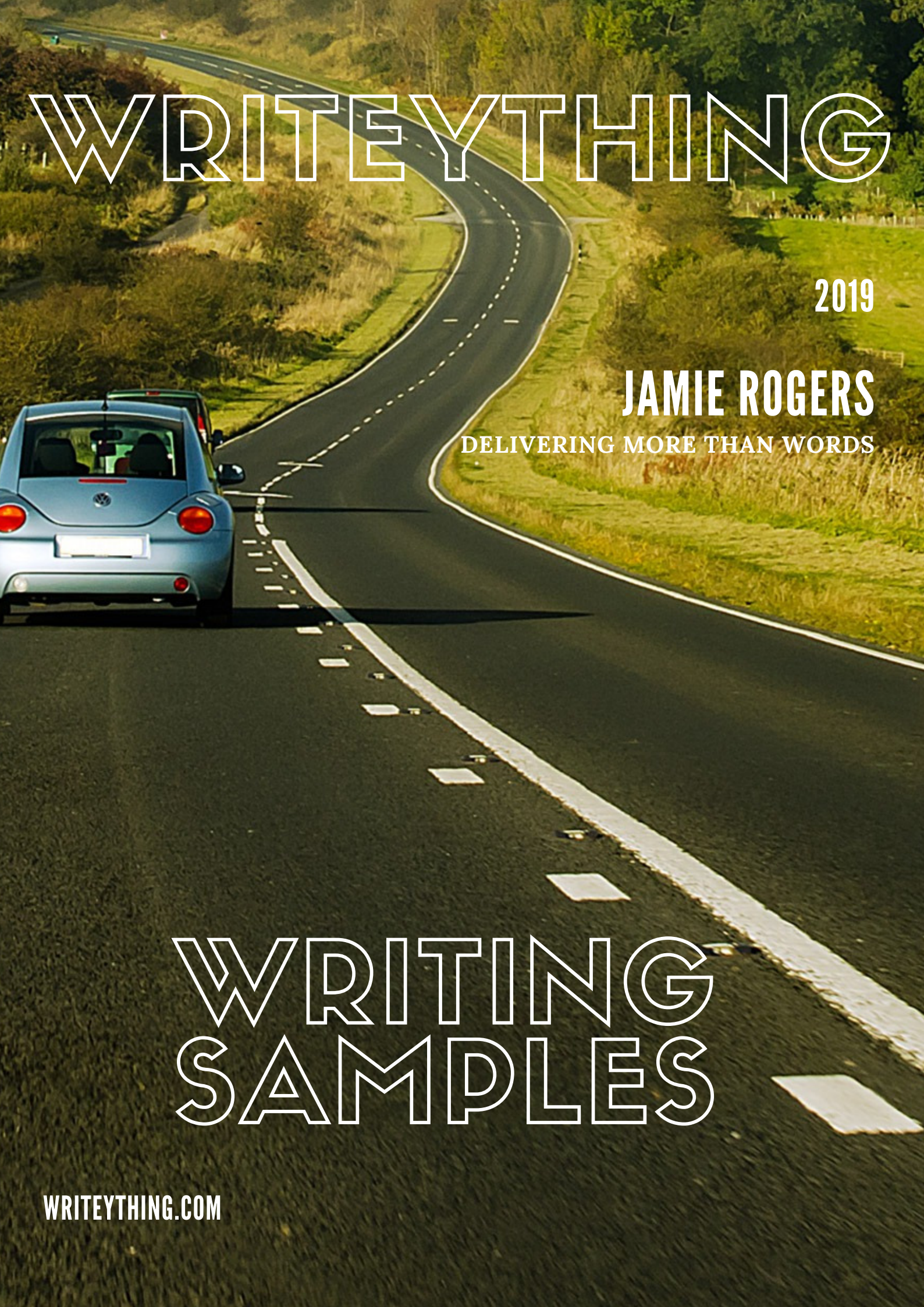

WRITEYTHING

2019

JAMIE ROGERS

DELIVERING MORE THAN WORDS

WRITING SAMPLES

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Specialising in automotive B2B and B2C SE-Optimised content & copy. 30+ years of automotive industry knowledge and experience. From 'hands on' to management & ownership, I understand the industry, market, demographics and sales from both perspectives.

