

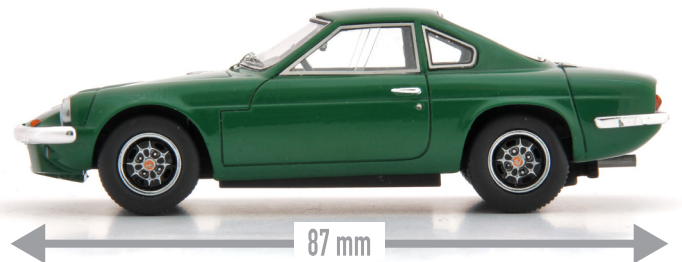
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release

04/2018

limited edition 333 Stk.



## English Model Kit

With a sales price of £799 the Ginetta G15 was significantly cheaper than its competitors, since the vehicle was offered as a model kit. The trick, which made the car cheaper than a ready-built car, lay in the fact that the British legislation exempted model kits from taxation. The G15 advanced to the position of a bestseller in the car range of the small producer Ginetta Cars Ltd. The assembling of the sports car did not require substantial prior knowledge and was therefore also feasible for non-professionals.

Ginetta Cars Ltd., based in Witham – Essex, presented its type G15 for the first time at the London Motor Show in 1967. The exhibition visitors marveled at a small two-seater, which appeared compact, appealed sportive and also conformed to a typical Briton. One typical British feature was that the engine was fitted underneath a tailgate, which could be folded up as a whole part from the car body. The advantage of this was that the 875 cc-big engine with 51 hp

and four-speed gearbox was relatively easy accessible. The whole driving unit came from a Hillman Imp. With a weight of 533 kg and a top speed of 170 km/h the sports car promised a very agile driving. Due to the introduction of the value added tax system in Great Britain, which now also included model kits, the high demand stopped dead in 1973. This tax burden made the G15 as a model kit pricewise unattractive and from that moment on the G15 was available as an assembled car. The decreasing demand led to the cessation of the production of the sports car in 1974.

Altogether approximately 400 model kits of the Ginetta G15 were sold.

**AutoCult GmbH**

Äußere Further Straße 3  
90530 Wendelstein  
Germany

Tel. +49 / 9129 / 296 4280  
Fax +49 / 9129 / 296 4281  
info@autocult.de

[www.autocult-models.de](http://www.autocult-models.de)