FORWARD

with BMC service
During recent years great strides have been made in the method of presentation to the motoring public of the function of a Service Station and what the term implies. This means service in all its aspects, whether it be the sale of a new vehicle, the sale of a replacement part or approved accessory, or the sale of skill in the form of repairs.

As an ever-increasing number of vehicles use the highways of the world the demand for adequate premises to maintain them becomes more acute. Motor vehicle service is a highly competitive field and the Dealer who keeps abreast of modern trends and developments will always command the respect of vehicle owners in his area. He will also create a subject for discussion by passing motorists, so advertising both the service he gives and the quality of the product. The primary object when rebuilding or altering premises is to plan the floor area of the site efficiently, erect suitable buildings to enclose the working area, and make them comfortable for employees by the installation of efficient heating, lighting, equipment, etc.

The premises are completed by suitable decoration and signs proclaiming the object of the business, which is to give service.

The B.M.C. Service Planning Department was established to enable you, the Dealers who handle our products, to make the best use of your premises and merchandising
facilities. The aim of this publication is to guide franchise holders handling the products of the British Motor Corporation in the setting up or re-organization of a service-selling unit which will be recognized as being worthy of the high standard of quality set by the manufacturers.

In order to keep abreast of modern architectural practice we are in touch with Messrs. Harry W. Weedon, F.R.I.B.A., and Partners, to whom we are indebted for some of the exterior sketches of premises. We are indebted also to various suppliers of specialized equipment and installations for their assistance in the preparation of the various articles.

From time to time we shall issue supplements to this book, and it is for that reason it is broken down into sections, each section being individually numbered so that as supplements are issued they will not interfere with information following that section in the book.

All the details contained in this book can be applied to YOUR site in one form or another. If you require any assistance in the planning of your premises or wish to improve them in any way, internally or externally, we shall be pleased to help you. This department was created for your benefit, so please make the fullest possible use of it.
GENERAL PLANNING PRINCIPLES

There are three basic principles which must be borne in mind if the Service Station is to be made attractive. They are Design, Movement, and Colour.

A modern Service Station is a selling organization. Its merchandise consists of new vehicles, used vehicles, replacement parts and accessories, and repairs. Its exterior appearance differs from any other type of shop inasmuch as it is not possible to alter the shop front so easily as it would be if it were, say, a Shoe Shop.

It is very important to bear this fact in mind when thinking of the exterior appearance, as a contemporary design looks very well for a Shoe Shop or similar shop where it can be modified as shop-fitting fashions change, but the frontage of a Service Station is an integral part of the building, and although the design should take advantage of contemporary knowledge where building materials, etc., are concerned, it should still keep a traditional atmosphere to some extent indicating the dependability of the product and the solidarity of the organization backing up and supporting that particular make of vehicle.

Let us suppose that the premises are very old, that various buildings have been added over a period of years, and that the

time has come to examine the question of creating an impression of one organization instead of several disjointed departments. How can this be done? It can be achieved by a face-lift of the exterior, with possibly a new fascia board to extend the full length of the property, and new windows of uniform size throughout.

Again, the volume of business may have outgrown the existing premises, but no further expansion on that site is possible and an alternative site must be sought and completely new premises erected. If this is done the original property can be sold or converted to another use, or used as an overflow to the new premises if they are being built progressively.
The whole theme of a Service Station should be 'flow'. This means that it should be in a continual state of movement, and if any item or department is not in this state of movement an investigation should be made in order that the cause may be removed.

Immediately vehicles for service enter the premises work to be carried out should be assessed, customer's instructions received and noted, and the cost estimated with the minimum of delay. It should then be passed to the various departments in the Repair Shop so that each may carry out its particular function, thus getting the vehicle through to road test, lubrication, final valeting, and dispatch as quickly as possible.

Vehicles for sale should enter the premises, be prepared, checked over, passed to the Showroom, and the selling organization geared to pass them through to the customer with as little delay as possible.

Components should be received by the Parts Department, recorded in Stock Control, then stored in bins, where they should remain for as little time as possible. To maintain flow in the Parts Stores it is necessary to establish an efficient sales organization, a side of the business which is often neglected.

An efficient Parts Department is useless if the Dealer waits for the customer to come to him. He must establish a procedure for obtaining business from the trade and the public. Advertising in the local newspapers and journals, posters, and cinema slides can all serve to keep the name
before the potential regular customers. In particular, vehicle owners using other departments must have their attention drawn to the Parts Counter.

In fact, customers using the station for any one department should be immediately aware of other facilities available. This can be achieved by planning the layout so that each department is visible from, or en route to and from, the other parts of the station or premises. Naturally, each section must be attractive enough in itself to induce the customer to make use of it.