About Jamie Rogers

A career in automotive engineering that spans nearly 30-years. From luxury SUVs through to main-dealer service departments, low-volume sportscar manufacturing, IndyCar and Formula 1.

Automotive roles include: Engine & Machine Shop Supervisor, Company Manager, Senior Race Engine Builder, Track Support Engineer, Engine Development Engineer, Service Department Manager, Aftersales Manager, Company Director.

About Writeything

Formed in 2012, Writeything has supplied content, copy, blog posts, white papers, email newsletters and articles for a wide range of organisations and companies, including:
Jaguar Land Rover, Helston Garages Group, Smithers Pira, Coventry University, PetrolPrices, The Guardian Newspaper, Heads Together (The Royal Foundation), Elephate Content Marketing Agency, The HOTH SEO Marketing Agency, BDM Talk, Advice Interactive Group, Cognition Agency, 22Point6 and many more.

It's not all big business though, small independent garages, automotive specialists, component suppliers & manufacturers all use Writeything's services to promote their business, attract new customers, build awareness and improve their website.

Typically, using professional services like these will give you between 8 – 15% return on any investment, free up time, build better relationships and give you brand leading exposure.

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Current services include: Blog posts, long-form articles, white papers, newsletters, website content, high-conversion sales pages, product guides, and technical reports, all fully optimised (where necessary) for the best Search Engine Rankings; giving you an increased share of the market.

Qualifying for the Indy 500. JR is 4th from right.

2006 Dunlop TVR Tuscan Challenge Championship winning engine supplier.

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The benefits of getting your team outdoors

Team building – a phrase that conjures up images of sticky notes on the forehead, falling backwards in to the arms of your colleagues and a motivational speaker that wants you to ‘share’.

But it doesn’t have to be that way. Open up to open space and the world changes; more ‘yeah’ than ‘yawn’, and the word ‘presentation’ isn’t preceded by PowerPoint. This is about physical skill and mental agility, putting trust at the forefront of your team’s mind, developing skills that you never knew you had, making stronger connections and building cohesion.

Getting your team outdoors is a great way of doing all those things and more. How many people does it take to herd a badling of ducks? Who knows, but you can find out, and surely that’s more fun than sitting in a corporate space, role-playing?

The benefits of outdoor team building, when done correctly, are many:

• Helps with coordination, both physically and mentally
• Social – stronger connections are made when the team are away from the corporate world
• Better understanding of each individual’s skills and strengths
• Stress reducing fresh air
• A recognition for a job well done = happy team
• Learning new skills
• Better communication and listening

A team is the backbone of any organisation, to build that organisation you need a strong team, and with facilities like Land Rover Experience Eastnor on hand, you can.

Whether you’re looking to bring a team together, refresh an existing team, or just give them a reward for their effort, Land Rover Experience Eastnor, on the Eastnor Castle estate, offers a unique team building experience that could include everything from deep water driving to duck herding; the one thing they have in common is that all the challenges are designed to enhance communication, test physical skills and stretch mental agility.

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A trained team of professionals is on hand every step of the way – from the first enquiry to the last aching feet at day's end. Whether you're looking to navigate your way through the bespoke options for tailoring the course, or ascending a steep incline in an iconic off road vehicle, their team will be part of your team.

If you're not quite ready for muddy boots, clay pigeons and challenging off road driving, then the meeting facilities at Eastnor Castle are just as impressive.

With the choice of five different meeting spaces, including a sumptuous outdoor tipi, your team can enjoy first-class catering, complimentary WiFi, HD screens with wireless connectivity and views that are sure to become a talking point, whether that's for one hundred guests or just four.

