



Peter Sanderson Ashcroft

January 27, 2008

PAWLEYS ISLAND | Mr. Peter Sanderson Ashcroft, 79, died Sunday, January 27, 2008 at his residence. Peter was born in Penwortham, Lancashire, United Kingdom, a son of the late Jack and Elsie Ashcroft. He was a British Army veteran, having served in the 12th Royal Lancers. Peter caught the motorsport bug at an early age and started working for a private Formula One team. When they sold out, he moved to Ford of Britain, first as a rally mechanic and then, after a couple of years working with the Peter Sellers racing team, as an engineer. He stayed with Ford for the rest of his working life. He spent the first few years building better and more powerful Ford engines for their race and rally cars and became renowned for his meticulous and thoughtful approach. It was largely due to his skills that the company was able to win the longest motorsport event ever held – the London to Mexico World Cup Rally 1970. When the company had problems with a competition engine in Germany, it was Peter they asked to sort things out. Despite not speaking German, he did so to such good effect that after his work, the car went on to win European Championships. In 1972 Peter was promoted to Competitions Manager and under his leadership the Ford team went on to win countless prestigious events, becoming a fully-fledged World Championship team. It was entirely fitting that he later became Ford's Motorsport Director before retiring in 1991. Although British, he spent his retirement years in the USA. An intelligent, modest, caring and friendly man, he will be sadly missed by his many friends and colleagues in the sport. Peter is survived by his wife,

Jean, of Pawleys Island; one son, Phillip Ashcroft of Halstead, UK; daughter, Sarah Wilson of Stafford, VA; stepdaughter, Tina-Lou Hopper of Triangle, VA; three grandchildren, Julie, Claire, and Maggie, and three great-grandchildren. He was preceded in death by a grandson, Darren, and daughter, Jacqueline. A memorial service will be held at 3 p.m. on Thursday, January 31, 2008 at Goldfinch Funeral Home, Beach Chapel. Memorials may be made to St. Francis Humane Society, 125 Ridge Road, Georgetown, SC 29440.

Tribute Wall



“ Thank you Peter for all your help and encouragement, you helped a young lad with his favourite sport. Thanks also for being a good neighbour. Our Love and condolences to Jean and family. Barry and Elaine Withers.##imported-begin##Barry & Elaine Withers##imported-end##

February 25, 2008 at 12:00 AM



“ As a youngster growing up in Edinburgh, Peter was a hero, running Ford's rallying team. When I moved to London and joined Autosport magazine it was wonderful to discover this hero was so much more than that, respected by everyone in the sport's community and a friend to so many. I admired him greatly and send my sincere condolences.##imported-begin##Peter Foubister##imported-end##

February 07, 2008 at 12:00 AM



“ Mick and I were with Dunlop when we worked with Peter and the Ford Team, in an era we fondly remember as the halcyon days of Rallying. We echo the comments of many others; Peter was a gentleman in every sense and - for me as someone starting out in motor sport - a privilege to work alongside. We will remember Peter with the utmost respect and warmth. Mick Loomes and John Horton. The boys from Dunlop.##imported-begin##John Horton##imported-end##

February 06, 2008 at 12:00 AM



“ On behalf of The AVO Owners Club and all its members I would like to offer our condolences to Peters family and closest friends. We have Peter to thank for us being still able to enjoy these cars some 35 years or so later. Peter will be sadly missed by us all. Regards, Russ Pemberton. AVO Owners Club, UK.##imported-begin##Russ Pemberton##imported-end##

February 01, 2008 at 12:00 AM



“ Sincere condolences to Peter's family & friends on behalf of the Ford RS Owners' Club, of which Peter was at one time a much valued Honorary President. Chris Copeland Ford RS Owners' Club##imported-begin##Chris Copeland##imported-end##

January 31, 2008 at 12:00 AM



“ Peter gave me my first job in motorsport so I have much to thank him for. He will be happily remembered but very very sadly missed.##imported-begin##Roger Allen##imported-end##

January 31, 2008 at 12:00 AM



“ Peter was such a nice man. He was marvellous to work with professionally as he was so honest and straightforward - he always "called a spade a spade" - and simplified everything despite his huge technical knowledge. Socially he was also great fun and we had some very enjoyable trips around the world together. He'll be fondly remembered by so many.##imported-begin##Tony & Sue Mason##imported-end##