Another aspect of movement is the domestic transport fleet used by the Dealer. This incorporates recovery vehicles, parts collection trucks, mobile stores, demonstration vehicles, etc. As these vehicles are used on the roads in the vicinity of the Dealer’s premises, advantage should be taken of the opportunities to advertise both the product and the service offered by the Dealer. We assist in this matter by the issue of painting schemes for various vehicles within the range, and leading paint manufacturers cooperate by establishing stocks of vehicle finishes in the respective house colours in various parts of the country. Further details will be found in the relevant section of this book.

When a Dealer makes up his mind that he is going to improve his premises the first thing he should do is to put himself in the position of a vehicle owner looking for the Service Station appropriate to his make of car. He should then approach the premises from all directions with an open mind and be very critical of his impressions. Once a Dealer puts himself into this frame of mind and makes a list of the obvious shortcomings, he can then apply the basic rules detailed in this book to help him to solve his particular problems. He should examine his overall administration in each department to see that it is functioning correctly, for it may well be that a simple rearrangement of sections and redecoration throughout would take care of these aspects.
Having established the fact that we must have modern, well-laid-out premises with an efficient administration, we should like to point out that the use of the recognized house colours, signs, and type face are further aids to increased business.

The premises should be painted to conform to the house colours of their major franchise. Austin Dealers should use the standard colour combinations of stone grey, claret, and blue. Morris Dealers should use the standard colour combinations of cream, dark blue, and pale blue. Both of these colour schemes can be very pleasing if used in the correct colour proportions, and they imprint on the public mind the fact that the Dealer is part of a large organization, although he retains his individuality. As has already been stated, leading paint manufacturers supply decorative paints in the correct colours and proportions and stocks are held in main towns throughout the country.

Assuming that as much as possible has been done to improve existing premises and there is no alternative other than to resite and rebuild, there are many factors to consider.

The location of a new site will naturally be determined by the type of work to be undertaken and the availability of land. Town and Country Planning requirements must also be taken into consideration, as permission must be sought to carry on the business of a Service Station if the proposed site is within a residential area, or in an area designated for development of a different type.
GENERAL PLANNING PRINCIPLES

Where a choice is available the following conditions are desirable. Premises erected on a site having seven or more of these features can be so organized that they will run at maximum efficiency.

1. Site on a main road with ready accessibility to open country for road-testing of vehicles.

2. Site with visibility from all directions, possibly at the intersection of main roads.

3. A site with a regular shape, either square or rectangular, with road access to at least two sides.

4. Firm, level ground, or with a very slight drop, which should be parallel to one road.

5. Direct access to town services such as water, sewers, gas, electricity.

6. Regular public transport service near by into the town centre.

7. Ground floor areas involve the movement of vehicles on one level. Any upper floors should be devoted only to administration offices, slow-moving parts, etc.

8. The site should not be at a point where traffic congests, across or near a motoring hazard such as railway bridges, level crossings, traffic-lights or Police control, no-waiting areas, etc.

9. If on a dual carriageway, there should be ready access to the furthermost traffic lane.

10. The site should be big enough so that after all working areas have been designed there should be adequate parking facilities for vehicles not being serviced, together with space for the recovery vehicle, parts collection truck, service van, etc.
The layout of the service station will be largely determined by the shape and position of the site. The efficiency of the station will depend to a great extent on making the best use of the features of the site, and what may be a good idea in one situation may not necessarily be the answer in every case. Here are four characteristic sites and some suggestions for dealing with them.
CASE STUDIES
SECTION C
When a site has been acquired for use as a Service Station various planning problems arise according to the particular nature and features of the site. In order to present some of the ways in which these problems may be dealt with, B.M.C. Service Planning Engineers have analysed a number of cases with which they have been associated and produced the following 'Case Studies'.

The problems involved are typical of those which may arise on any site, and these pages show how thoughtful planning can use any situation to the best advantage.
This request for assistance came from a Distributor holding Retail Dealer agreements for two other franchises within the B.M.C. Group. We were asked to provide showroom accommodation for five cars together with Sales Manager's office, sales closing room, sales general office for three people, and a small office for the Assistant Sales Manager.

The Parts Department would be required to accommodate £40,000-worth of stock, stock records offices, Parts Manager's office, and a small telephone order office. The Distributor was operating a mobile stores, so therefore a marshalling area would have to be provided for the daily loads. The Parts Counter staff consisted of three storekeepers, so we suggested that a small accessory counter should be provided at the side of the Showroom.

The Repair Shop, which could be added at a later stage, was to accommodate 20 to 25 cars with a two-lift lubrication bay and wash deck. No painting facilities were to be provided on this site as the Coachbuilding and Paint Shop were already established in premises in another part of the town.

Large petrol sales were anticipated on the one road only, but as the site occupied a corner we suggested that service reception and goods receiving ought to be from the side-road, and the Service Repair Shop exit only should be to the main forecourt. This would enable cars leaving the Repair Shop to fill up with petrol before leaving the site.

