

Remembering Ian Garrad

The Tiger combines the exhilaration and precision of a sports car with the adrenaline rush of a V-8 muscled car

Ken Mattice



Here's a car that was specifically created by The Rootes Group to capture a place in the ultra-high performance sports car market of the 60's. The Sunbeam Tiger was offered with numerous Dealer supplied performance enhancement options that allowed the buyer to increase the performance to any level desired. The Rootes Factory created internal Performance Programs to compete in races and rally's in Europe and supported several race teams in the USA, dedicated to demonstrate the capability of the Sunbeam Tiger. Ian Garrad was not only responsible for the creation of the Tiger Prototypes; he was in charge of all the LAT Options and race support programs in the USA.

Ian was a Rising Star in the Rootes Group corporate world, rising from a Factory Rep position in Toronto Canada in 1951, to Manager of West Coast Sales

for the Rootes Group by 1961 in Los Angeles. It was during this period that the Rootes Team Drivers of the day, Graham Hill, Jim Clarke and Stirling Moss, pointed out to Ian that the Sunbeam Alpines that they were competing with in SCCA races were great handling cars, but they needed MORE POWER.

The rest of the story has been told many times by many authors, but the basics remain the same. Ian took charge, made preliminary evaluations, found corporate funding, where none was available, selected not one but two fabricators to produce working prototypes, risked his career by shipping the best prototype back to England to demonstrate to management a car he hoped would capture a significant piece of the 60's performance sports car market.

He succeeded, but the Tiger was short lived. Labor problems in Great Britain caused the Rootes Group to seek outside funding and a buy-in by the Chrysler Corporation. Chrysler completed this purchase in late 1965 and there was no place for Ian in the new organization.

When STOA "re-discovered" Ian in 1971, he had moved on with a totally new business, but he quickly became excited that so many Tiger owners had formed Clubs and held relatively large gatherings. He was very supportive of all the owners clubs and even got the Rootes Family in England to donate a trophy "The Lord Rootes Trophy" to honor the "best" Tiger at our annual meets. He attended these meets until his health failed and he passed away in 1986.

Tom Hall



A dense word cloud featuring automotive and racing-related terms. The most prominent words, shown in larger sizes, include "Sunbeam Tiger", "Torque", "World Rally", "Le Mans", "Hollywood Sport Cars", "AHRA Competition", "Rootes Group", "Doane Spencer", "Carroll Shelby", "V8", "LAT", "Norman Garrad", "Ken Miles", "SCCA", and "World Rally". The words are arranged in various orientations, including horizontal, vertical, and diagonal, creating a complex and layered visual composition. The color palette is primarily orange and red, with some black text interspersed throughout the design.