Twelve months of Achievement for MORRIS mini-minor 850
**No ordinary car**

The Morris Mini-Minorsaloon was announced by The British Motor Corporation Limited on 26 August 1959.

Never before in the whole history of motoring had a new model offered so complete a break with traditional design. Here for the first time was high-performance motoring for four adults, plus luggage, being made available by a car having an overall length of only 10 ft.!

This miracle of compact motoring design was achieved by turning the engine sideways, mounting the gearbox in the sump, and using front-wheel drive, four-wheel independent rubber suspension, and 10 in. diameter wheels.

And the car was so roomy inside that it provided ample parcel, seating, arm, and leg room. Road performance was astounding. Endless cruising at 60 m.p.h. plus, with a maximum speed in excess of 70 m.p.h. And, with all this, easy parking within 12 ft. of kerb space.

B.M.C. confidence in the new model was such that £10 million was invested in new plant and equipment for its production.

In its first 12 months this car, and its sister model the Austin Seven, have become famous. This brochure records some of their major achievements.
This is the design that has set new standards in automobile efficiency, performance and safety.

This sectional view shows how small a proportion of the overall length is required to house the power unit and transmission, thereby permitting maximum utilization of space for passenger accommodation. Likewise, the positioning of the small wheels at the four corners and the compactness of the rubber suspensions ensure only marginal encroachments on body space by wheel arches and suspension mountings.

In addition to freeing more space for passengers and luggage, a characteristic of the rubber suspension is that it ensures constant road-holding qualities whatever the load. On a car weighing less than 12 cwt. this is of vital importance.

Many other factors contribute to the car's exceptional stability, including the low centre of gravity, the wide track, and the positioning of the wheels at the four corners, but none of these are at the expense of ground clearance, which at 6½ in. is equal to that of many very much larger cars.

<table>
<thead>
<tr>
<th>A Few Facts and Figures</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine cylinders and valves</td>
<td>4, o.h.v.</td>
</tr>
<tr>
<td>Engine capacity</td>
<td>850 c.c.</td>
</tr>
<tr>
<td>B.H.P.</td>
<td>37 at 5,500 r.p.m.</td>
</tr>
<tr>
<td>Maximum torque</td>
<td>45 lb. ft. at 3,450 r.p.m.</td>
</tr>
<tr>
<td>B.H.P. per laden ton</td>
<td>46</td>
</tr>
<tr>
<td>M.P.H. at 1,000 r.p.m. in top gear</td>
<td>14-82</td>
</tr>
<tr>
<td>Maximum speed</td>
<td>72 m.p.h. approx.</td>
</tr>
<tr>
<td>M.P.G. at steady 40 m.p.h.</td>
<td>53</td>
</tr>
<tr>
<td>Fuel tank capacity</td>
<td>5½ gallons</td>
</tr>
<tr>
<td>Wheelbase</td>
<td>6 ft. 8 in.</td>
</tr>
<tr>
<td>Track—front</td>
<td>3 ft. 11½ in.</td>
</tr>
<tr>
<td>Track—rear</td>
<td>3 ft. 9½ in.</td>
</tr>
<tr>
<td>Overall length</td>
<td>10 ft. 0 in.</td>
</tr>
<tr>
<td>Overall width</td>
<td>4 ft. 7½ in.</td>
</tr>
<tr>
<td>Overall height</td>
<td>4 ft. 5 in.</td>
</tr>
<tr>
<td>Turning circle</td>
<td>29 ft. 0 in.</td>
</tr>
<tr>
<td>Ground clearance</td>
<td>6½ in.</td>
</tr>
<tr>
<td>Approximate weight</td>
<td>11½ cwt.</td>
</tr>
</tbody>
</table>
Announcement
road tests
by a leading
motoring journal

by Autocar

28th August, 1959

Reproduced by permission of THE AUTOCAR

'Throwing convention to the winds often produces freaks in the automobile world, but when done by a clever and imaginative designer the result may be outstanding. This is certainly the case with the Morris Mini-Minor which, during a road test of the de-luxe model, was found to set new standards of comfort and roadworthiness in the very small family car class.

The manufacturers are to be congratulated on producing at a truly competitive price an outstanding car providing unusual body space for its size, and one in which four persons can enjoy comfortable, safe and economical motoring. It is far from being an underpowered miniature, and has a very lively performance; it is certain to interest the sporting motorist because of its fine handling qualities.'