This Distributor decided to construct a double-story Showroom with flats above it so that his key workers could be accommodated on the site, thus making it easier for him to maintain a 24-hour petrol and recovery service. The separate entrance to the flats would be provided from the side-road.
A Distributor wished to establish a new business in a neighbouring town on a corner site which was available. The actual corner would be visible from a considerable distance, so we were therefore asked to make Showroom provision at that point. Showroom accommodation was to be provided for six or seven private cars with entrance from the Repair Shop where the vehicles would be prepared. A Parts Department with a suitable counter was to be provided and the stock value was to be in the region of £6,000. The Parts Counter was to be at the side of the Showroom, facing the main road, as large retail sales were anticipated.

Entrance to the Repair Shop would be from the main road with exit into the side-road to facilitate the road-testing of vehicles. The intention was to build up a considerable quick service business in which lubrication and valeting would play an important part. We therefore decided to make features on the frontage of these two sections. The site was previously occupied by old houses, and as the cellars were still there we decided to incorporate them into a sunken workshop for four vehicles.

We were asked to provide for one commercial vehicle repair bay, so we decided to position this opposite the entrance in order to accommodate articulated or extra-long-wheelbase vehicles.

The remainder of the Repair Shop accommodation was to be split up into approximately two reception bays and seven repair bays. The building was required to be of one story only, and for that reason we envisaged a simple steel frame building with the various departments divided off with partitions.
Grangers Ltd., purchased a new site, which, unfortunately, sloped up steeply towards the rear, and we were asked to prepare a scheme for rebuilding the premises, making the best use of the levels existing.

We decided on a series of 40' x 30' bays which were part of a standard range of buildings offered by a particular manufacturer.

In order to make best use of the levels we decided that the rear half of the building should be 5' higher than the front half. Another feature of the site which we were obliged to retain was a clump of chestnut trees, and we decided to make a feature of these by designing a long, single-story Showroom for three to four cars. The main Showroom was to be retained in the business centre of the town.

We were asked to suggest a design for a Parts Department to accommodate approximately £10,000 net stock value, with provision for expansion at some future date by the installation of a mezzanine floor above the bins and racks.

The first half of the Repair Shop, we decided, would be utilized for analysis, front end checking, tuning, lubrication, valeting, etc., with a ramp up to the second half of the Repair Shop which would accommodate eight repair bays with a sunken workshop installation for eight vehicles. The floor of the sunken workshop would be on the same level as the first half of the Repair Shop, thus again taking advantage of the natural fall of the ground.

At the rear we suggested a 30' x 40' extension bay which would accommodate two cellulose paint booths and one synthetic paint booth, together with the necessary paint preparation area.
Horton Brothers decided to resite their business as the neighbourhood had become very congested, so they purchased a plot of ground between two existing blocks of buildings. The plot, while extending to another street, allowed good access to the town centre and was also convenient for open countryside.

The local Council would not allow this Dealer to install petrol pumps on the rear road, and therefore petrol sales would have to be confined to the main road frontage.

We were asked to plan for the building to be set back approximately 25' from the edge of the pavement and for the Showroom to accommodate at least five private cars. As there was a Main Parts Stockist operating a regular van delivery service in the area, it was not necessary for this Dealer to carry a very large stock of parts, so a stock value of only £4,500 was envisaged. Quite a large proportion of the business would be retail sales and accessories, therefore we decided to establish the Parts Counter at the side of the Showroom.

As the rear road formed a slight hill we decided to take advantage of this falling level to install a sunken workshop for major repairs and lubrication instead of installing vehicle lifts. The workshop would be confined in the main to light repairs. No body work could be carried out as the premises were in a residential locality. Access was to be provided between the Repair Shop and the Showroom for vehicles in order to leave the main frontage completely free of openings.

The total Repair Shop accommodation was to consist of one vehicle reception bay, seven repair bays, one major repair bay, one lubrication bay, and one wash bay.
With their experience of planning Service Stations, the B.M.C. Service Planning Engineers have made considerable research into ideal dimensions for the various departments.

The space required for each section is regulated by conditions—for instance, the size of the vehicles being handled. Some features, such as the ideal Parts Counter length, are found by experience.

These pages offer the results of our research into Service Station planning and illustrate the best arrangement for any given area.
ESTIMATION OF AREAS - SHOWROOMS - OFFICES - RECEPTION - SERVICE STATION

LARGE - ALLOW 380 SQ.FT. PER VEHICLE
MEDIUM - 310
SMALL - 280

DOOR OPENING

STANDING SPACE

BOOT OPENING

By displaying vehicles on an angle better use is often made of the floor area.

The Parts Counter lengths indicated do not always apply to accessory counters, which may be situated at the rear of the Showroom.
When estimating office areas 10 per cent. should be added if the area under review is irregular.

Allowance should also be made for door openings, display stands, etc.
In calculating the area required for lubrication bays adequate space must be allowed for storage. The area needed for a double bay is not double that for a single-bay installation, as shown by the darker areas on the diagrams.
By fitting lubrication equipment in the form of wall panels the floor area is kept clear, resulting in a more pleasing impression to customers and more efficient economical working. Oil, grease, water, and air can be installed separately or grouped in units, providing any desired arrangement according to individual requirements.

