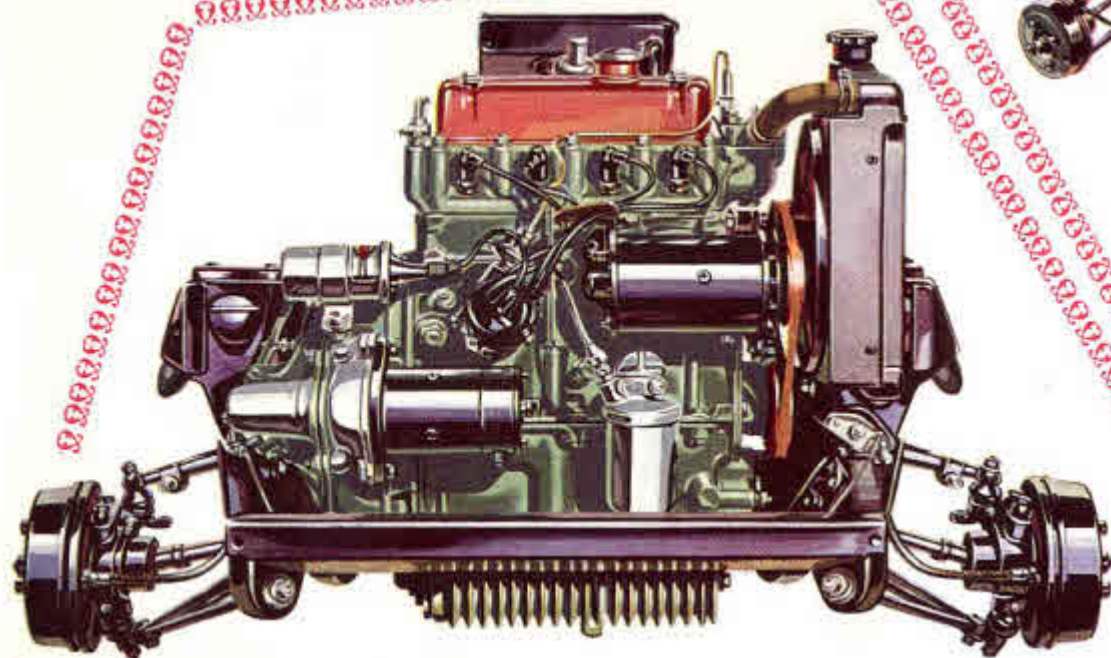


THE INCREDIBLE **AUSTIN SEVEN**



In order to negotiate to-day's congested streets in the cities of the world, the "small" car has become a vital necessity. It is only natural, therefore, that the British Motor Corporation—the world's leading manufacturer of small and medium sized cars—should concentrate their efforts to produce a car of compact exterior dimensions, yet with maximum room and comfort inside for four adults.

Ingenious design for your safety



Front wheel drive - Transverse engine

The transversely mounted 848 c.c. overhead valve engine is based largely on the now world famous 'A' series B.M.C. engine. A revolutionary innovation is the inclusion of the four-speed synchromesh gearbox and final drive differential in its sump, which produces such an amazingly small power-pack. The independent front suspension units have swivel axles mounted on ball joints and the levers are of unequal length—a feature designed to prolong the life of front tyres. Above each top lever is mounted an ingenious rubber "spring" and hydraulic shock absorber. Fore and aft location of suspension units is rigidly achieved by tie-rods. Rubber is extensively used for mounting the suspension units, which considerably reduces the necessity for routine maintenance. Power is transmitted to each front wheel by a short open drive shaft from the final drive differential, and here again rubber plays a leading part, because it has been chosen as the medium for the universal joints in each drive shaft. The four-speed gearbox has synchromesh engagement on second, third and top gears, and a centrally mounted gear lever is linked to the selector forks for delightfully positive gear changing.



All round independent suspension

Separate sub-frame assemblies at the front and rear carry the independent suspension units, which bestow such phenomenal road-holding characteristics upon the Austin Seven.

Four wheel brakes are hydraulically operated by pendant pedal, and there is a valve in the system which serves to direct the greater part of pedal pressure to the front wheels where it is most needed. A centre pull-up hand-brake operates on the rear wheels for parking purposes.





