



Press Release

20th October 2007



[Virago Coupé features at the Festival of Innovation](#)

The Virago Coupé will be on display at the Midlands NEC exhibition venue, at the Festival of Innovation, on the 15th November 2007.

As a member of the Niche Vehicle Network, sponsored by Advantage West Midlands, Virago will be displaying the coupé alongside other companies' vehicles from the Niche Vehicle Network, including Zytec electric vehicles, Westfield, GTM and Zolfe.

[Festival of Innovation showcases region's excellence](#)

Businesses throughout the region are learning the benefits of working together with universities to develop new products, services or processes. It's a virtuous circle. The business gets access to research, expertise and the resources of academia, while university students and staff get the chance to work on real-world projects and help bring them to market.

Innovation is critical to the future success of the West Midlands region but it's not just about having good ideas, those ideas need to be marketed and promoted for commercial success.

To celebrate the tenth anniversary of the Lord Stafford Awards, which is designed to stimulate innovative collaboration between West Midlands businesses and universities, the first ever Festival of Innovation took place in 2007. Over one hundred and twenty exhibitors with a diverse range of products from sports cars such as the Virago, wrinkle-relaxant gels, home-care solutions and anti-rust spray guns will showcase a range of innovative products across the region.

Beckie Lewis, Lord Stafford Awards Manager, said: "The Festival of Innovation was intended to really celebrate everything that is great about innovation in the West Midlands.

"While the region faces some real challenges in modernism, there are some fantastic examples of things going on and we need more people to be inspired by this, which is one of the main reasons for the Festival."

Nick Paul, Advantage West Midlands Chairman, said: "The West Midlands economy was built on innovation and enterprise and the Festival is an opportunity to celebrate our modern-day achievements."

Andrew Nowson, Managing Director of Virago Cars, said : "The Lord Stafford Awards and the Festival of Innovation celebrate the move from invention to innovation, bringing the product to the market, rather than languishing in the traditional British garden shed environment."

"Invention is nothing without follow-through, and hopefully the growing links between inventors, universities and businesses will help this process even more."

"We have found our collaboration with Coventry University very fruitful, and would encourage others to do the same."

Nowson added : " If we could only kick-start a new wave of funding in the £3m to £20m band, we could really see some of these new businesses fly."

"Sadly in the UK, along with ongoing British investment conservatism, there is a huge gap in the funding available for businesses in the £3m-£20m range – too big for Business Angels and too small for Venture Capital companies typically. This results in many companies, like ourselves, seeking overseas investors, and the eventual profits ending up overseas too."

Virago Cars is to show the two seat coupe which has its roots in a sports race car.

Notes to Editor:

Virago is a Greco-Roman term meaning feisty, Amazonian style, heroic warrior woman.

Further information can be obtained from : www.virago-cars.co.uk

