

WATERFORD ARCHAEOLOGICAL & HISTORICAL SOCIETY



1903 Gladiator

**WILLIAM PEARE AND SIR WILLIAM GOFF
and the birthplace of Irish Motoring**

In 1900, William Peare and Sir William Goff opened Ireland's first motor garage in Waterford City. The pair opened a brand new, state of the art, premises in Catherine Street with two storeys; the upper floor as a space for offices and accommodation, and the ground floor acted as a workshop and showroom. Peare began to sell Gladiator cars from 1902, and later acquired the rights as an agent for Daimler, Olds-mobile, Napier, Buick and Cadillac. Sadly, the garage closed in 1917 as William Peare decided to join the army and fight in the First World War. Goff's role in the whole enterprise, lead to his Napier being the first registered car in Waterford with its registration number reading WI-I.

Cian Manning