A typical panel installation, dispensing six services, shown against an Austin Service background.

All the operator requires is here easily to hand in a clean and impressive arrangement.

The space behind the wall contains bulk storage drums and hose reels, leaving the floor space clear.

Another type of layout on a Morris Service background; the controls are grouped for more efficient working.
Before a vehicle can be serviced an accurate diagnosis must be made of the trouble. Instrumentation assists considerably here, and provision must be made for the vehicle and the normal working space around it, together with space for the diagnosis equipment.
The width of the gangway required will vary according to the turning circle of the vehicles and the angle of the bays. Any of the variable dimensions may be calculated from any fixed or predetermined factors, whether for existing workshops or new premises.

**CARS**

E = 16' 6", F = 7' 9"

**COMMERCIAL VEHICLES**

E = 21' 0", F = 9' 0"

*Dimension 'C' may be reduced by 4' 0" if work-benches are not required.*
If the site to be developed is on a slope, and if this slope rises towards the rear, then it can often be used to advantage. Vehicles can enter a section of the Repair Shop from the rear of the building and immediately drive onto a sunken workshop. The mechanic working below the vehicle will be standing on the main floor, which is usually at forecourt level.
The actual construction of the sunken workshop is a matter of choice. Specialist firms supply complete installations, or, alternatively, locally obtained materials can be incorporated. Means of access between the upper and lower levels should be provided every two or three bays to prevent undue interference between one repair bay and the next.
These diagrams illustrate the comparison between the space required for parking using the alternative 'straight' and 'sawtooth' layouts. Apart from the difference in the actual parking space, there is a great saving with the sawtooth system in the width of gangways required.

### AREA COMPARISON BETWEEN 'SAWTOOTH' AND 'STRAIGHT' SYSTEMS

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<tr>
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<th>SAWTOOTH</th>
<th>STRAIGHT</th>
</tr>
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<tbody>
<tr>
<td>Width of shop roadway assuming 43 0” turning circle dia.</td>
<td>10’ 0”</td>
<td>22’ 0”</td>
</tr>
<tr>
<td>Area required for shop roadway plus 20 cars (10 per side)</td>
<td>4,990 sq. ft.</td>
<td>5,580 sq. ft.</td>
</tr>
<tr>
<td>Area required for shop roadway plus 40 cars (20 per side)</td>
<td>9,982 sq. ft.</td>
<td>11,160 sq. ft.</td>
</tr>
<tr>
<td>Area required for shop roadway plus 80 cars (40 per side)</td>
<td>19,964 sq. ft.</td>
<td>22,320 sq. ft.</td>
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After the bins are installed and the counter is in place, some attention must be given to the bin ends which are visible from the customers' side of the counter. A suitable framework should be constructed which can be attached to the actual bins for rigidity. The framework must then be covered with cardboard, plywood, or pegboard and suitably decorated, using the house colours of your senior franchise. If showcases are installed, these can be either fitted with glass doors or left open. The whole structure is completed by the installation of cut-out or painted letters forming the words 'B.M.C. Genuine Parts' or similar.
DATA

PARTS COUNTER

If local labour is employed to construct the Parts Counter the design and dimensions given should be used. Construction details will, of course, vary according to the material used, but the following points, common to all types, should be noted.

The body of the counter should be built up in divisions of 3', 4', or 5' lengths to form a composite unit of three or more according to total required length. This method of construction, with alternating showcase sections, allows for future extension in multiples of one, two, or three divisions.

The counter top should be finished with heavy black linoleum or similar material made flush-fitting without any outstanding mouldings which would collect grease or oil scraped from parts or units. By insetting the base, too room can be provided all round to prevent damage and to save floor space by allowing personnel to work closer to the counter.

The showcase should extend to only half the depth of the counter, the rear half accommodating a complete duplication of exhibited items so that any can immediately be produced.

<table>
<thead>
<tr>
<th>LENGTH</th>
<th>A</th>
<th>B</th>
<th>C</th>
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| 9' 0"  | 3' 0" | 3' 0" | 3' 0"
| 10' 0" | 3' 0" | 4' 0" | 3' 0"
| 11' 0" | 4' 0" | 3' 0" | 4' 0"
| 12' 0" | 3' 0" | 4' 0" | 4' 0"
| 13' 0" | 4' 0" | 5' 0" | 4' 0"
| 14' 0" | 3' 0" | 4' 0" | 5' 0"
| 15' 0" | 5' 0" | 3' 0" | 5' 0"
The construction of accessory displays can give free rein to individual expression. Various materials can be used, such as pegboard, plastic-faced hardboard, and plastic laminated materials. If the actual display panels are removable, this facilitates handling and also enables the actual displays to be changed constantly without customer interference.
When the sale of a motor-car is nearing completion it is necessary to provide accommodation for the customer and salesman to relax and clear up the finer points of the deal. While an office is suitable for this purpose, it is much better to provide a recess where the discussion can take place but where the customer is not separated entirely from the vehicle on display. The sales closing room can be fitted with contrasting carpet and the ceiling can consist of sound-absorbing panels. It is a simple matter to redecorate frequently, and by so doing the Showroom is kept ‘alive’.
THE FISHOLOW THREE-DIMENSIONAL STORAGE SYSTEM

The Material Handling Division of Fisher & Ludlow Limited, who are members of the B.M.C. Group and who are experts in the materials-handling field, are now offering an entirely new type of storage bin system constructed on the lines suggested by B.M.C. Service Planning Department to meet the specific needs of the Dealers' Parts Departments.

