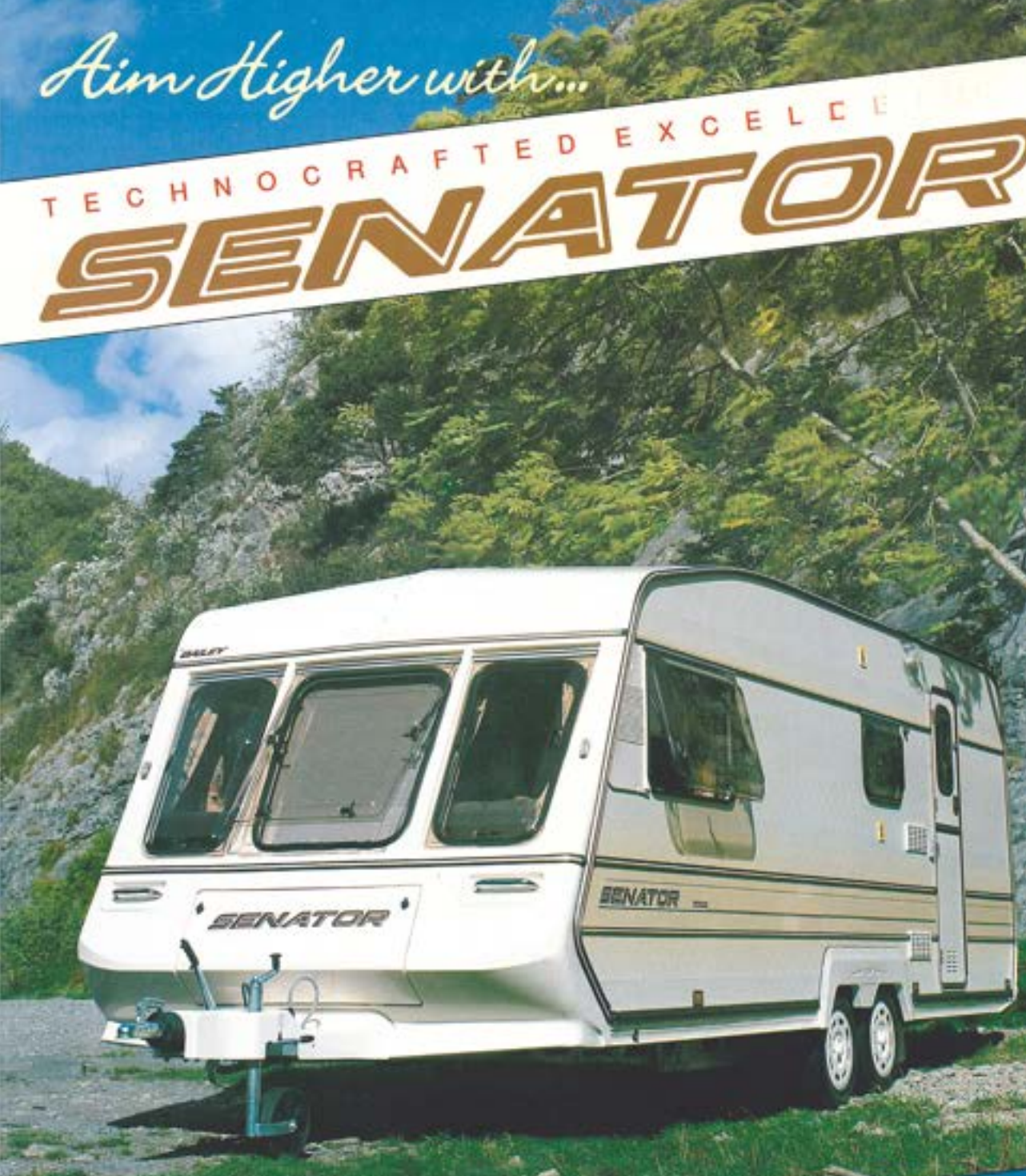
1997  
Princess Diana died



Interiors from the Pageant CD Loire (Top) and Magenta (Bottom).

