



S p e c i a l i s t A l l - T e r r a i n V e h i c l e s



Building Vehicles

Since 1996

Motorcraft are the UK's leading manufacturer of specialist offroad vehicles. Combining more specialist capabilities under one roof than any other manufacturer in Europe.

Ian Parkin-Coates is the sole driving force behind Motorcraft. As a professional motorcycle racer in the mid-nineties, Ian struggled to source a race transport that lived up to his needs. When the season ended, Ian decided to build a transporter for him and his bikes. The following season Ian turned up to the race meets to be greeted with an overwhelming interest in his vehicle.

Motorcraft was born.

Ian continued to build race transporters when he was not racing. Once he retired from Bike racing in 2006 he decided to continue to build live-in vehicles.

In 2012 Motorcraft won a contract to deliver twelve all-terrain vehicles to Iceland. This kicked off his passion for building robust all-terrain live-in vehicles and special purpose all-terrain vehicles.

Customer Focused Innovation & Design.

Motorcraft owes its key position within the UK market and consistent growth due to our commitment to innovation and our customers. By consistently delivering high-quality products at a very competitive price point.

Motorcraft's core values are pride, integrity, honesty and accountability. These run through the business's veins and is seen by our customers in our transparent pricing structures and our honest approach to manufacture and sales.



Motorcraft is a family-owned business. All of the team members are vital to the Motorcraft family and deliver their specialist skills to produce the highest quality products available today.

Leadership Team



Ian Parkin Coates - Founder & Owner

Fifteen years ago Ian was a professional motorbike racer, he decided to build himself a race truck to move him and his bikes around the world competing. Fast forward fifteen years and Ian no longer races bikes but heads up Motorcraft.

A true visionary, Ian drives quality and development to ensure Motorcraft delivers exciting innovative products to its customers.



Gary Shears - Media & Marketing Manager

I am Gary Shears, After 20 years working as a manufacturing engineer in the aerospace/ space industry I decided to take a break. So I built my own expedition vehicle and traveled the world in it.

In 2019 I came back to join Motorcraft, applying my industry experience and passion for overland travel to the business.



Tina Shears - Commercial Manager

I have spent many years working in manufacturing from production planning to project management. Interacting with internal and external customers for a variety of different products from Wall-coverings to Orbital Satellites but all that changed when the desire to travel really took hold and in 2017 embarked on an epic 18 month, overland adventure through Europe, Russia to Mongolia and back to the UK.



Rob Dillon - Office Manager

I have a varied background, having worked in a number of industries including education, finance and most recently Events. Bringing his broad skillset to Motorcraft with the task of ensuring our back-office offers the same high standards we see on our conversions & projects.

- Design
- Manufacture
- Refurbishment

Motorcraft occupies a 30,000sq ft build facility in the north of England. Employing 23 skilled craftsmen and a strong leadership team. We pride ourselves on having the ability to offer an end to end manufacturing solution.

We have accomplished this by solid investment into both equipment and training to expand our core skills, enabling us to cover all vehicle disciplines.

This end to end approach keeps all our manufacturing under one roof and allows us to effectively manage the quality of all aspects of the project.

1991	2003	2005	2006
Ian decided to build his first motorbike race transporter.	Ian built his first overlander. A Landrover 101. This is still in use today (Spring 2021).	The Motorcraft brand was founded as Ian continued to build vehicles when not racing.	Ian stopped racing and decided to grow the business.



2007

Motorcraft moved to our current site in Doncaster UK.

2012

Winning the contract to deliver twelve icebuses to Iceland, firmly puts Motorcraft on the map.

2019

Acquired adjacent building doubling our footprint and capacity.

2021

Growth continues and we now deliver globally an average of 12 vehicles a year

Motorcraft
Adventure Developments



Mercedes-Benz - Atego 1018 4x4

- 5.4m Habitation Body
- Overall Length 8.5
- Tail Lift SWL 1000kg



Quality Monitoring

Quality is the cornerstone of our business because we know our customers rely on the safety and reliability of our vehicles. We will only ever provide our customers with products and services which meet and even exceed their expectations.

