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**PRESS RELEASE**

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## **Former Dragon breathes fire into fuel-friendly Peel mini-car**

Peel roadsters are the ultimate fix for the spiralling fuel price – cute one-seater cars that do between 180 and 200 miles to the gallon, or up to 50 miles between charges if you opt for the Eco-Electric version.

They're in production, thanks to an investment by dynamic entrepreneur James Caan, who decided to "adopt" the little Peel vehicles when they were pitched to the panel on the popular BBC TV Dragons' Den show.

The road-legal Peel is available as a "limited edition" from Peel Engineering, the petrol version sporting a 49cc engine and a top speed of 40mph. The electric Peels are also capable of speeds in excess of 35mph.

Faizal Khan, who with his partner, Gary Hillman, resurrected the 1960s Peel Engineering firm that originally manufactured the novel little Peel P50 on the Isle of Man, says Peel has been accepting advance orders for the exclusive road legal cars online. Only 50 are being made, and right now there are fewer than 20 still available at a price of £14,995 (excluding shipping and delivery).

"Those who don't make it onto the privileged list for a road-legal Peel are likely to have to wait years before the next edition is produced," said Mr Khan.

Meanwhile Peel Engineering will be turning its attention to developing products for the eco-electric automotive market: "That's where the future lies," says Mr Khan.

He and Mr Hillman initially produced the three-wheeled micro-cars with their single headlight as novelty display items. The media lapped them up, and the Peel became a TV star on shows like Top Gear, London Tonight and the Paul O'Grady Show – one pint-sized Peel is on display in the Ripley's Believe it or Not Museum in London.

The two entrepreneurs decided they were on to a winner with the world's smallest production car, and took it along to the BBC's Dragons' Den in the hope of securing some investment from the notoriously tough "Dragons". With a clever pitch (which included their plans to produce a whole product range for the Peel brand, the pair won James Caan's support in the form of an £80,000 investment for 30% of the company.

Having put Mr Caan's investment to good use, the partners have appointed JELC Ltd, a specialist licencing agency, to "go out and win the Peel brand licences in many different industries". In addition the funding has enabled the capability of producing the petrol-engine Peel street cars.

James Caan who is thrilled with the launch of the tiny Peel "roadster", said

"When investing I look for things that are a little bit different. Rare opportunities like the revival of the Peel micro-car can surprise you and add fun to the investment process. As a British-made product, Peel encompasses traditional values and manufacturing skills, which makes it even more attractive".

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