OKE PERO 3 1/2
SUITABLE FOR MOTORS

PORLOCK 1
MINEHEAD 5 1/2

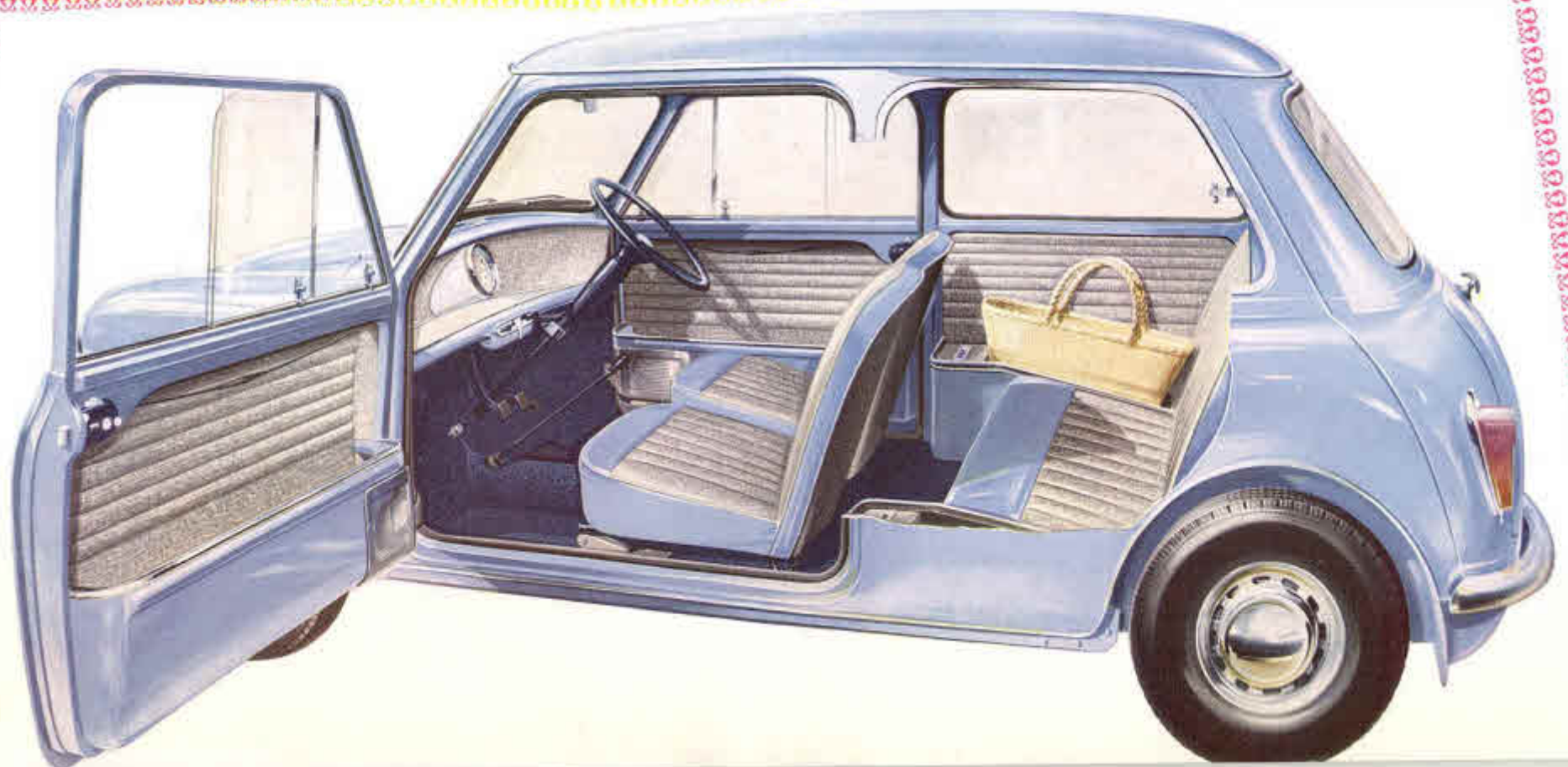
HORNER 1 1/2
LUCOMBE 1 1/2

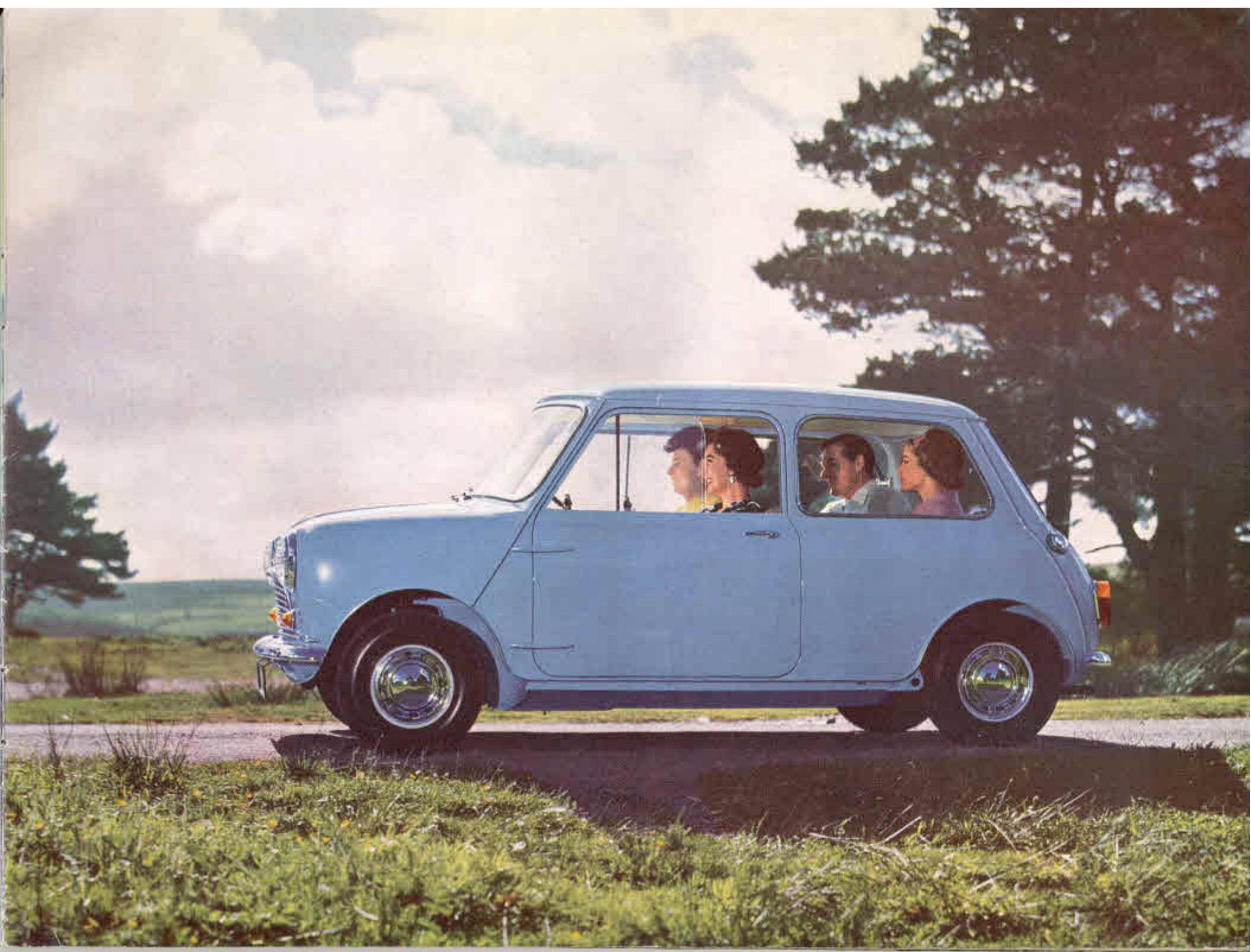
XMA 118



More room in a small car

See for yourself how clever design has made full use of the room within the body of the Seven. The ten-inch wheels have been positioned as near as possible to the four extremities, which permits a wider-than-normal track, so taking up very little space inside the car. Each of the two front seats tips forward to give easier access to the wide rear seat. The driver's seat is adjustable on slides and in de luxe saloons the front passenger's seat can also be adjusted to suit its occupant. In a car of such modest dimensions it is a masterly achievement of styling that as much room—for head, legs and elbows!—has been provided within the Austin Seven as in many cars of much bigger exterior dimensions.





Plenty of room for your luggage

A tremendous amount of luggage can be tucked away within the Austin Seven. The $5\frac{1}{2}$ -cubic feet (0.16 cu. m.) of space in the luggage boot is augmented by a drop-down lid that serves as an additional carrying platform. For this purpose, the number plate has been hinged to the lid so that it remains visible when the boot is open. The luggage compartment can be locked when not in use. Even more luggage can be carried within the car itself, parcel shelves, companion boxes and door pockets being neatly and cleverly designed to provide extra storage space without impinging upon the passenger's comfort.



Rear seat

Comfortable though it is, even the rear seat has been designed so that beneath it can be stowed quite large items of luggage, well clear of the passengers' feet!