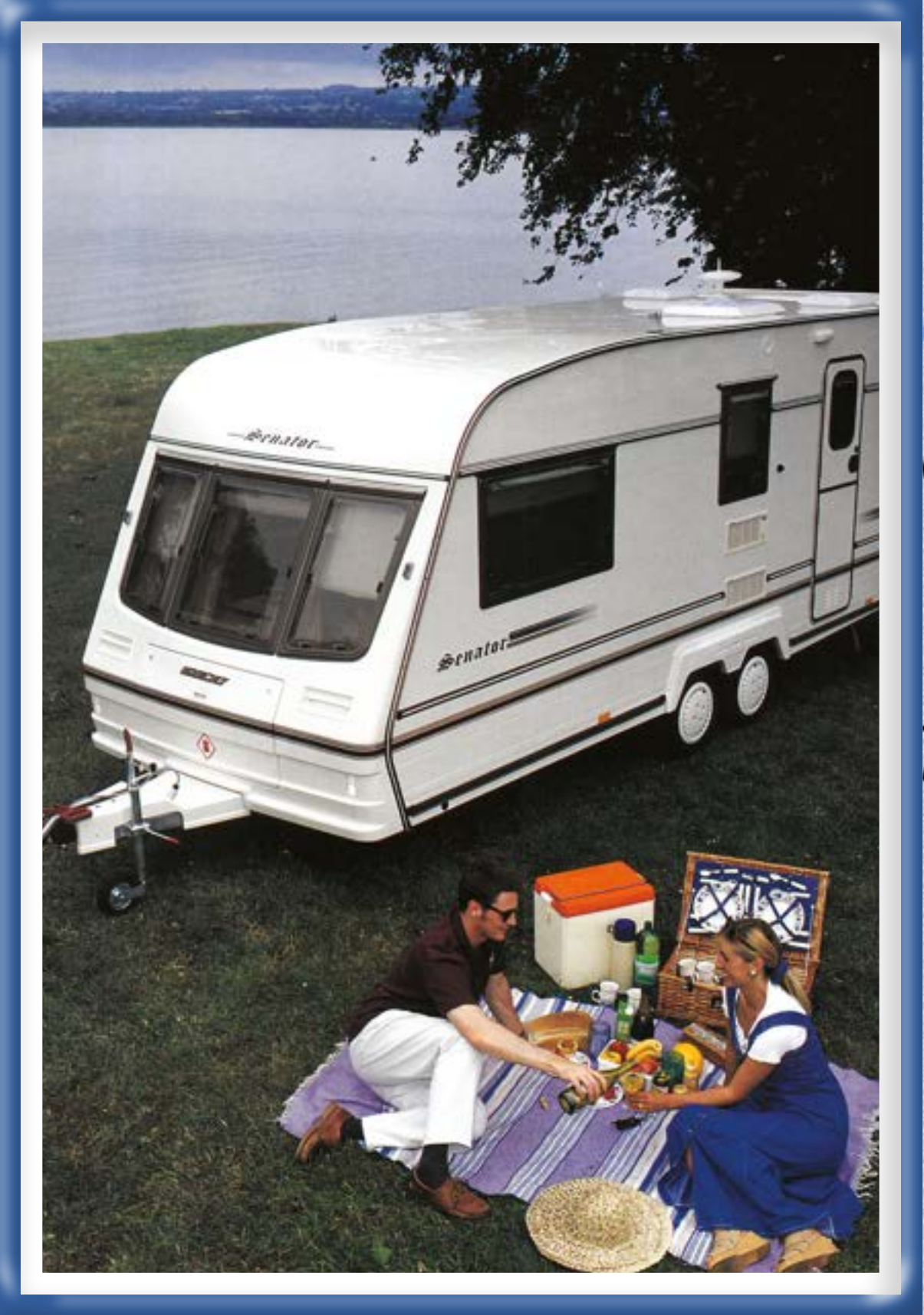



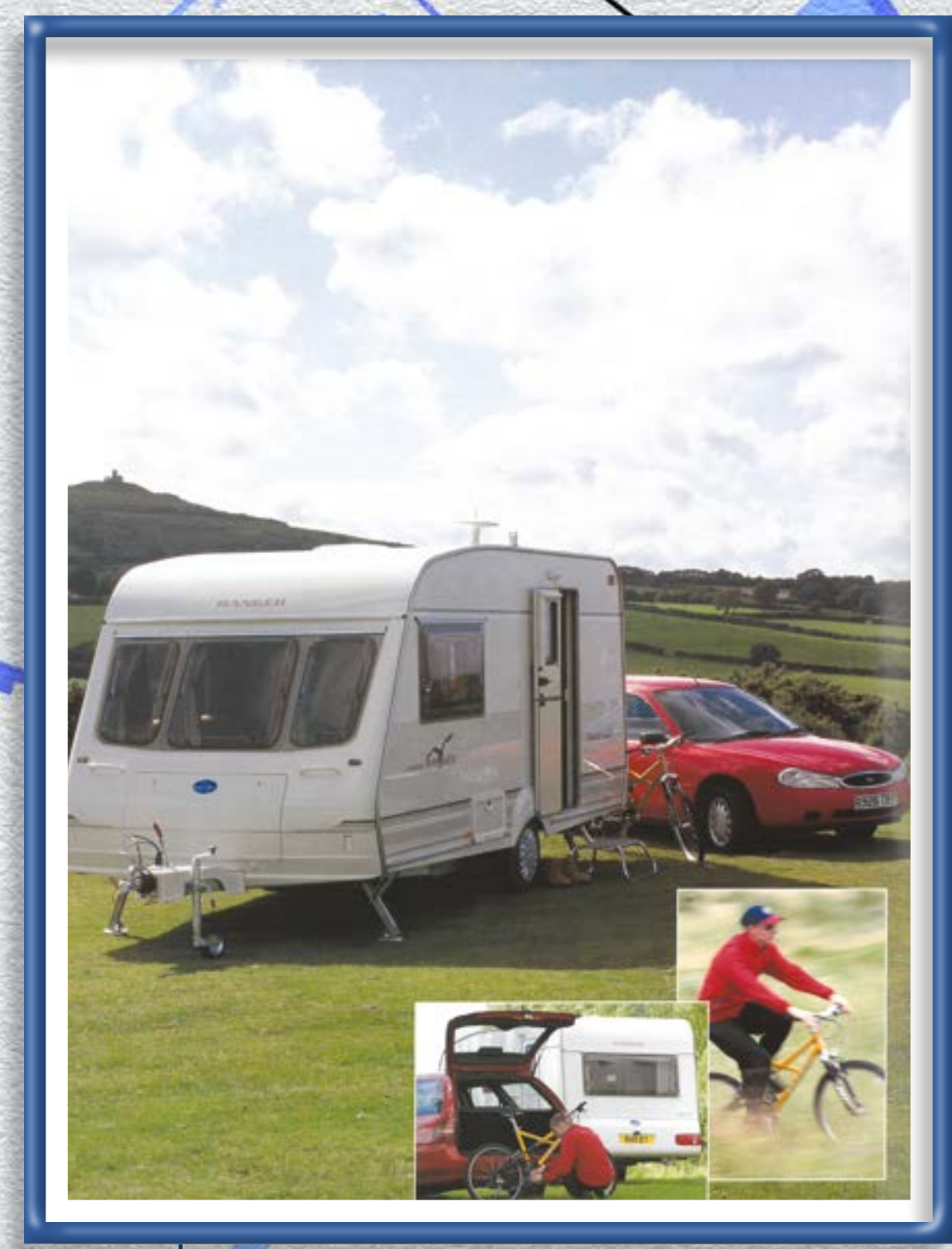
*Aim Higher with...*  
TECHNOCRAFTED EXCELLENCE  
**SENATOR**



*Built by*  
**BAILEY**  
*of Bristol*  
FOR YOUR  
TOURER OF THE 1990's

**PRICE LIST**  
See accompanying  
Price List for full  
specification details.





The launch of the well-specified yet highly affordable Bailey Ranger in 1996 propelled the company forward again, and confirmed Bailey as the UK's number one caravan brand. With all models available below £10,000, the Ranger set new standards in terms of value for money.

In the new millennium, Bailey made huge investments in their production facilities and improving construction techniques to meet high demand. They introduced a three-year rotation for their line-up, resulting in the Series 5 Pageant breaking sales records.

In 2009, Bailey revolutionised the industry with their patented Alu-Tech construction system, offering superior durability, lightweight design, and enhanced protection against the elements.

# 2000



Throughout the 2000s, the Ranger continued to grow in popularity, as a result of its well equipped, yet affordable, design.



