

Christa Pelton, daughter of Tim Fry, who invented the Hillman Imp while working for the Rootes car company in Coventry in the 1950s.

**“My father loved anything innovative and would have been delighted to see the engineering courses here in Coventry flourishing.”**

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COVENTRY  
Transport  
MUSEUM

Ed Stubbs,  
Coventry University Senior  
Lecturer, Automotive and  
Transport Design.

**“The Imp is a very clever piece of Coventry’s history that still looks great today. We still use it to illustrate to students the importance of designing cars with people in mind.”**

Tim Fry and Mike Parkes came up with the iconic design of the Imp after challenging themselves to design a family car which could still easily achieve 60mph. The first Imp was made in 1963 and driven by the Duke of Edinburgh. They were made until 1976. Coventry University trains more than 100 automotive design students every year, many of whom have gone to take top design roles in leading car companies such as Ford and BMW.



This poster can be seen on various advertising hoardings in Coventry in 2018 as part of the *Your City, Your University* campaign. Poster features Christa Pelton, daughter of Imp designer Tim Fry, keen ambassador for the Imp. See previous page  
*Supplied by Christa Pelton*