Storage space in door

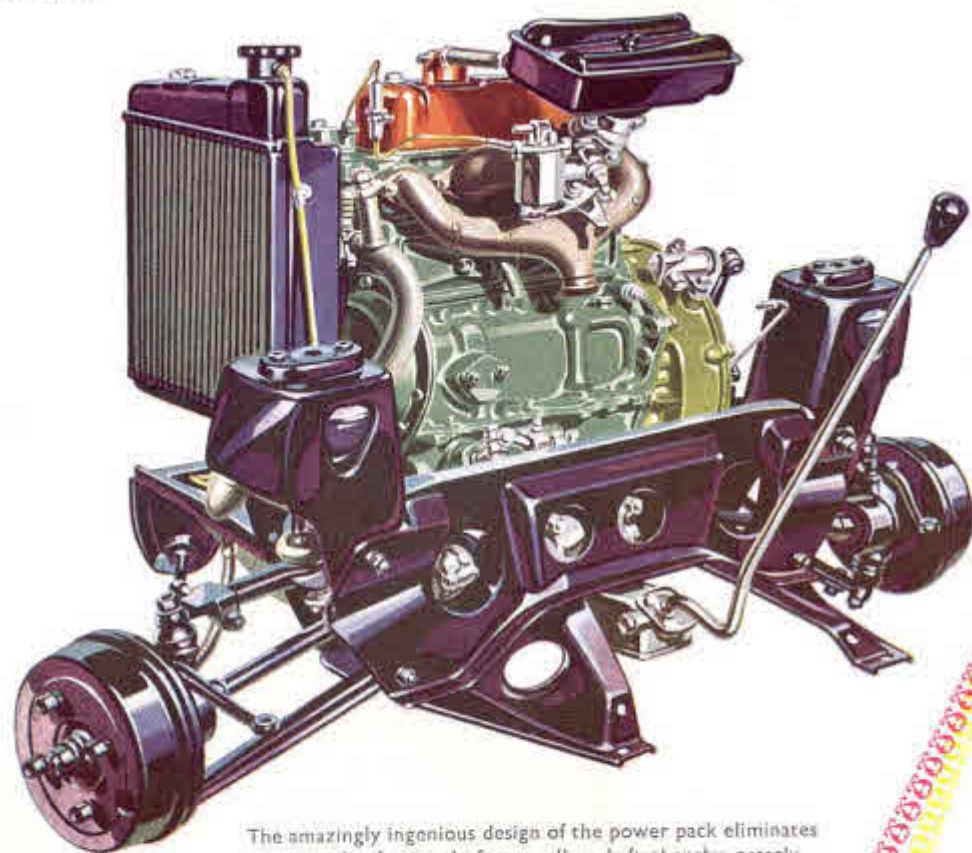
The doors are hinged at their forward edges, to swing open wide, permitting easy entrance. Each half of the sliding windows can be independently adjusted for ventilation or hand signalling, and they can be securely fastened when the car is left unattended. At the bottom of each door is a wide pocket which will accommodate further items of personal luggage. An outside lock is provided in the handle of the driver's door and the passenger's door can be locked by an inside catch. On de luxe saloons a chromium kick plate is also provided on each door pocket.



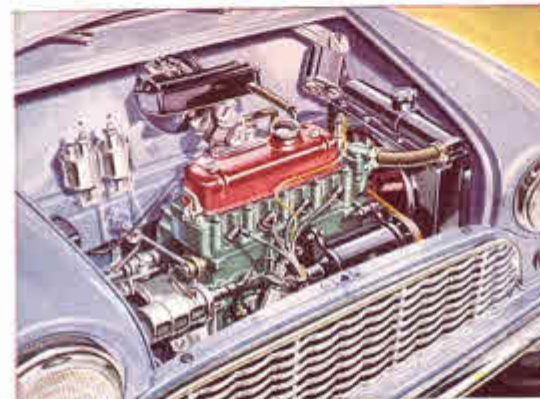


Mechanical perfection for dependability

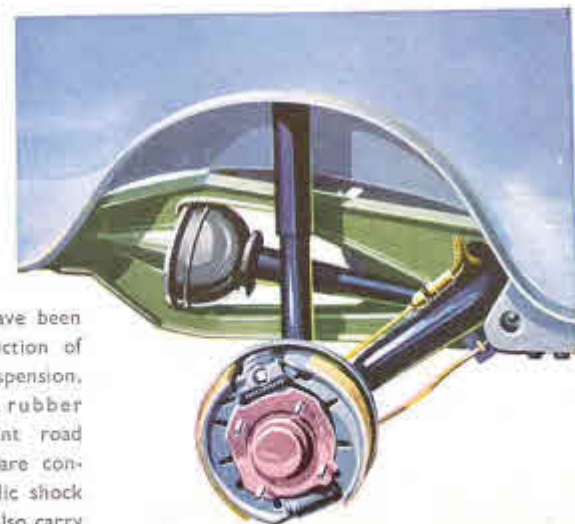
Reliability, comfort and performance . . . docility when you want it, speed and acceleration when you need it! On the road the Austin Seven has such a phenomenally good power/weight ratio that its performance must be felt to be believed. Well over 50 m.p.g. is obtainable and the superb stability—due to the unique method of all round independent suspension—permits a safe maximum speed in the upper 70's. Many hours of testing and proving of prototypes have gone into the production of the Seven, and the use of only the best quality materials and workmanship ensures the dependability that one expects from an Austin.



The amazingly ingenious design of the power pack eliminates the use of a fore and aft propeller shaft thereby greatly reducing transmission noise—to the passengers' comfort. And for easy servicing, front and rear sub-assemblies are also rubber mounted to the body at only eight points.



The wide bonnet opening permits exceptional accessibility to the major mechanical components. S.U. carburetter, tappets, radiator, distributor, dynamo, sparking plugs, hydraulic reservoirs, clutch adjustment—in fact, almost everything of a mechanical nature needing periodical attention is there beneath the bonnet. Compact design, enabling the Austin Seven to be serviced at no more inconvenience than the raising of its bonnet top!



