



FOR RELEASE SEPTEMBER 22

BRITISH UNVEIL 90 MPH BABY SEDAN

BMC '850's to have Cooper Engines

Birmingham, England, September 22 -- The British Motor Corporation today unveiled a 90 MPH version of its popular front-wheel-drive Austin and Morris baby cars. Known in Britain as the Austin Seven and Morris Mini-Minor, these twins share the name '850' in the United States.

The new car has been developed by BMC in conjunction with the Cooper Car Company, famous as a builder of British racing cars.

The 997 c. c. crosswise-mounted motors of these BMC - Coopers develop 55 BHP giving a top speed of near 90 MPH and an acceleration of 0 - 60 MPH in 18.5 seconds. Disc brakes on the front wheels, twin carburetors, and a redesigned luxury interior are among the new features of these 10 feet long cars.

No decision has yet been made on marketing plans for these autos in the United States.

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For Immediate Release

FRONT WHEEL DRIVE MINI COOPER 'S'
GIVES HIGH PERFORMANCE AND MANEUVERABILITY

The Austin Mini Cooper "S" is built for performance and maneuverability. It can accelerate from 0-60 mph in under 11 seconds, is only ten feet long and has a turning circle of 31 feet.

Front wheel drive and cross-wise engine mounting gives a spacious interior. "Hydroelastic" Suspension provides unrivaled comfort for a car in its class.

The Austin Mini Cooper "S" sells for \$2,431 (East Coast Port of Entry price).

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From: THE ROWLAND COMPANY, INC.
415 Madison Avenue
New York, N. Y. 10017
Murray Hill 8-1200

Peter W. Smith