Extracts from 'The Autocar' Road Test No. 1740

Weight
With 5 gallons of fuel ........................................... 119 cwt.
Weight distribution front/rear ................................... 61/38.7
Laden weight as tested ........................................... 149 cwt.
I.b. per c.c. (laden) ........................................... 1.97

Maximum Speeds on Gears
Top gear (mean) ........................................... 72.7 m.p.h.
Top gear (best) ........................................... 74.5 m.p.h.
Third gear ........................................... 61.0 m.p.h.
Second gear ........................................... 40.0 m.p.h.
First gear ........................................... 24.0 m.p.h.

Fuel Consumption
Steady Speeds in Top Gear
59.8 m.p.g. at steady 30 m.p.h.
53.4 m.p.g. at steady 40 m.p.h.

Overall Fuel Consumption
1,422 miles averaged 40.1 m.p.g. (7.1 litres/100 km.)

Approximate Normal Range
35–53 m.p.g. (8.1–5.1 litres per 100 km.)

Acceleration Times From Standstill
0–30 m.p.h. ........................................... 6.2 seconds
0–40 m.p.h. ........................................... 10.0 seconds
0–50 m.p.h. ........................................... 16.9 seconds
0–60 m.p.h. ........................................... 26.5 seconds
Standing quarter-mile ........................................... 23.3 seconds

Acceleration Times on Upper Ratios
10–30 m.p.h. ........................................... 13.0 seconds
20–40 m.p.h. ........................................... 12.8 seconds
30–50 m.p.h. ........................................... 14.3 seconds
40–60 m.p.h. ........................................... 19.9 seconds
First press comments

Courtenay Edwards in the 'Daily Mail':
"The Most Sensational Car Ever Made Here"
"... After testing it yesterday I can say confidently that this car—nicknamed the Sputnik by B.M.C. workers—will start a motoring revolution."

Tom Wisdom in the 'Daily Herald':
"It's a People's Car that Opens Up a New Era in Family Motoring"
"For two days I hauled the little car through every imaginable test, ending up with a real bashing on the Army's testing ground at Chobham. I gave up. I couldn't fault the machine."

Basil Cardew in the 'Daily Express':
"Right for the Family and Any Kind of Traffic"
"I reached 60 m.p.h. in under half a minute. Clearly the car will oustrip many on the road."
"As outstanding was its fuel consumption: more than 50 m.p.g. at a steady 40 m.p.h. and an all-round average thirst of 45 m.p.g."

Charles Fothergill in the 'Daily Sketch':
"Wizardry on wheels! That's what I think of the B.M.C.'s long-awaited baby cars, the Austin Seven 850 and the Morris Mini-Minor announced today.
"Linked to the liveliest road performance is exceptional safety. I found road-holding magnificent."

W. F. A. McKenzie in the 'Daily Telegraph':
"The B.M.C. twins—a new Austin Seven and Morris Mini-Minor—full details of which are released today, spark off a revolution in British car design, and represent a new era in democratic motoring.

They offer the artisan, clerk, and wage-earners at large a "people's car"... They provide motoring, without compromise, at a penny a mile (on fuel)."

'The Times':
'B.M.C. Baby Cars Set Up a New Standard in Low-price Motoring'
"It can be asserted that these B.M.C. cars set an entirely new standard in low-priced motoring because they make no sacrifices in the way of performance and comfort."

Motoring Correspondent of the 'Financial Times':
"The suspension is quite remarkable: I drove the cars over deep potholes in a broken-up concrete road and hardly felt a jar, and this goes for the back as well as the front seats."

'Motoring News':
"Without doubt the most revolutionary and exciting cars ever to be produced in volume by a British manufacturer."

'Motor Industry':
"The B.M.C. "babes" represent a major engineering triumph in the development of the small car, and they abound both in advanced features and in thoughtful planning for driver and passenger comfort."

'Engineering':
"The new baby car... is a remarkable exercise in compact construction."

'Automobile Engineer':
"Undoubtedly the most interesting and original cars to emerge from a major British factory for many years."

