



## Sir John Black birthday celebrations at The British Motor Museum

Published: February 10, 2022

Author:

Online version: <https://www.wheels-alive.co.uk/sir-john-black-birthday-celebrations-at-the-british-motor-museum/>



Standard and Triumph enthusiasts gathered with their cars today, 10th February 2022, at The British Motor Museum, in honour of Sir John Black...

Today the British Motor Museum hosted around 50 Triumphs and Standards which turned



up as part of the '[Drive your Triumph Day](#)'. The Museum displayed both the last Stag and the last TR7 (from their collection) outside the Museum for Triumph drivers to photograph their own Triumph alongside.

Members from the the Standard Motor Club, Stag Owners Club, Coventry TR Group and Club Triumph all joined the Museum to celebrate Sir John Black's Birthday. He was the main man responsible for the survival and prospering of Standard Motor Company from the 1930s onwards, and organised Standard's purchase of Triumph after WWII.

This slideshow requires JavaScript.

Kim adds: "[John Black \(later, Sir John Black\) helped to completely turn around the fortunes of the Standard Motor Company, following the difficult years of the late 1920s/early 1930s. Notably he introduced the innovative and highly successful 'Flying Standards' range of cars from 1935 and helped ensure that during the late 1930s the Standard Motor Company was one of Britain's 'Big Six' motor manufacturers - and profitable - by producing attractive, reliable and well-respected vehicles.](#)

[Following the purchase of the Triumph company and name in 1945, there were close links between subsequent Standard and Triumph models, with the Triumph marque continuing after the 'Standard' name was dropped, from 1963."](#)



**WHEELS-ALIVE!**

[www.wheels-alive.co.uk](http://www.wheels-alive.co.uk)