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

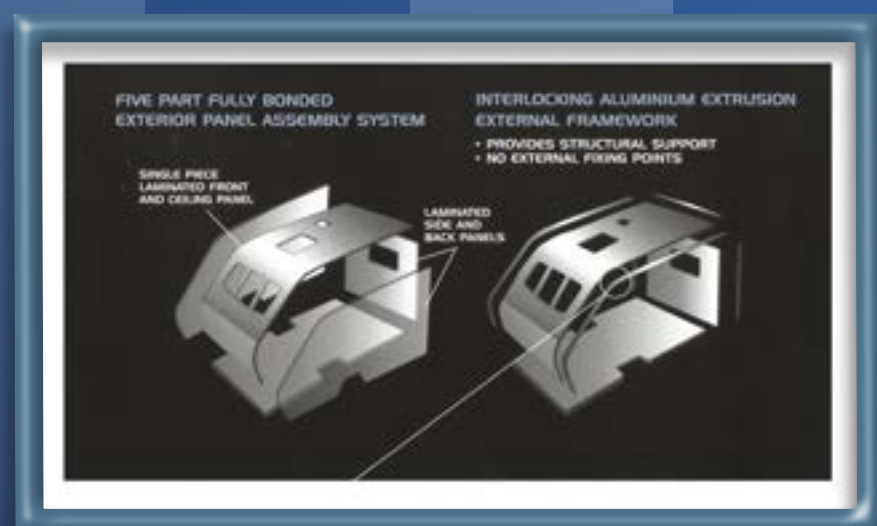
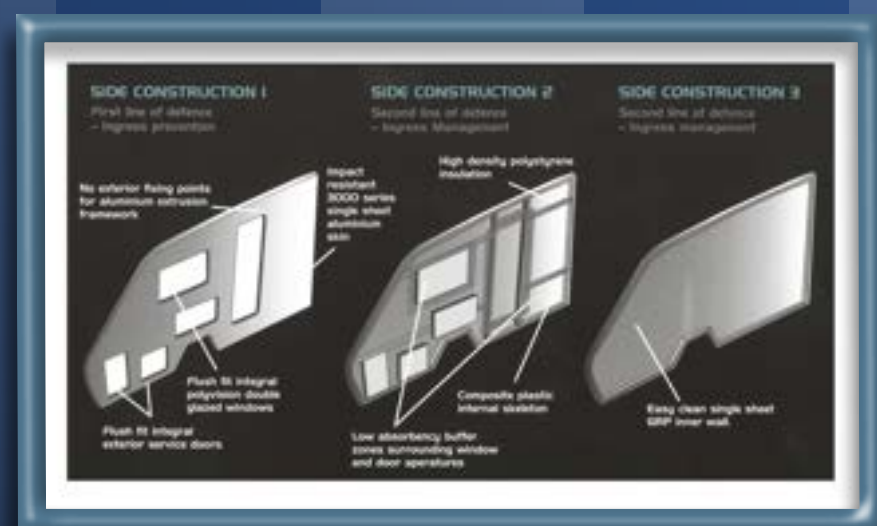


As the longest established range in its portfolio, the Pageant continued to be a firm favourite among caravan enthusiasts.

In 2009, Bailey leisure vehicles introduced their patented Alu-Tech construction system. Alu-Tech made their leisure vehicles more robust and more durable, yet lighter than those manufactured using conventional methods. This offered owners greater protection against the elements to keep them comfortable, safe and secure all year round.

To date, approaching 75,000 Bailey leisure vehicles have been built with this ground-breaking technology, and are currently being used and enjoyed around the world.

Prior to its launch, Bailey conducted several tests to prove the durability of its Alu-Tech construction system. This included towing on test tracks, cold chamber testing, and even craning a Ford Mondeo on top its roof.





The original Pegasus was the first caravan to feature the patented Alu-Tech construction in 2009.



The following year, Bailey introduced the Olympus range.



## In 2011, Bailey's eagerly awaited first motorhome, the Approach SE, was launched.

Featuring an Alu-Tech bodyshell habitation box built on an AL-KO chassis and a Peugeot cab this new range featured the same award-winning design principles as the company's caravans, not least of which was market-leading value for money.

This product diversification and the roll-out of the Alu-Tech construction system across the portfolio necessitated further site expansion during this period. The additional land became home to a new state of the art Large Panel Manufacturing plant where the caravan and motorhome floors, ceilings and sides are produced.

# 2010





In 2016, Bailey Parts and Accessories moved from South Liberty Lane to its own dedicated premises, just off the M4/M5 Interchange in North Bristol. Known today as PRIMA Leisure, a separate company wholly owned by Bailey of Bristol, PRIMA provides a choice of more than 20,000 products available to purchase online through a dedicated website.



