

# DOUGAL CRAWLEY WITH... Dougal Cawley



## Who are you and what do you do?

I'm Dougal Cawley, managing director at Longstone Tyres. You could say I specialise in providing unusual rubber equipment for gentlemen to pleasure themselves with at the weekend!

## When was Longstone Tyres established?

The company has been in business for more than sixty years. I took charge of the operation in 1999. Previously, the firm only supplied tyres for prewar cars, but recognising an opportunity to serve a far bigger customer base, I enlarged the Longstone Tyres portfolio to include products for classics and Youngtimers. Today, we cater for road and race cars as old as those built before WW1 and as new as those produced at the time of the Falklands War.

## Where is the company based?

Bawtry, which is about ten miles outside Doncaster on the South Yorkshire Riviera.

## How many people work with you at Longstone?

We're a team of eight, including myself, my wife and my nephew. All of us are fans of vintage vehicles. Our tyre packer uses a W123 280E as his daily!

## Do you drive a Mercedes?

I own a W210 E320 limousine. It used to be a funeral director's coffin follower. I've got three teenage kids and a dislike for MPVs, so a stretched Mercedes enables me to get the Cawley family, our friends and loads of luggage in the back whenever we want to head out for a day of fun.

Above Dougal works closely with first-class tyre manufacturers to help with the design, development and production of modern, retro-styled black circles to suit vintage vehicles, including classic Mercs.

## What's your favourite Mercedes?

The Blitzen Benz, a race car built in 1909. Only six units were assembled. I had the privilege of changing a tyre on one of the survivors at Brooklands.

## Can we follow your adventures online?

Mercedes Driver readers are invited to visit the Longstone Tyres Facebook page and our website, which can be found at [longstonetyres.co.uk](http://longstonetyres.co.uk). We regularly produce videos highlighting the benefits of our products against lesser alternatives. We also publish interesting articles comparing tyre design in the hope of helping owners of older cars to select the right product. We work closely with top tyre manufacturers, including Pirelli and Michelin, in the development of new tyres for many older German cars, including those built by Mercedes.

## What advice would you give to a Mercedes Driver reader getting ready to replace their car's tyres?

Try not to be ruled by cost when choosing new rubber. All too often, I hear from owners who begrudge buying quality tyres because they think the low financial worth of their car doesn't justify the spend. This is a huge mistake that not only compromises safety, but fails to take into consideration the fact poor tyres will make suspension work harder, ultimately costing you more in the long run. Mercedes Driver readers are welcome to visit Longstone Tyres in person to see the difference in quality between premium and budget tyres in detail. The kettle is always on!

## An opportunity not to be missed!

We pride ourselves on being an approachable team able to provide the best advice when it comes to selecting tyres to suit the weight, suspension and driving characteristics of any older car.

Thanks for your time, Dougal. It's appreciated!