You can rest assured that whichever option you pick – team building, off road driving or event hosting, the Land Rover Experience Eastnor team will help your day to go with a bang (even without the clay pigeons).

To book your space, find out more or to understand the many different options for your day, follow the link to contact the friendly professionals at Land Rover to discuss your needs and requirements. Adventure awaits – start yours now.

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The Calendar Girls

Pirelli are known worldwide for their 'interesting' calendars, but they are also the current (and only) Formula 1 tyre supplier, they took over the supply of the controlled tyres after Bridgestone deemed that it wasn't financially viable for them, in other words, the costs were far outstripping the benefits – hardly surprising when you hear Pirelli say that it costs them more than one of the back of the grid teams budget for a season.

While Pirelli are the current suppliers, there have been a number of brands involved with the F1 circus over the years, these include Dunlop, Michelin, Bridgestone, Avon, Firestone and that well-known brand Englebert (no, we haven't heard of them either).

But what makes F1 tyres special? Aside from the ability to withstand loads of up to 1 tonne of downforce, 4g's of lateral load, 5g's of longitudinal load and the unequalled ability in emptying wallets? (A set costs in the region of £1350 – multiply that by two cars, an average of 7 sets each over the weekend and 20 races per year = £378,000).

History

In days gone-by, race cars were prepared in a similar fashion to what we know today – builders were always looking for the extra edge, that little more power or reliability, something that could make them faster than their competition.

One crucial area missing was tyre development – the cars raced on what rubber was available at the time, usually something with the grip levels of a piece of wood; we've all seen the old videos of cars that never seem to go in a straight line, oversteering around the slightest bend in the road while seemingly travelling at less than walking pace – there just was no grip to them at all.

As tyre technology developed, grip levels went up and lap-times came down. The full racing 'slick' tyre wasn't actually raced until the early 70's, although the name 'slick' had been used for a few years, these weren't tread-less, the closest that we'd know today would be a 'hand-cut' slick.

Modern F1 Tyres

A modern F1 tyre doesn't really share much with a road-going tyre, even at the hyper-car end of the motoring spectrum. Yes, they're black, round and sticky but that is where the comparison stops.

We all know that F1 tyres have custom compounds, the compound can change from race-to-race, but what you may not know is that these tyres can also have custom constructions – how the tyre gets laid up through the construction process.

An F1 car uses the tyre in a different way from a road car; the clever people behind an F1 car know that certain construction types give more or less deflection through the vehicle, they incorporate that deflection as part of the suspension travel – those beautiful 4K slow-motion shots of the cars riding the kerbs demonstrates that perfectly.

Race to Road

While we have benefitted enormously with F1 car technology being developed and then transferred to road-cars, unfortunately, the old adage of 'circuit today, road tomorrow' doesn't really apply to modern car tyres.

A 'normal' car tyre is designed with many different elements in mind; it must last for a reasonable amount of mileage, be low on road noise, be capable of controlling the car in ever changing weather conditions, give a firm yet compliant ride, operate in temperatures ranging from -5o through to 35o+ and still give the grip levels needed to stop the car in the shortest distance possible.

An F1 tyre has none of those restrictions, aside from ultimate grip.

But having said that, there are some advances that have come about thanks to F1 tyre technology. Inflating your tyres with normal air could see a pressure differential of as much as 10 PSI (perhaps more) from a cold to hot reading, meaning that a tyre pressure set when cold could (in theory) be overpressurised when hot, leading to premature wear or even odd handling.

F1 tyres are inflated using a nitrogen-rich mixture, this has the advantage of increased pressure stability throughout a temperature variation, many garages and tyre fitters are now using a nitrogen mix for this reason. It should lead to increased tyre life and stable handling characteristics.

Further, tread-patterns owe much of their water-clearing abilities to F1 tyres – a modern-day F1 tyre can clear as much as 65 litres of water every second (for a 'full-wet' tyre), the tyre designers have utilised some of the design and transferred it to the road tyres – this means that there have exceptional developments in rain-tyre technology and the risk of aquaplaning is almost a thing of the past.

