

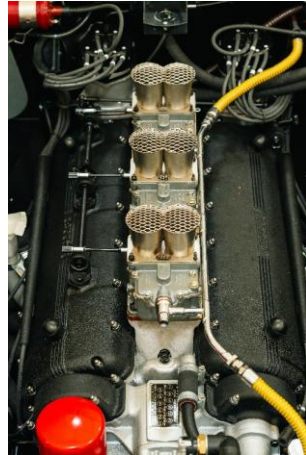


Artisan preservation  
engineering for the global  
classic car community



GTO Engineering is a precision manufacturing business with a world-renowned reputation for excellence built over four decades. Since 1983, GTO has become synonymous for preservation expertise; collaborating with many of the world's foremost Ferrari collectors, racers, dealers and workshops.

Outside the Ferrari factory in Maranello, Italy, no other company possesses such profound depth of knowledge in historic Ferraris.





# Our Company

GTO workshops encompass *service and restoration*, advanced *engine shop* capabilities, *event management* supporting racing and touring worldwide, *purchase appraisal consultancy*, and the *manufacture and supply* of rare Ferrari parts.

Our patrons are a global audience of private individuals and businesses valuing our unparalleled standards of service and investing in our work to meet their exacting requirements – they are a growing and influential market segment within the UK economy.

Our ongoing success stems from our ability to seamlessly merge exceptional engineering expertise with a bespoke, five-star customer experience.



“This is what loving  
cars is all about”

*TopGear*

“Masterpiece engineering”

*Sports Car Digest*

We have been trusted to maintain  
cars of museum-grade history:

- 25 of the 36 original 250 GTOs - the world's most valuable car
- 21 of the 77 original 250 *Tour de France*
- Over half of all 250 *Short Wheel Base* models
- Over half of all 275 GTB - including five GTB/C models
- Eight of the 14 original 308 *Michelotto* models





# Our History and Team

GTO Engineering was founded in 1983 by Mark Lyon as an independent specialist in classic Ferraris. Over time, the business flourished, and in 1996, Kevin Jones joined Mark to expand operations, including the manufacturing of rare Ferrari parts. The early 2000s marked the evolution of GTO into a family business, with Mark and Kevin's sons, including Lee Jones, joining the team. In 2011, James Crossland joined, and together, the team grew GTO into the world's largest classic Ferrari specialist.

Following Mark's untimely passing in 2022, GTO experienced a brief period of external ownership before the long-term management team of James Crossland, Kevin Jones, and Lee Jones progressed a buyout. This move restored stability and long-term vision to the company.



*Kevin Jones, Lee Jones, James Crossland*



# Our History and Team



James Crossland brings both experience and commercial maturity to GTO Engineering. A graduate in Accounting and Finance from the London School of Economics, James has a record of accomplishment of building successful, mature, and ethical companies. His entrepreneurial journey includes founding and growing a significant software company, as well as experience in the hospitality and luxury retail sectors. His automotive passion and strategic leadership provide a robust foundation for GTO's future.

Since leadership, the management team has stabilised the business, retained valuable staff in a competitive market, and recruited top talent, including senior professionals from Rolls-Royce Motorcars. With a renewed focus, GTO is poised for sustainable growth, and completing the new workshop facility is central to this vision.





## 1. Servicing

Comprehensive maintenance of classic Ferraris, from minor mechanical adjustments to major overhauls:

- Engine tuning and fuel system repairs
- Gearbox and axle work
- Suspension, brakes and steering work
- Electrical repairs and custom wiring loom fabrication

## 2. Restoration

Renowned globally for precision and authenticity, GTO restores classic Ferraris to concours-winning standards.

Hundreds of restorations have been completed, covering bare-metal bodywork to intricate interior refurbishments.



## 3. Engine Building

A hallmark of GTO's expertise, engine and gearbox rebuilding services are complemented by the production of new engines using remanufactured parts, enabling customers to preserve original components while enjoying a fully functional vehicle.



## 4. Appraisal

Leveraging deep expertise and proprietary research archives, GTO provides trusted advice on vehicle authenticity and value, assisting clients in making informed acquisition decisions.



## 6. Events, Tours and Racing Support

GTO offers bespoke support for clients participating in prestigious events, international tours, and competitive racing. Our expertise ensures that cars are meticulously prepared, maintained, and managed for high-profile occasions such as the Mille Miglia, Tour Auto, and Pebble Beach Concours d'Elegance.

GTO also provides on-site technical assistance, logistics management & personalised client services.



## 5. Parts Manufacturing

Reverse-engineering rare Ferrari parts, GTO creates remanufactured original-specification components.

Each part undergoes rigorous testing to ensure reliability and precision, supporting both internal operations and global supply.









# Importance of the New Building

GTO have been based in Wokingham Borough for over 20 years. In 2013, GTO needed to relocate following the expiration of their lease at Scarlett's Farm and the growing demand for expanded facilities. Recognising the importance of retaining GTO within the local area, Wokingham Borough Council Business Support Team introduced and recommended "Mabey House" at Hare Hatch - now known as "GTO House" - as a suitable long-term home for the business.

The property, with its historic roots as Mabey House, provided an excellent opportunity for GTO to establish a presence that aligned with its brand identity. However, the current facilities, including a temporary workshop structure, have reached the end of their operational lifecycle. The temporary building is cramped, limiting vehicle movements and operational efficiency. Additionally, the existing space is insufficient to support the continued growth and consolidation of GTO's diverse operations.





# Importance of the New Building

The completion of the new workshop facility is not just essential for addressing these operational challenges but is also pivotal for securing GTO's future as a globally recognised leader in classic Ferrari restoration and engineering.

