

MIKE COOK

20TH MAY 1933 – 27TH NOVEMBER 2018

IT IS WITH SOME shock and great sadness that we have to report Mike Cook passed away on 27th November at the age of 85 after a short illness.

For the past three years Mike entertained and informed us with a column in *Triumph World*, but that was only one small part of a life that was lived fully immersed in British car culture, and in Triumphs and Jaguars in particular.

Born in Canada, Mike moved with his family to Cincinnati while still in high school and became an American citizen in 1957. He graduated from Denison University in 1955, and got his first British sports car in 1957 with the purchase of a white, long-door Triumph TR2.

In January 1958 he moved to New York, and in August of that year was hired by Standard-Triumph Motor Company as Assistant Advertising Manager and secretary of the Triumph Sports Owners Association. By 1967 he was Advertising and Public Relations Manager for Triumph cars in the USA.

He left Triumph that year for a brief time at Mobil Oil, but returned to the British car industry at the end of 1968 as Corporate Public Relations Manager for British Leyland Motors, involved with Triumph, MG, Jaguar, Land Rover, Rover and Austin-Healey. Only Jaguar survived in the American market, and in 1982 Mike was named Product Publicity Manager for Jaguar.

Mike left Jaguar at the end of 1991 to begin a new career as a freelance automotive writer, editor and consultant. He was the editor of *Jaguar Journal*, the bi-monthly magazine of the Jaguar Clubs of North America, for 22 years, retiring in April 2014. Since 2000 he has been editor of *The Vintage Triumph*, a bi-monthly for members of the Vintage Triumph Register. He was also the author of *The Triumph*



Spitfire (1981) published by TAB Books, *The Illustrated Jaguar Buyers Guide* (1997) and *Triumph Cars In America* (2001), both published by Motorbooks International.

In 2001 he completed an update of John Dugdale's *Jaguar In America*, published by Aztex Corp., adding coverage of the years 1990 to 2001. For several years he wrote a monthly column for *Hemmings' Sports & Exotic Car*. Mike was also in charge of the Jaguar Land Rover North American Archives, based at the company's North American headquarters in Mahwah, New Jersey, and of course he had been a hugely popular columnist in *Triumph World* since the February/March 2015 issue.

Mike had a 1980 TR7 Spider, and over the years owned numerous Triumphs and other British cars. He also raced a TR3, Spitfire, TR7 and TR8 in SCCA events. He was a member of the International Motor Press Association, the Madison Avenue Sports Car Driving and

Chowder Society, the Jaguar Touring Club and the New Jersey Triumph Association. In June 2017, he was deservedly inducted into the British Sports Car Hall of Fame.

Mike finished his first *TW* column by saying of August 1958: 'I never saw my TR2 again, but within a few months I was driving a new 1959 TR3. I have made my living in the British car business ever since as advertising manager, PR manager, editor and freelance writer and enjoyed it all. I hope to pass on some of that joy to you as I relate my experiences with Triumph cars and people and what they contributed to the automotive world. Needless to say, I have driven and owned many Triumphs. It is ironic that when I got my first Triumph it had a starter button. Key-turn start came in, but now we're back to buttons. So, I'm pushing START. Hop in and ride with me!'

Sadly the journey is now over, but thanks Mike – we will treasure our memories of the ride.