Trailing tubular levers have been employed in the construction of the independent rear suspension. Maintenance-free solid rubber "springs" promote constant road holding characteristics and are controlled by telescopic hydraulic shock absorbers. The trailing arms also carry the stub shafts for the wheel hubs.



Good visibility and easy manoeuvrability



The wide curved windscreen and deep side windows not only accentuate the spaciousness of the interior, but permit almost all-round visibility. While enabling following traffic to be kept safely in sight, the large rear window helps considerably when manoeuvring in reverse.

Twin windscreen wipers keep the screen clear in inclement weather and twin jet washers are fitted on the de luxe model.

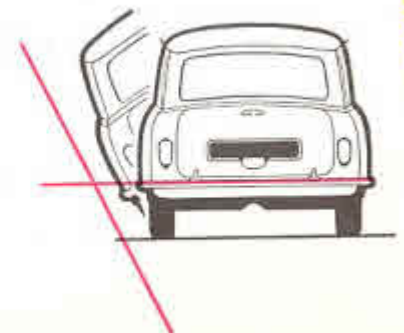


Even though the Seven has front wheel drive, the rack and pinion steering arrangement is delightfully easy to handle and outstandingly positive in control. Combined with a relatively short wheelbase the steering lock is such that the car can be turned in a 31 ft. (9.45 m.) circle.

The controls of the Austin Seven are very conveniently positioned and easily manageable while the compactness of its overall dimensions are such that it can be manoeuvred with the utmost dexterity by the most inexperienced driver. Parking in confined areas is simplicity itself because this 10 ft. (3.04 m.) car can be tucked into a space of less than 12 ft. (3.7 m.)!

Gravity

The use of small wheels, and a low floor line—permissible because of the absence of a propeller shaft—means that the centre of gravity on the Austin Seven is extremely low. Just one more anti-roll stay-on-the-road factor in the promotion of safe family travel.







Being a universally acceptable model, the Seven is available with many production variations, including left-hand steering, to equip it for the markets of the world. All the hand and foot controls and switches are within easy reach of the driver, the starter switch being on the floor, but shrouded to prevent accidental operation. One large combined instrument in the centre of the dash is easy to read at a glance and contains the speedometer, fuel gauge and warning lights for low oil pressure, no dynamo charge and headlamps high beam position. An ash tray is included in the centre of the top fascia surface. At night the parcel shelf can be illuminated by a lamp in the instrument nacelle.

Interior appointments

Trim and smart in appearance, the four-seater Austin Seven saloon is available in basic or de luxe form. The major differences between the two variations being set out in the following pages.



Among the extra items of equipment included in the de luxe saloon are ash trays and illuminating lamps in the rear companion boxes and hinged rear quarter lights.

Colour Range

This pert little saloon is painted in hard wearing high gloss enamel, but the body shell—like all Austins—first receives several preliminary coats of primer paint and many other preparatory operations, including complete immersion in a rust inhibiting compound.



SPEEDWELL BLUE



TARTAN RED



FARINA GREY

Any of the interior colours depicted are available for basic and de luxe saloons. The upholstery of the basic saloon is trimmed in hard wearing woven cloth, while that of the de luxe model is finished in dual-tone vinyl-treated fabric. The colours shown are reproduced as accurately as possible, but your Austin Dealer can show you actual samples on request.