So even if you're driving around in a seven year old diesel, it means that your average daily-driver is using at least some F1 technology and development in keeping you safe.

You may not be the next Fernando Alonso (insert the name of your favourite racing driver here), but thanks to the tyre tech developed by F1, you do have something in common with him!

oponeo motorsport

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Horsepower Vs Torque explained: Which is more important?
OK, we'll admit it; the heading is a little misleading.
Why? Because the importance of either depends on the nature of your needs, and of course, you can't have one without the other.

If you want to shred your tyres, you need some low-down torque, but if it's land-speed records, then horsepower will always win out. Truthfully, there is no definitive answer as to which is more important, perhaps a better heading would be about understanding the balance of them, how they interact or even how to influence an engine into giving more of one or the other.

What is power?
In this example, we're sticking to just two definitions; Horsepower and Torque. Either can be measured in a number of different ways – Brake Horse Power, Power Standard, Newton Metre, Watts, Pound / Feet and so on, our preference is for BHP and Lb/Ft.

In very simple terms, torque is the force you feel pushing you back in your seat on acceleration, horsepower is the speed achieved at the end of that acceleration.

In fact, horsepower is derived from a calculation that relies on torque; BHP = Torque X RPM / 5252 and torque is the ability to turn something, in this case, a flywheel.

Engine Specifications
Not all engines are the same, even engines pulled from the same line will differ on an engine dynamometer, and even then, it would need to be a fully-controlled environment; air pressure, temperature and humidity will all affect power readings of an engine, even more so when we bring forced induction in to the equation.

Further, it's possible to shape the characteristics of power; a long stroke engine will generally give more torque than a short stroke, equally, we can play with the cam timing to affect the power delivery – advancing the cam timing should deliver more low-down torque, retarding it equates to high RPM horsepower.

Another element to consider is forced induction; supercharging or turbocharging the engine is a great way to increase ‘power’, usually in quite a cost-effective way. Here again, we have two routes, both offering different options; supercharging will generally give you more torque, whereas a turbo will give you horsepower.

Of course we need to add a caveat; either method increases ‘power’, there are a lot of other factors you’d need to consider, but for the sake of simplicity, that’s what you could expect to see by taking the FI route.

One further consideration when it comes to engine design or type; fuel. The relationship with fuel type is becoming increasingly blurred, at one time, diesel was considered truck fuel and petrol was for motor cars.

That of course is no longer the case, diesel cars account for approximately 47% of new car sales, the figure having a minor slump after the infamous Volkswagen scandal. Not only are they competing head- to-head for new car sales, but they are also making an enormous impact on the race track; manufacturers such as Audi and Peugeot only enter diesel cars in the famous 24-hour Le Mans race for example – the torque and fuel economy are ideally suited for endurance racing.

Applications

Horsepower vs torque really is a question of application; if you’re trying to pull a tree-stump out of the ground, horsepower isn’t going to do it (unless you were to add a 100 metre length of rope and give yourself a run up), whereas if it’s something a little more sporty, horsepower has to be the way forward.

Most manufacturers have found the ideal blend, but as we’ve seen, occasionally they need to … massage ... the figures slightly.

Truthfully, whilst many of us just know that x,y or z engine or car will be inherently torquey or powerful, very few would be able to distinguish the characteristics of a ‘normal’ road car to any degree of accuracy.

General consensus is that you'd need to have a minimum of around 10% difference to actually feel it, unless your seat of the pants dyno is particularly well calibrated.

The Future

Talk of horsepower vs torque will undoubtedly become a moot point in the future, being replaced by one simple measurement; kWh

Forgetting all of the why's and wherefores, electric power can deliver massive amounts of torque from standstill, meaning acceleration is always brisk, despite the weight penalty of having hundreds of laptop batteries glued to the chassis.