For some considerable time we have been aware of the fact that in most Parts Departments the most valuable commodity kept is the waste cubic capacity in the bins! Overheads are being paid on this, but it is not being turned over, and therefore is not earning any profit.

This new Fisholow Three-dimensional System works in this way. You purchase the basic unit 3'×1'×9' effective height, which consists of a flat shelf with no obstructions, complete with end panels. We shall offer a complete range of components for this basic unit so that any waste space within the storage bin can be attributed to ineffective storekeeping. When the Fisholow Three-dimensional Storage System is used properly approximately 85 per cent. of the bin volume is occupied by materials, whereas the nearest competitive products can claim only 60 per cent. The first cost is comparable with that of competitive products, but, taking into account the number of locations and the material volume possible with this system, fewer bin units will be required for a given stock value than would be required if the conventional type of storage were used.

As a further incentive we are giving an over-riding 10 per cent. discount to all B.M.C. franchise holders in addition to the quantity discount offered for bulk purchases.

The basic units can be attached to each other back to back, forming a flat shelf 3' wide×2' deep×9' effective height, and they are assembled in the form of a block, normally nine high, which is considered the maximum height which can be reached by a storekeeper standing on the floor of the stores and not using the bin fronts as a step-ladder!

If additional flat shelves are required it is possible to insert an intermediate shelf within the basic unit, giving an overall compartment size of 3'×2'×4½", which is very suitable for storing cylinder heads, gasket sets, body mouldings, and other flat items. This intermediate shelf also forms the base of the bin stack and the finishing shelf at the top of the stack, and by using the one pressing for three functions we are able to keep the cost down.

Where large flat shelves are not desirable we offer a back sheet 3'×8" which can be dropped into any of seven positions in each double unit, thus giving the three-dimensional adjustment. This feature is not applicable to any competitive product. To cope with the different positions of the back sheet alternative sizes of dividers are offered. By means of a very simple but effective method the divider locks rigidly in place, and it is made in the form of a rectangle to prevent the materials from one compartment spilling over into the next. We have kept in mind the fact that more and more items are being supplied in cartons, and to accommodate these we offer two types of bin front. The first is 3' high to accommodate loose items kept within the bin and prevents them from spilling. The second type, 1½" high, is for larger items which would not spill out of the bin but still need retaining. Both bin fronts are fitted with full-width card holder. Card holders for bin location purposes are available for all basic units. These are attached to the edge of the shelf, thus leaving the shelf completely free for taking out or inserting large cartons.

This, then, is the basic three-dimensional system. Many other attachments, still to be designed, will all be based on the standard unit, and we would emphasize that in the design of this bin we have taken care of the fact that many of you already have stackable bins in one form or another, and this new bin will fit in with any other make of a similar unit.

Incidentally, we have not overlooked the awkward items such as exhaust pipes, wings, propeller shafts, steering-columns, etc., and standard equipment is being designed to accommodate all these.
EQUIPMENT

THREE-DIMENSIONAL STORAGE SYSTEM
A  BASIC UNIT 5' 6" x 1' 6" x 9" EFFECTIVE
      HEIGHT.
B  TOP, BASE, OR INTERMEDIATE SHELF.
B1 BASE CONNECTING PLATE.
C  BACK SHEET.
D1 DIVIDER 6" DEEP.
D2 DIVIDER 9" DEEP.
D3 DIVIDER 12" DEEP.
D4 DIVIDER 15" DEEP.
D5 DIVIDER 18" DEEP.
E1 BIN FRONT CARD HOLDER 1" HIGH.
E2 BIN FRONT CARD HOLDER 3" HIGH.
F  PLAIN CARD HOLDER 1" HIGH.
G  DRAWER.
G1 DRAWER GUIDE.
G2 DRAWER DIVIDER.
H  HINGED DOORS (PAIR).
H1 DOOR CENTRE POST.
J  GLASS SLIDING DOORS (PAIR COMPLETE
      WITH RUNNERS).
The tubular rack system is particularly adapted to meet requirements of the motor industry for the storage of wheels, tyres, etc. The basic feature of the design is the use of tubes as load-carrying members. There are no holes in the tubes, so their strength remains thus undiminished. Clamps are fitted to the tubes at intervals to suit the components being stored, and the feasibility of this system is immediately apparent.