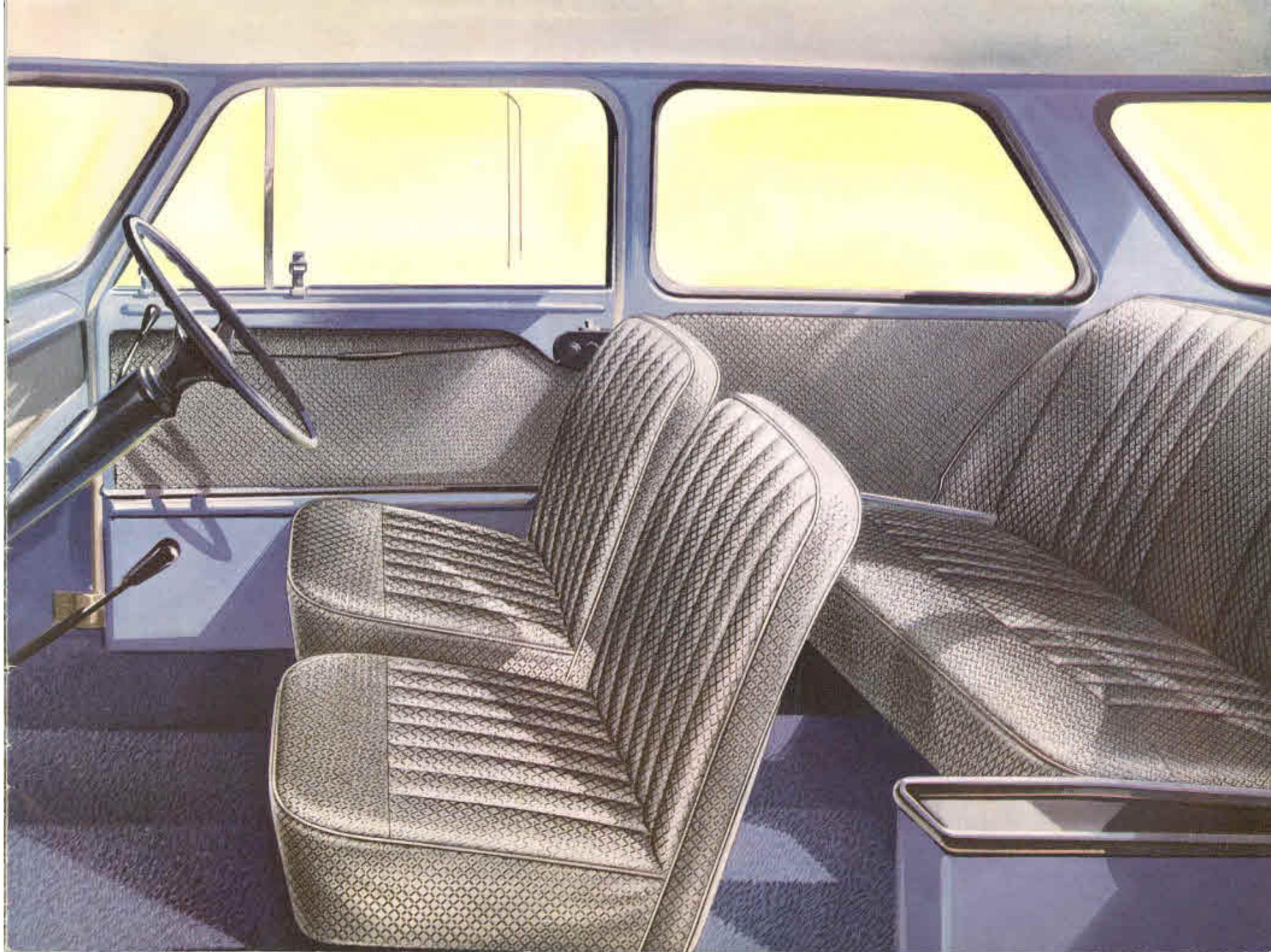
GREY WOVEN CLOTH

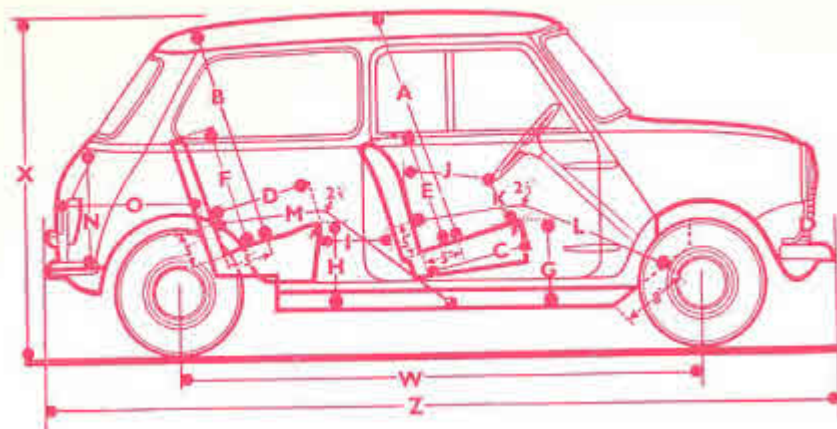


V.T.F. SPANISH RED

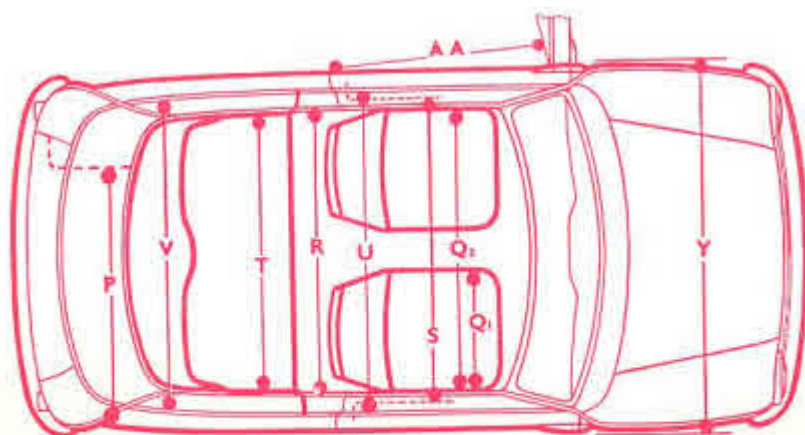


V.T.F. GREY FLECK





AA 2 ft. 8 in. (0.81 m.)	A 3 ft. 1½ in. (0.95 m.)	B 2 ft. 10½ in. (0.88 m.)	C 1 ft. 6 in. (0.46 m.)	D 1 ft. 5 in. (0.43 m.)	E 1 ft. 7 in. (0.48 m.)	F 1 ft. 8 in. (0.51 m.)	G 1 ft. 1½ in. (0.34 m.)
H 1 ft. 1 in. (0.33 m.)	I (max.) 11½ in. (0.29 m.)	I (min.) 7½ in. (0.19 m.)	J (max.) 1 ft. 4½ in. (0.42 m.)	J (min.) 1 ft. 0½ in. (0.32 m.)	K 6½ in. (0.57 m.)	L (max.) 3 ft. 7½ in. (1.10 m.)	L (min.) 3 ft. 5 in. (1.04 m.)
M (max.) 3 ft. 8½ in. (1.13 m.)	M (min.) 3 ft. 2½ in. (0.98 m.)	N 1 ft. 6 in. (0.46 m.)	O 1 ft. 10 in. (0.56 m.)	P 3 ft. 2 in. (0.97 m.)	Q 1 1 ft. 8 in. (0.51 m.)	Q 2 3 ft. 7½ in. (1.10 m.)	R 3 ft. 5 in. (1.04 m.)
S 3 ft. 9½ in. (1.16 m.)	T 3 ft. 5 in. (1.04 m.)	U 3 ft. 10 in. (1.17 m.)	V 3 ft. 8½ in. (1.13 m.)	W 6 ft. 8 in. (2.03 m.)	X 4 ft. 5 in. (1.35 m.)	Y 4 ft. 7½ in. (1.41 m.)	Z 10 ft. 0½ in. (3.05 m.)
					Boot Cap'ty 5½ cu. ft. (0.16 cu. m.)	Track (Front) 3 ft. 11½ in. (1.21 m.)	Track (Rear) 3 ft. 9½ in. (1.16 m.)



Specification

SUMMARY OF BASIC AND DE LUXE SPECIFICATION DIFFERENCES

BASIC SALOON (Home and Export Markets)	DE LUXE SALOON (Home Market Only)	SUPER DE LUXE SALOON (Export Markets Only)
Woven Cloth Seat Trim and Non adjustable Passenger Seat Rubber Mats Front and Rear Single Sun Visor	P.V.C. Seat Trimming and adjustable Front Passenger Seat Carpets in Front and Rear Heater	P.V.C. Seat Trimming and adjustable Front Passenger Seat Carpets in Front and Rear, or as an alternative Rubber Mats Front and Rear
Optional Extras Radio. Heater Laminated Windscreen for Export Windscreen Washer	Two Sun Visors Windscreen Washer Hinged Quarter Lights	Two Sun Visors Windscreen Washer Hinged Quarter Lights
