

CLASSIC DRIVER

Landmark Car Company: Mark of excellence

Lead

Location to a dealership is like history to a car – and sites don't come much better than the stunning showroom of Landmark Cars, the London-based high-end classics specialist...

Situated on one of the main thoroughfares between Heathrow Airport and the centre of London, Landmark's impressive showroom welcomes plenty of guests on 'flying visits' (60% of its cars are shipped out to 'new markets' such as China).

Cars are just the start...



Once parked up in the underground garage, visitors are welcomed into a space that not only houses a number of high-end classic cars, but also motorcycles, posters, books and collectibles – there's also a coffee bar, and a cinema upstairs used for film screenings by car clubs and other enthusiasts.

New company; decades of experience



During our visit, the staple E-types, SLs and Ferraris were joined by more leftfield offerings, ranging from a Fiat 500 Jolly to a bright yellow pre-War Bugatti. Many are in 'as-new' condition having been the subject of a recent restoration (Landmark currently has a dozen cars undergoing this process), with Chairman Jeffrey Pattinson drawing on his past experience with Coys to cherry-pick each car from around the world. "These are not inanimate objects," he points out, "so we need to make sure they're spot-on mechanically. The only reason we want a customer coming back to us is to buy another car."

Photos by Jan Baedeker

Gallery

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