The Mayor of Bristol, Marvin Rees, opened the new Replenishment Centre on the main South Liberty Lane site in October 2016. The centre was built to house Bailey of Bristol materials and production equipment, with the aim to streamline the delivery process.



The Large Panel Laminating Plant was the next department to relocate to its own premises in Clevedon, North Somerset. The new site, measuring 3,250+ sq.m. in size, accommodates four state of the art laminating lines, which can produce over 1,500 bodysell panels in just one week.



In 2011, Bailey launched the compact Orion Series 1.



Interiors from Unicorn I Madrid (Top) and Almeria (Bottom). Since its launch in 2010, the Unicorn has become one of Bailey's most popular caravan ranges.



To cater for the growing demand for semi static caravans sited on seasonal pitches, Bailey introduced its first 8ft wide caravan in 2018, the Pegasus Grande range, providing owners up to 25% more living space for extended stays in their favourite holiday spot.



On Thursday 22nd November 2012, Her Late Majesty Queen Elizabeth II and HRH The Late Duke of Edinburgh visited South Liberty Lane to mark Bailey's 65th Anniversary.

2018 saw the third Bailey Big Adventure Bristanbul. A 5,000 mile intercontinental journey through 21 countries in 21 days from Bristol to the Bosphorus River in Istanbul, this adventure once again tested Bailey's caravans and motorhomes to the limits as they travelled across Europe and into Asia.

2017 saw the second Bailey Big Adventure, taking two caravans and one motorhome from the UK to the Arctic Circle in Finland. Travelling through 12 countries in 16 days and crossing 5000 miles, this adventure set out to test the durability and endurance of Bailey caravans and motorhomes in extreme conditions going as low as 30 degrees.



2015 marked the first of the Bailey Big Adventures. Travelling West to East across Australia in August 2015, this extreme challenge took the caravans through some of the most remote parts of Australia, passing iconic Outback locations such as Uluru (Ayers Rock), Alice Springs in the Northern Territory and Birdsville in Queensland. They travelled over approximately 2,200 kilometres over a mixture of gravel, dirt and corrugated roads in the process.

# The company's first motorhome collaboration with Ford took place in 2020 with the introduction of the all-new Bailey Adamo.

This continentally inspired range proved to be a big hit with both new and existing motorhome owners featuring a host of practical features such as flexi lounges with convertible travel seats, electrically operated drop-down beds and sizeable garage storage spaces.