DE LUXE SALOON (Export Markets Only)	Bright Plastic External Finishers to Windscreen, Backlight and Sills	Bright Plastic External Finishers to Windscreen, Backlight and Sills
Woven Cloth Seat Trim and Non adjustable Passenger Seat Rubber Mats Front and Rear Two Sun Visors Windscreen Washer Hinged Quarter Lights Bright Plastic External Finishers to Windscreen, Backlight and Sills Chromed Petrol Filler Cap Chromed Rear Number Plate Lamp Chromed Wheel Embellishers Over-riders Front and Rear Kicking Protectors Interior Panels finished in Leather Cloth Rubber Mat in Luggage Boot Ashtrays and Lamps in rear Companion Boxes	Chromed Petrol Filler Cap Chromed Rear Number Plate Lamp Chromed Wheel Embellishers Over-riders Front and Rear Kicking Protectors Interior Panels finished in Leather Cloth Rubber Mat in Luggage Boot Ashtrays and Lamps in rear Companion Boxes	Chromed Petrol Filler Cap Chromed Rear Number Plate Lamp Chromed Wheel Embellishers Over-riders Front and Rear Kicking Protectors Interior Panels finished in Leather Cloth Rubber Mat in Luggage Boot Ashtrays and Lamps in rear Companion Boxes
Optional Extras Radio. Heater Laminated Windscreen P.V.C. Seat Trimming and adjustable Passenger Seat	Optional Extras Radio	Optional Extras Heater Radio Laminated Windscreen

Alternative equipment at no extra cost on all Export models includes:—Right- or left-hand steering; m.p.h. or k.p.h. speedometer; six-blade fan; lighting and flasher equipment to suit regulations of different countries.



ENGINE: In line, water-cooled, overhead-valve, four-cylinder. Three-bearings counterbalanced crankshaft. In unit with clutch, gearbox and final drive. Installed transversely at front of car. Bore 2.478 in. (62.9 mm.); stroke 2.687 in. (68.26 mm.); cubic capacity 51.74 cu. in. (848 c.c.); compression ratio 8.3 to 1; maximum B.H.P. 34 (gross 37) at 5,500 r.p.m.; maximum torque 44 lb. ft. at 2,900 r.p.m. (gross 45 lb. ft. at 3,450 r.p.m.).