Florencep trays are designed for the storage of small components and are immediately visible. The tray simply hooks in the rear rail and is manufactured in a range of widths complete with card holder. A complete end frame can be constructed on the end of the bin runs, and by this means a complete range of nuts, bolts, washers, etc., are available for dispensing to the adjacent counter.

Florence is open steel flooring represents the ultimate in strength to weight ratio and provides the ideal covering for car wash bays. The panels are produced in standard sizes 20' x 3', and specially cut panels can be arranged to suit site conditions.

This type of open steel flooring is also ideal for mezzanine floors in the parts Department. The binning itself is erected 14' high, and mesh panels are attached between the bins to form raised walkways. By adopting this system, the only weight to be carried is that of the storekeeper as the actual material weight is taken by the main floor of the building.
FRANCHISE COLOUR SCHEMES
SECTION F
There are many advantages to painting your premises and vehicles in the standard B.M.C. colour scheme of your franchise. First of all, your customer will readily recognize you as a member of the B.M.C. team. You immediately gain by this connection of your name with a nationally advertised product and service. By following the general arrangement of colours shown in these pages, a pleasant and harmonious effect can be achieved quite simply, giving the best impression to your prospective customers.

Your vehicles are, of course (or should be), regarded as mobile publicity for your business. The value of the link between the colour and lettering styles on buildings and on vehicles is obvious. In painting vehicles care and consideration must be given to the layout, and the best layout is never one which attempts to crowd a lot into a small space. Clarity and legibility are sacrificed and your efforts wasted if the van carries too much to be read easily in the street.

Lettering should be limited to 'Austin Service' or 'Morris Service', with perhaps a brief slogan stating some feature such as '24-hour service'. Your name and the appropriate badge are sufficient to complete an attractive and efficient scheme which will make a continuous impact on the public in your area.

The following pages will provide you with a guide to painting schemes for your particular building, whatever the material, and your vehicles.
Holders of the Nuffield franchise should use the approved colour scheme on the exterior of their premises in the manner illustrated. This takes into account the type of district, construction of the building, and the materials used. As an example, if the exterior of the premises is constructed of grey stone, then the doors would be cream with dark blue frames. All lettering should be dark blue with pale blue edges or shadows. The approved proportions generally are 80 per cent. cream, 15 per cent. dark blue, 5 per cent. pale blue.
The Parts Counter area, together with its attendant parts and accessory displays, should be treated according to the standard layout but with the house colour schemes incorporated. The entrance gangways to the bins should have their framework painted dark blue.

The small showcases can then be pale blue. The counter itself should be finished with dark blue panels with pale blue edging or beading. Lettering should be in the dark blue and pale blue colour scheme similar to that of the premises exterior.
Austin franchise holders should use the colour scheme of stone grey, claret, and blue in the following proportions: 80 per cent. stone grey, 15 per cent. claret, 5 per cent. blue. But these can be altered slightly to take into account local stone or the nature of the surrounding property when it may be desirable to make a greater contrast or to blend in.
Although it is recommended that the Austin stone grey be used as a basic colour for Austin Dealers' premises, it may be necessary to make it lighter than the standard shade to obtain maximum benefit from the lighting schemes.

Where the parts and accessory displays are concerned the pale blue can be used in a larger proportion than standard in order to focus more attention on the display area.
When painting service vehicles attention must be given to the line of the vehicle under discussion so that complete harmony and balance between the various colours is achieved. The recovery vehicle comes in for special attention as it is often in evidence at the scene of a road accident and would attract much adverse comment if painted incorrectly. Vehicles engaged in the movement of replacement parts often travel great distances and so form a useful medium for mobile advertising.
Forward-control vehicles lend themselves particularly well to decoration. The signwriting should be kept as simple as possible as too much wording tends to confuse.

Light delivery vans which are generally used locally have a very useful advertising area on the rear doors. Suitable wording to indicate the service given should be incorporated in the design and, if possible, provision should be made for the smaller franchises held.
Although these colour schemes are offered as a general guide, the individual may decide on a slightly different application to fit in with the needs of his particular district. It may well be that a Dealer holds several Dealerships within the Group, and if this is the case the individual marque badges can be incorporated on the main panel of the vehicle.

It is most important that, once the vehicles are painted to the approved scheme, they are kept in immaculate condition and are not allowed to be used with damaged wings or repaired panels left in prime. Small quantities of the approved paint can be obtained from leading manufacturers and it is a relatively simple matter to match up the paint with the surrounding panels.
If it is necessary to depart to any extent from the suggested schemes, then the main sweep of the vehicle design should be taken into account. On no account should a false line be created across a flat panel as this will upset the entire scheme and thus the impact of mobile advertising will be less.