January 30, 2008 at 12:00 AM



“ Peter`s reputation as one of the few that made a real difference in motor sport was well known to many. Drivers and constructors come and go but Peter will be remembered in motoring history as being one of those rare characters that are genuine "Mr nice guys" who proved that you can be successful at the same time as being fair and honest.##imported-begin##Michael Penn##imported-end##

January 30, 2008 at 12:00 AM



“ Working with Pete at Ford Motorsport in the 1980's was a memorable time when we were all striving together to create historic Rallye Sport Fords, many of which he and his team used to win many rallies, races and championships. Pete's influence, expertise and knowledge was always very significant, but aside from that he was a great colleague and incidentally a big help at a vital point in my career, which I have always appreciated. We are shocked to hear of his passing, with its severe reminder that life is only short, and send our heartfelt condolences and best wishes to Jean and the family.##imported-begin##Mike and Helen Moreton##imported-end##

January 30, 2008 at 12:00 AM



“ To me, and to many others, Peter was always 'Mr Nice Guy'. It was not only a pleasure and privilege to work with him, but to know him as a friend. I don't suppose he ever really knew just how much we all thought of him - but I will always have happy memories of him, and of his extremely successful life and career.##imported-begin##Graham Robson##imported-end##

January 30, 2008 at 12:00 AM



“ we worked with Peter at Boreham and shared the highs and lows of the best days at Ford Motorsport in the seventies. He was always totally involved and dedicated to the team and highly regarded and respected by everyone in motorsport at that time. From being a colleague he became a friend , whom we have missed since he moved to the USA, and we extend our deepest sympathy to Jean and his family. From; Bill & Joan Meade Bill & Eileen Barnett Mick Jones & Pam Goater.##imported-begin##michael bryan jones##imported-end##

January 30, 2008 at 12:00 AM



“ A steadfast, fairminded and hardworking competition manager. We shared some great times at a critical point when my career as a rally driver was coming to fruition. He will be missed as his name evoked a wonderful era of rally sport. Our sincere condolences to Jean and his family. Russell and Julia Brookes##imported-begin##Russell Brookes##imported-end##

January 30, 2008 at 12:00 AM



“ A 'True Gentleman' in every aspect of life providing great support to all who had the privilege of driving or working under his command. A man who one would always want beside you whether in victory or defeat. Thank you for many great memories.##imported-begin##John Taylor##imported-end##

January 30, 2008 at 12:00 AM



“ A great friend, sadly missed. David & Jill Sutton##imported-begin##David Sutton##imported-end##

January 30, 2008 at 12:00 AM



“ Thank You for the fantastic years we had together in the Ford Rallyteam###imported-begin###Bjorn Waldegard###imported-end##

January 30, 2008 at 12:00 AM



“ David & Joan Rowe, Good memories of working together at Ford Competitions Department Boreham,always helpful to a young lad starting out in motorsport will be fondly remembered###imported-begin###David Rowe###imported-end##

January 30, 2008 at 12:00 AM



“ Thanks for so many wonderful memories.###imported-begin###Charles Reynolds###imported-end##

January 30, 2008 at 12:00 AM



“ test for gentleman in England###imported-begin###test###imported-end##

January 30, 2008 at 12:00 AM



“ I had the privilege of Chairing The British Motor Sports Council in Britain for many years, and although I did not know Peter well, I knew of the very high regard in which he was held by the whole of the Motor Sport community, he was a very well respected man by all who knew him. I extend my deepest sympathy at this sad time Michael Southcombe###imported-begin###Michael Southcombe###imported-end##

January 29, 2008 at 12:00 AM



“ Remembered as a true gentleman and a good bloke. We didn't meet often, but always a pleasure.##imported-begin##John Symes##imported-end##

January 29, 2008 at 12:00 AM



“ I enjoyed a long working association with Peter starting in 1967 with the Escort Twin Cam and continuing with many subsequent Sports Car derivatives of production vehicles. Peter was very co-operative in his dealings with my often unreasonable requests; we enjoyed many laughs and celebrations when Ford won major events. When he retired I, like many others, missed his cheerful co-operation. I look forward to some high performance visitations from his new appointment! God Bless, Peter. Bob Howe That cotton picking Product Planner!!##imported-begin##Robert Bob Howe##imported-end##

January 28, 2008 at 12:00 AM



“ Peter was a fine man, a man of great warmth and integrity. A highly skilled engineer, he brought intelligence and enthusiasm to his job and earned an outstanding reputation in motorsport. His modesty and warmth made him many friends by whom he will be greatly missed.##imported-begin##Stuart and Margaret Turner##imported-end##

January 28, 2008 at 12:00 AM