# 2020



**75**  
years & counting



**2022**  
England win the UEFA Women's Euro



**2022**  
Queen Elizabeth II passes away



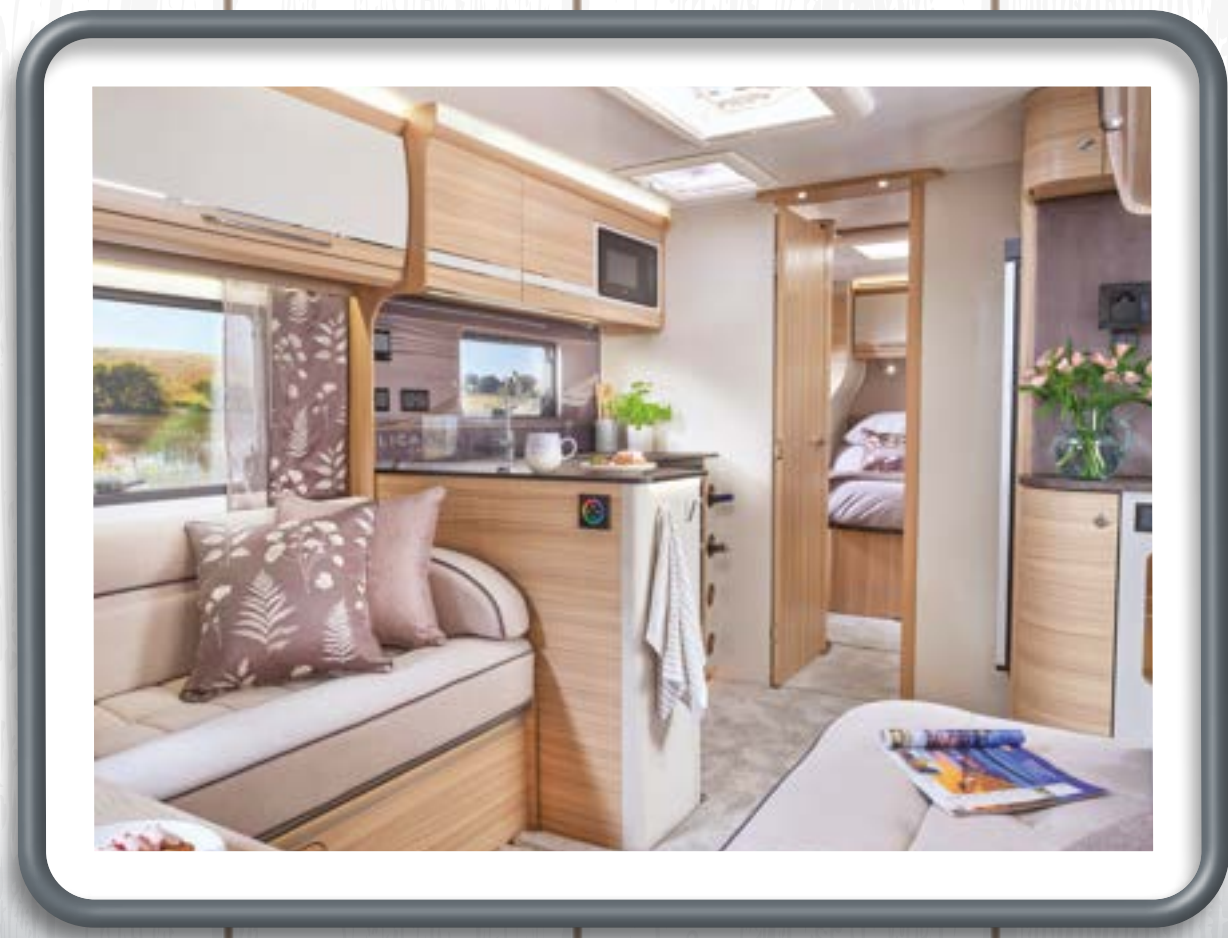
**2023**  
King Charles III coronation



Bailey launched the luxury 8ft wide second-generation Alicanto Grande range in February 2022.



The following year, Bailey re-launched the Discovery range. To highlight its lightweight and flexible design, the company used an electric towing vehicle during its photoshoot for the first time in its history.



With COVID 19 restrictions still preventing international movement, in 2021 Bailey decided to travel vertically rather than horizontally. The new Unicorn range was launched by lifting a model onto the roof of the One New Change Shopping centre in Central London. 'The Caravan In The Sky' was pitched in possibly the most exclusive pop up campsite in the world, overlooking St Paul's Cathedral, to celebrate the boom in staycations and the growth in popularity of caravan holidays.



With post-Covid supply chain pressures very much in the news, Bailey embarked on a 2,000 mile tour in a Pegasus Grande caravan across the UK and Europe to discover how and where the components for their leisure vehicles are made. In total they visited seven different suppliers to discuss the challenges they faced in the economic climate and to showcase the variety of individual parts needed to build a caravan or motorhome.



Three years after their first attempt, Bailey made it to the Sahara Desert in 2023. Starting from Sagres in Portugal, Bailey crossed the Strait of Gibraltar into Africa and then drove South through Morocco, over the Atlas Mountains before finally reaching the Sahara Desert.

The caravans and motorhome performed admirably in some of the most demanding driving conditions they have experienced to date, proving once again that Bailey leisure vehicles are ready for any adventure.



**In 2022, Bailey made a formal commitment to reduce the environmental impact of its future operations to become a carbon neutral business.**

New sustainability initiatives include supporting the Woodland Trust's Woodland Tree Planting Scheme to offset their annual published emissions, the installation of new solar panel and internal LED lighting systems plus switching to a 100% fully renewable energy supply across the company's three sites.



## Bailey chose its 75th anniversary year to introduce the Bailey Endeavour, its first panel van conversion.

Built on a Ford Transit platform, this exciting new addition to the company's line up allows owners to go off script in their search for adventure.

Secretly real life tested during the 2023 Sahara Challenge, the Endeavour proved to be every bit as robust and durable as the company's existing leisure vehicle ranges.





After having safely negotiated the most challenging two year period in the Company's history, during the COVID-19 pandemic, there are exciting times ahead at Bailey, as it looks to expand into more leisure vehicle market sectors both home and abroad.

Incorporated into these plans are a series of new corporate responsibility goals and values which will also see the company taking further positive action to help safeguard the environment for the future.



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