With this type of vehicle it may be felt that the dark mass below the waist moulding is too much. If this should be the case, the lower line can be followed and the sun roof can then be finished in the dark colour. This system serves to frame the slogan on the centre panel.
Wherever any signwriting is to be carried out on vehicles or premises Austin franchise holders should use the approved alphabet illustrated. The colours indicated, although not accurate shades, indicate where the claret and pale blue should be used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1. BMC APPROVED ACCESSORIES
2. BMC GENUINE PARTS

<table>
<thead>
<tr>
<th>DIMENSION</th>
<th>SLOGAN 1</th>
<th>SLOGAN 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>3'</td>
<td>4'</td>
</tr>
<tr>
<td>B</td>
<td>6'6&quot;</td>
<td>8'6&quot;</td>
</tr>
</tbody>
</table>

[Diagram of logo and dimensions]
Holders of the Morris franchise should use the illustrated approved lettering. Although shown in black, the Nuffield dark blue and pale blue should generally be used.

**MORRIS SERVICE**

**ABCDEF**GHIJKLMNOPQRSTUVWXYZ

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<td>6' 6&quot; 8' 8&quot; 13' 6&quot;</td>
<td>4' 9&quot; 6' 4&quot; 9' 6&quot;</td>
</tr>
</tbody>
</table>
USE OF THE B.M.C. ROSETTE

As a result of approaches by Distributors and Dealers and discussions with the B.M.C. Sales and Service Directors, a set of conditions under which the rosette may be used has been produced.

The conditions are as follows:

1. In advertisements which relate solely to B.M.C. products.
2. On letter-headings and other stationery which you may produce for your exclusive use.
3. Anywhere on your premises.
4. On your own vehicles (for service and other purposes).
5. In cinema and TV advertising.

They apply only to Home Distributors and Dealers who handle nothing but B.M.C. products.

We would especially like to suggest you overprint the rosette in colours on your stationery. Three colour stereos for this purpose can be made available to you upon request.
STRUCTURAL
SECTION C
REPAIR SHOP BUILDINGS

When considering new Repair Shop buildings it should be borne in mind that with orthodox building methods most of the cost goes on site labour. This item can be reduced by purchasing as many sub-assembled units as possible, so that less raw materials are required and, in consequence, less site labour is involved.

Single- or multi-story buildings, such as Service Stations with clear floor areas, office blocks, showrooms, etc., can all be built with pre-engineered steel frames. The portal frame is a type of construction becoming more and more popular for Repair Shops as it has many advantages.

It is possible to obtain buildings from 30' up to 120' clear span with any length to suit. Height to eaves is governed by the span of the building and can range from 10' to 20', and a very low roof pitch is available.

The absence of internal scantlings is a distinct advantage from the point of view of lighting, cleanliness, and maintenance. The additional head room which the portal frame gives can be very valuable. Doors can be provided in the end gable to give increased head room for commercial vehicles, etc., but the height at the eaves can be kept comparatively low.

This type of building is capable of alteration and extension with minimum expense in the event of new ownership or change of use. There are many firms who manufacture this type of building, and also other types of roof construction, such as monitor, north light, sawtooth, etc., and it is suggested that, after the decision has been made as to the type of building, one of these specialist firms is contacted.
Sawtooth Roof. An example of the north light roof truss. This has the advantage that it gives very good indirect lighting for workshops and is especially suitable where the main span runs east and west.

The Monitor Roof. This is more expensive than most other types of roof construction, but has the advantage that it does not present a 'factory' appearance. For this reason it is especially suitable for use in residential areas.
STEEL TRUSS. The orthodox type of roof construction, consisting of a steel truss with tie-bar. The tie-bar restricts the head room throughout the building so that the height at eaves is also the maximum height anywhere within the building area.

THE R.S.J. PORTAL FRAME. For cost and efficiency this is the best type of steel-framed building. Although the eaves height can be kept comparatively low, the absence of a tie-bar makes it possible to install a high doorway in the gable end.
The lighting of motor-car Showrooms and Parts Counter areas presents difficulties which need very careful consideration. In addition to the normal problem of lighting the area, there is the added problem of treating it as a shop-window. Another factor to consider is the highly polished surfaces occurring at all angles on cars, which result in unpleasant specular reflections from badly positioned lights. The difficulties peculiar to this situation can easily be appreciated.

It was as a result of these factors that an entirely new form of completely luminous ceiling has been designed, and variations of it are being marketed under the names of Crompton Modulume Ceilings and Lumenated Ceilings. The Crompton Modulume Ceiling combines all the lighting equipment, lamps, and wiring channels together with a variety of luminous area arrangements which allow Dealers great scope of expression with very competitive costs of initial equipment, installation, and maintenance.

When the lighting of a new showroom display area is being considered it is wise to bear in mind the fact that the Modulume Ceiling is an integral part of the lighting fittings and is actually suspended from them. On consultation with the manufacturers it is possible for a Dealer to give various forms of expression to his showroom by varying the texture and pattern of the ceiling. This is achieved by the inversion of alternate pans or groups of pans, thus avoiding the danger of visual monotony, while the proper use of colours can produce sharply contrasting values to stimulate interest or for the useful purpose of suggesting direction of pedestrian movement throughout an area.