Fuel System: Single S.U. carburettor, type HS2; S.U. electrical fuel pump type PD, mounted under tank at rear; air cleaner with paper element; petrol tank capacity 5½ gallons (25 litres); fuel filters in pump and fuel tank.

Lubrication System: Full pressure to engine bearings, sump forms oil bath for gearbox and final drive; internal gear type pump driven by camshaft; full flow oil filter with renewable element; gauze strainer in sump; magnetic sump drain plug; oil capacity, including transmission, 8 pints (4.5 litres) approximately, plus 1 pint (0.57 litre) for filter.

Ignition System: 12-volt coil, and distributor with automatic and vacuum control.

Cooling System: Pressurised radiator with pump, fan and thermostat; capacity approximately 5¼ pints (3 litres), plus 1 pint (0.57 litre) for heater when fitted.

CHASSIS. Transmission: Clutch, 7½ in. (0.18 m.) diameter, hydraulic operation by pendant pedal. Gearbox, four speeds with synchromesh on 2nd, 3rd and top; in unit with engine and final drive; central floor gear change lever. Final drive, to front wheels via helical spur gears, universal joints and open shafts; drive casing in unit with engine and gearbox.

Gear Ratios	Gearbox	Final Drive	Overall	Road Speeds at 1,000 R.P.M.
Reverse	3.628 to 1	—	13.659 to 1	—
1st	3.628 to 1	—	13.659 to 1	4.086 m.p.h.
2nd	2.172 to 1	—	8.178 to 1	6.825 m.p.h.
3rd	1.412 to 1	—	5.316 to 1	10.499 m.p.h.
Top	1.000 to 1	3.765 to 1 (17/64)	3.765 to 1	14.824 m.p.h.

Steering: Rack and pinion; 2½ turns lock to lock; two-spoke 15½ in. (0.40 m.) diameter steering wheel. Turning circle 31 ft. (9.45 m.).

SUSPENSION. Front: (includes final drive)—Independent with levers of unequal length. Swivel axles mounted on ball joints. Rubber springs and shock absorbers mounted above top levers. Top levers roller bearing and lower levers rubber mounted at inner end. Fore and aft location by rubber mounted tie rod.

Rear:—Independent trailing tubular levers with rubber springs and shock absorbers. Levers carry stub shafts for hubs which have twin dual purpose bearings. Telescopic hydraulic shock absorbers all round.

BRAKES. Foot:—All four wheels, hydraulically operated by pendant pedal with leading and trailing shoes all round. 7 in. diameter × 1½ in. wide front and rear. **Hand:**—Central pull-up lever which operates on rear wheels.

ROAD WHEELS. Pressed steel, four-stud fixing; 5.20-10, tubeless tyres. Chromium embellishers fitted on de luxe saloon.

ELECTRICAL. 12-volt, 30 amp. hr. capacity battery at 10 hour rate (34 amp. hr. at 20 hour rate), located under floor of boot. Double-dipping headlamps with foot operated dipswitch; sidelamps in headlamps with separate bulb; rear lamps, stop lamps, reflectors and flashers are all combined in single units; rear number plate illuminating lamp; interior lamp over parcel shelf with separate switch mounted in instrument cover; separate front amber flashers, self-cancelling switch under steering wheel with warning light in the end of the lever; twin-blade electrical windscreen wipers; single high frequency horn, with push in centre of wheel.

INSTRUMENTS. Speedometer, with fuel gauge and warning lights to show low oil pressure, no dynamo charge and headlamp high beam position. The various switches are mounted on a panel in the centre of the parcel shelf. The starter switch, which is shrouded to prevent accidental operation, is on the floor within easy reach of the driver.

COACHWORK. Four-seater, four-light, two-door saloon, of all steel unitary construction. There is one large combined circular instrument in the fascia, with a parcel shelf beneath trimmed in vinyl-treated fabric over Polyether padding. A wide seat in the rear has a companion box on either side for personal items. There is a parcel shelf behind the rear squab in addition to parcel space under the rear cushion. Rear quarter panels covered with headlining material. The doors are hinged at their forward edges by outside hinges. Driver's door is locked by a private lock incorporated in the outside handle, while the passenger's door is locked from the inside by a catch in the lock. The doors are opened from inside the car by a cable release along the full width of the door. Door windows have two sliding glasses, each of which can be moved or fixed independently. Single interior anti-glare mirror. Foam rubber front and rear seat cushions, rubberised hair front and rear squabs. Luggage compartment in the rear of the body, access being provided by a hinged lid with a locking handle. Rear number plate with its illuminating lamp is hinged to the lid which may be used as an additional luggage platform. Spare wheel and battery are carried on the floor of the boot, and the petrol tank is installed vertically on the left-hand side. Chromium plated bumpers front and rear.



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