We drive continuous improvement and are implementing a Quality Management System to provide the tools for assessing and improving our performance.

The following procedures support us in our aim of total customer satisfaction and continuous improvement throughout our business:



- Training for our employees
- Gathering and monitoring of customer feedback
- Customer complaints procedure
- Regular audits of our internal processes
- Reviews of customer feedback, audit results

All staff have the responsibility within their own departments to ensure that quality is achieved, delivered and maintained.

Vehicle Preperation and Painting

Our Prep and paint facility can accommodate vehicles up to 12m, giving us the ability to refurbish most vehicles used for an overland vehicle conversion.

Using state of the art products and procces we produce some of the highest quality finishes available on a commercial vehicle.

We specialise in removing aftermarket chassis treatments & bodywork repair to return your vehicle to its original OEM before starting a conversion.



Fabrication & Welding

Our fabrication department occupies twenty-five per cent of our floor space. Using both MIG and TIG welding, the team fabricate all the components and bodies for the vehicles

- Torsion free subframes
- Wheel carriers
- Roof racks
- Storage lockers
- Hydraulic lifting platforms
- Raising roof mechanisms
- Bodies

Using the CNC clean-cut plasma cutter allows us to cut complex shapes in aluminium and steel up to 14mm thick, optimising components for strength while maintaining minimal weight.



GRP Moulding

Our GRP facility hosts a team of three full-time operatives. The team designs and manufactures complex shaped components for both our builds and for the self-build market.

We use GRP to manufacture all our doors, hatches, windows and many other products due to its low thermal stability and conductivity (700 times less than aluminium) and a tensile strength marginally greater than aluminium.



The mould pictured was part of a customer project. They required a sleeper pod on a Unimog U300 whilst retaining the original looks of the U300.

Coachbuilding

At the heart of our business is our coachbuilding team. Occupying nearly fifty per cent of our floor space, the department is responsible for the fitting out of the vehicles habitation bodies.

The multi-disciplined team is responsible for the manufacture and fitting of all furniture, water, gas and power systems.

With the latest CNC technology situated with us onsite, we can produce complex shaped furniture from modern materials while reducing waste and cost. We also adopt traditional woodworking techniques to work produce some of the most stunning solid hardwood interiors available on the market today,





Vehicle trimming and upholstery

The department offers the manufacture and refurbishment of all soft furnishings on both classic and modern vehicles.

We can offer everything from a leather dash on a new MAN truck to the refurbishment of cushions in a vintage landrover.

We also offer a personalised embroidery service, any logo available to suit customer needs.

We offer a large selection of high-quality materials to give your vehicle a professional finish.





International Vehicle Shipping

Global Parts Supply chain

Motorcraft have supplied vehicles to four continents and components to countless countries.

Our dedicated export team can advise on the legal requirements and import documents required for your vehicle to arrive where you need it safely.



Support

With global service and repair packages available wherever you choose to travel, you can rely on Motorcraft to keep your home from home moving.

Motorcraft's Sales Framework



**Factory
Outlet**



**Online
Shop**



Catalogue



**Telephone
Sales**

The background of the slide is a light green and white illustration. It features a large central recycling symbol (three chasing arrows forming a triangle). Surrounding this are various eco-friendly icons: a sun at the top, wind turbines on the left, a rain cloud with raindrops on the right, a bicycle on the left, a house with solar panels at the bottom left, a car with a charging cable on the bottom right, and a recycling bin on the right. The overall theme is environmental sustainability.

Green Policy

Motorcraft's green policy is our bid to move towards a sustainable future for ourselves and future generations.

We are committed to making a difference. Where possible, we will endeavour to use products with the least ecological footprint possible.

We minimise waste materials, and any waste we produce is recycled where there are convenient services available.

We encourage all staff to consider the impact of their employment, and we financially incentivise car sharing.

This is a small step by ourselves but one we want to make. We are continually looking at the green initiatives that we can implement.





Proud to showcase
Great British Manufacturing

Motorcraft Adventure Developments
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