This means that different-coloured pans can be inserted in a random line from the personnel entrance to the showroom, terminating at the sales office or sales closing room. By doing this it will be found that, subconsciously, customers follow the line and so finish up at the point of sale without realizing why! With a large area the square pattern of the ceiling can be broken up with a dividing strip of continuous diffuser, and this is illustrated.

Full details of this system can be obtained from Messrs. Crompton Parkinson Limited, Crompton House, Aldwych, London W.C.2.

A similar type of installation designed essentially for the showroom with existing lighting fittings which are not being used to full benefit is the Lumenated Ceiling. This again is available in squares or continuous strips, but is suspended from the building independent of the lighting fittings.

With the Lumenated Ceiling system it is possible to install coloured radiant panels, thus giving opportunity for individual expression. For example, if a new sports car is announced the Dealer may wish to insert a red-tinted panel which would bathe the vehicle in a red light, thus exciting the imagination. If it is wished to emphasize the dignity of a large family saloon, a pale blue panel could be inserted as blue is naturally a cool colour and would give the necessary dignified effect.

Full details of this system are available from Messrs. Lumenated Ceilings Limited, Alliance House, Caxton Street, London S.W.1.
With the illuminated ceiling the plastic corrugated sheet is rolled back for maintenance purposes.

The complete structure, which is self-contained, is suspended from the ceiling and it is not necessary to cover up pipework, etc.
1. **Horizontal Furring.** If desired, the space between the ends of the Moduline ceiling and the walls may be furred in, using any suitable building board.

2. **Vertical Furring.** Attachments are available for furring in the vertical space between the edge of the Moduline ceiling and the structural ceiling above where this is necessary.

3. **Sound Control.** Three-foot-long acoustic baffles are available for forming an acoustic Moduline ceiling. These clip onto the under side of the standard ceiling tracks and may be run in parallel lines down the length of the ceiling.

4. **Spotlight Panels.** These are rectangular panels carrying adjustable spotlight fixtures for highlighting displays, etc. Used in conjunction with dividing tracks they may be fitted into the ceiling pattern wherever required.

5. **Sprinklers.** When it is required to bring fire protection sprinkler heads below the Moduline ceiling, plastic panels drilled to clear the sprinkler fittings are supplied. These are inserted into the ceiling pattern and supported by dividing tracks.
INDEX
INDEX

SUBJECT

A
Accessory Counter 13D.
Accommodation in offices 3D.
Analysis of site 4B, 5B.
Austin colours 4B, 4F, 5F, 6F, 7F, 8F, 9F, 10F.

B
Basic principles 1B.
Bin fascia 11D.
B.M.C. rosette usage 12F.
Building elevation 2C, 4C, 6C, 8C.

C
Ceilings 4G, 5G, 6G.
Closing room 14D.
Colour in premises 4B, 2F, 3F, 4F.
Corner site 2C, 3C, 4C, 5C.

D
Diagnosis bays 6D.
Display of vehicles 2D.
Display stands 13D.

E
Elevation of premises 2C, 4C, 6C, 8C.
Equipment for Parts Department 1E, 2E, 3E, 4E.
Exterior face-lift 1B.

F
Face-lift of exterior 1B.

G

H

I
Illuminated ceilings 4G, 5G, 6G.

J

K

L
Lubrication Bay 1D, 4D, 5D.

M
Mezzanine floors 4E.
Monitor roof 1G, 2G.
Morris colours 4B, 2F, 3F, 6F, 7F, 8F, 9F, 11F.
Movement in Parts Department 2B, 3B.
Movement in Repair Shop 2B, 3B.
Movement in Showroom 2B, 3B.

N
Nuffield colours 4B, 2F, 3F, 6F, 7F, 8F, 9F, 11F.

O
Office accommodation 3D.

P
Parking Bays 10D.
Parts Counter dimensions 2D, 12D, 13D.
Parts Department movement 2B, 3B.
Parts storage 1E, 2E, 3E, 4E.
Portal frame buildings 1G, 3G.

Q

R
Reception Rooms 3D, 14D.

S
Sales Closing Room 14D.
Sawtooth roof 1G, 2G.
Showroom movement 2B.
Signwriting 10F, 11F.
Site selection 4B, 5B, 6B.
Sloping site 6C, 7C.
Steel truss buildings 1G, 2G, 3G.
Storage bins 1E, 2E, 3E, 4E.
Sunken workshops 3C, 5C, 7C, 9C, 8D, 9D.

T
Three-dimensional binning 1E, 2E, 3E.
Transport fleet movement 3B.
Two-road access site 8C, 9C.
Tyre racks 4E.

U

V
Vehicle display and colours 2D, 6F, 7F, 8F, 9F.

W
Waiting-rooms 3D.
Wash Bay 1D, 4E.

X

Y

Z
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To whom all inquiries should be addressed