In fact, a Tesla Model S P90D has just taken the record for an all-electric production car ¼ mile sprint; completing it in just 10.9 seconds. As a comparison, a Bugatti Veyron will do the same in 10.175 seconds. It really does seem as if electric power is the way forward.

Conclusion

Whether it's forced induction, long stroke vs short stroke, bore size, compression ratio or camshaft design, it all plays a part in changing the power characteristics of an engine. There is no simple answer as to what is best, perhaps the simple question is "What suits you best?

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The Car That Electricity Has Been Waiting For | Jaguar I-PACE
Back in 2014, Jaguar could see that the future of automotive belonged to electricity, they knew that despite producing some fantastically beautiful cars such as the F-TYPE, fossil fuel was on its way out.

At first glance, it would seem that Jaguar were behind the curve; a number of manufacturers were already producing electric vehicles or hybrid versions of their regular models, but rather than panic productionising, they decided that it was going to be done to their normal standard, whatever they produced was going to be right.

It took four years, but when it was launched, the I-PACE was labelled as the most significant car that Jaguar has produced since the legend that was the E-TYPE. A bold claim.

Bolder still are the journalist reviews – “the first real, viable & credible alternative to the more expensive Tesla”.

The Same But Different
After catching a glimpse of the I-PACE, you’d be forgiven in thinking that it’s just an electric version of the F-PACE – just another SUV.

Look closer and you’ll see that despite similar proportions to an SUV, the styling is quite different; Ian Callum, Director of Design for Jaguar wanted a clean sheet design, which incorporated a ‘cab forward’ look.

In his own words: “Jaguar has been associated with long bonnets and big engines, but the I-PACE doesn’t have a big engine, so we don’t need the long bonnet. That has allowed us to bring the cabin forward, giving more room for the passengers, and giving the I-PACE its own unique styling and identity”.

The look of the I-PACE takes some getting used to, not because it’s ‘quirky’ or radical, but just because it’s different; nothing else on the market shares similar design.

Ground Up Engineering

The clean sheet design was possible purely because of the motive power force – electricity. There was no need to design a vehicle that had to incorporate an engine, transmission, extended driveline … all that it needed to incorporate was the battery compartment, affectionately known as the skateboard thanks to its resemblance – a low-slung flat base with a wheel at each corner.

That 'skateboard' battery platform also means that hustling the 2,133kg weight through a series of bends isn't quite as dramatic as you may think – the centre of gravity is 130mm lower than its F-PACE counterpart, which means it's as happy on a country road as it is a motorway. Not quite F-TYPE handling, but the closest that any vehicle of this type will get to it.

Real-world driving range can be up to around 340 miles under the right circumstances, but Jaguar have designed the I-PACE to deliver 292 miles under normal driving; many hours were spent testing in a full-scale wind-tunnel to iron out any small aerodynamic in-efficiencies which could have had a detrimental effect on the range.

Battery-power is just half of the story though – to go with the brand-new design, Jaguar created an unrivalled, patented electric motor, the likes of which leaves other manufacturers wondering where they went wrong.

It produces close to 400 horsepower, and thanks to clever thermal management systems, it can sustain that level of usage indefinitely. What you're looking at here really is the future of motoring.

Practical Use

Jaguar completed over 1.5 million miles in testing, that's hot climate, freezing cold, sustained high-speed, deep snow and even city driving – anything that you may encounter whether you live in the heart of the city, or the deepest rural parts of the south-west.

We know that one of the most pertinent questions will be "Will it work for me?" and the simple reality is this: providing your daily commute isn't 200+ miles each way, and that you have access to a charging network, then yes. Very definitely.

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Jaguar have taken a giant leap in to the future with the I-PACE, they've managed to get the balance of technical excellence-vs-exquisite craftsmanship just right. This is Jaguar at their finest – a world-beating product with dynamic driving ability and style to shame all but the prettiest of vehicles.

Want to know more? Contact one of our professional team for further information.

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