This development will enable the business to:

- Consolidate operations under one roof for improved efficiency and collaboration
- Create a world-class destination that aligns with the expectations of high-net-worth clients
- Strengthen GTO's position as a key contributor to the local economy and heritage sector
- Ensure long-term sustainability by providing the infrastructure needed to grow

Furthermore, the location of the site - strategically accessible by major road networks and close to Heathrow Airport - makes it an ideal hub for attracting international clients. The setting of GTO House complements the company's premium brand image and is integral to delivering the luxury experience expected by the global clientele.

# Required Space

The proposed workshop size has been meticulously planned to meet both current operations and future requirements. While the total number of vehicles housed will remain consistent with GTO's current capacity—including those in the temporary structure and the "black shed" slated for demolition—the new design optimizes the layout to provide a safe and efficient working environment around each vehicle.

The need for expanded space is driven by four key factors:

## Increased Demand

As one of the world's leading Ferrari specialists, GTO has experienced steady growth, with more clients sending cars from across the globe. This has led to a higher number of vehicles onsite at any given time.

## Longer Restoration Timelines

Over the past five years, the average time a car spends in the workshop has increased. This is not due to inefficiencies—GTO has, in fact, streamlined its processes—but because sourcing and fabricating specialized parts for aging classic Ferraris has become increasingly time-intensive.

## Enhanced Operational Considerations

Unlike previous plans, the new workshop design carefully integrates specific operational needs, including vehicle movements, specialist fabrication processes, and the ability to lift vehicles with bonnets and boots open without compromising clearance.

## Short-Term Storage Requirements

The design also incorporates provisions for short-term storage, ensuring seamless workflow and better space management.



# Required Space

The new workshop addresses these challenges comprehensively, enabling GTO to uphold its reputation for exceptional craftsmanship and safety while meeting the rising demand within the classic car restoration industry.

By investing in the new building, GTO reinforces its commitment to the local area, preserving jobs for its highly skilled workforce, creating opportunities for future talent, and securing its place as a valuable asset to Wokingham Borough. The recommendation by the borough council to choose Mabey House has proven to be a significant step in ensuring GTO's legacy, and the expansion will only enhance its reputation and contribution to the community.





# Current and Future Staffing

GTO's success hinges on its skilled workforce, with many employees possessing rare, classic Ferrari-specific expertise developed over decades. Highlights include:

**Restoration Technician:** 24 years of Ferrari experience, factory-trained technician

**Engine Shop Technician:** 13 years of experience as an historic F1 engine-builder. 4 years engine-building at GTO

**Workshop Technician:** 6 years mechanic, 4 years classic Ferrari experience.

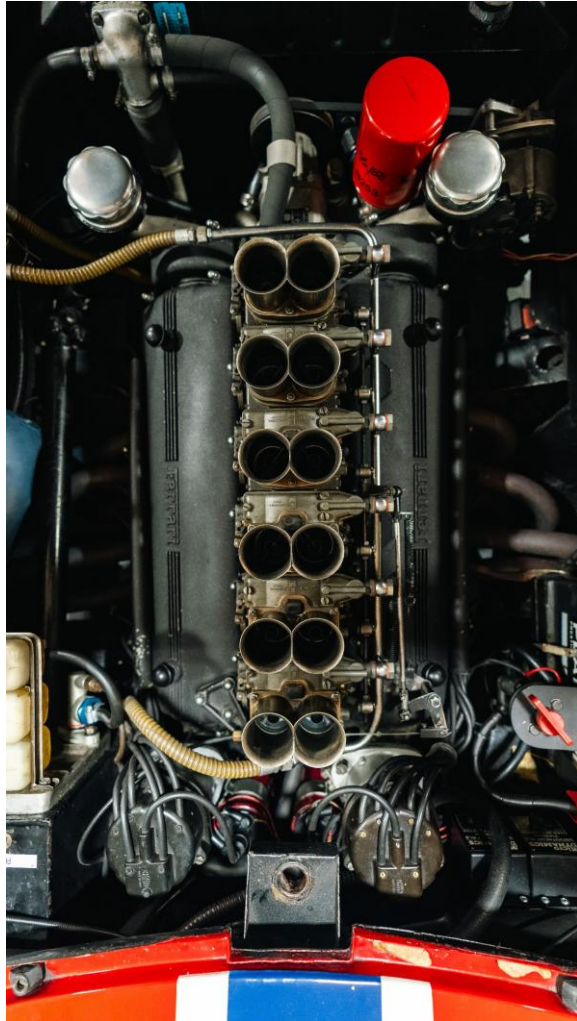
**Engine Shop Manager:** 5 years apprenticeship specific classic Ferrari knowledge, City and Guilds Level 3 award in Advanced Welding Skills 'Classic Car Restoration' Diploma training

**Parts Logistics:** 30 years of experience in automotive parts and logistics, 13 years in the aviation industry.

**Machinist:** started as an apprentice at GTO in 2015, training to be a CNC machinist







# Rooted in Wokingham Borough

Half of GTO's team live in Wokingham Borough, and a further 20% live within 2 miles of the boundary. Additionally, two of the owners/directors live in the borough and the third lives literally 200m outside. Therefore Wokingham is not just another place to work for the GTO team, it is their and their family's home, and they are rooted in the local environment and the community.







## Apprenticeships and Talent Development

GTO is committed to nurturing the next generation of specialists:

Currently training two apprentices and collaborating with the Heritage Skills Academy to recruit two more.

Hands-on training ensures continuity of rare skills, securing the future of the classic car restoration industry.



## Growth and Job Creation

Current workforce: 35 employees

Ongoing recruitment for 12 open roles across technical and administrative functions

Projected growth: Up to 50 employees

This investment in new facilities will secure GTO Engineering's position as a leader in the classic Ferrari market, ensure job stability for local talent, and create new opportunities for future generations.