'Top Gear':
"The "power package" style engine and transmission system developed by B.M.C. engineers for the new "babes" certainly marks the beginning of a significant design phase."
The Dewar Trophy was awarded for 1959 to The British Motor Corporation Limited, coupled with the name of Mr. Alec Issigonis, for advanced development in automobile design as exemplified by the Austin Seven and Morris Mini-Minor. The accompanying photograph of the presentation shows Mr. A. Issigonis, Lord Nuffield, Sir Wilfred Martineau, Mr. G. W. Harriman, and Mr. S. V. Smith.

Donated in 1906 by Sir Thomas Dewar, the trophy may be awarded annually for any outstanding British technical achievement in the automotive field during the previous year or for any design that is known to have reached a significant stage of development, application, or utilization during that year.

The Royal Automobile Club Technical and Engineering Committee is responsible for making the award. This has happened on only 22 occasions since 1906.

The last occasion the trophy was awarded was in 1958, when the recipients were Mr. Tony Vandervell and his colleagues jointly responsible for the design and development of the Vanwall racing car.

The trophy was not awarded for 1960 and it is still, therefore, held by The British Motor Corporation Limited.

A group of leading Canadian journalists jointly named the Austin Seven and Morris Mini-Minor as 'The Car of The Year' for 1960. In the illustration Mr. John O'Keefe, editor of the Canadian magazine Track and Traffic, is seen presenting the award to Mr. R. J. Lucas, representing B.M.C. in Canada.

The wording on the citation is as follows: 'Car of the year award: this award is presented annually by Canada Track and Traffic Magazine to the manufacturers of the automobile judged the best example of good design and customer value.'
Mediterranean Mini go round

Epic trip tests car's endurance and performance in full measure

On the day that the Morris Mini-Minor was announced Ronald Barker and Peter Riviere of The Autocar took one and set off from London in an attempt to prove the car's endurance by driving over 8,000 miles around the Mediterranean.

Rough roads, smooth roads, hills, valleys, and deserts: the route planned promised to provide all these in sufficiently arduous quantities to prove whether the new car really had stamina or not. Thirty days and 8,197 miles later the car was back in England, where it was literally stripped down to the last nut and bolt. It had successfully accomplished its mission. Now it was a question of examining all the parts to see how they had withstood the test. The Autocar article stated:

'Hard working and highly stressed parts of the engine, transmission and chassis were measured for wear and crack tested, while even the wheels were stripped of their paint and checked for indications of fatigue or failure. The body shell, too, was minutely inspected for any signs of movement, distortion or splitting. Bearing in mind the variety of road surfaces and climatic conditions encountered on the route, and the vigorous manner in which the little car was driven the drivers were astonished to find little evidence of their hard work on the dismantled parts.'

In all major respects the car used was perfectly standard. The main modifications were the addition of a steel sump guard (which, it was appreciated, would cause a slight rise in oil temperature) plus a six-bladed radiator fan.

A Summary of Statistics

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight (all up, including drivers)</td>
<td>17% cwt.</td>
</tr>
<tr>
<td>London to London</td>
<td>8,197 miles</td>
</tr>
<tr>
<td>Fuel consumed</td>
<td>228 gallons</td>
</tr>
<tr>
<td>Overall consumption</td>
<td>35.95 m.p.g.</td>
</tr>
<tr>
<td>Oil consumed</td>
<td>31 pints</td>
</tr>
<tr>
<td>Oil consumption (approx.)</td>
<td>2,200 m.p.g.</td>
</tr>
<tr>
<td>Best day's run (Benghazi to Misurata)</td>
<td>506 miles at 53.3 m.p.h.</td>
</tr>
<tr>
<td>Fastest average recorded (Libya)</td>
<td>82 miles at 65.6 m.p.h.</td>
</tr>
<tr>
<td>Greatest distance covered in one day (Turkey)</td>
<td>662 miles</td>
</tr>
</tbody>
</table>

(Reproduced by permission of The Autocar)
Round Britain in a weekend
Three men and a B.M.C. small car
Average 36.3 m.p.h. for 3,024 miles

The coast roads of Great Britain, with their many hills, sharp bends, and varying surfaces, offer a quite remarkable test route for checking endurance, performance, and road-holding. In the summer of 1960 Michael Burgess, Terry Keith, and Brian Woodfield set out in a B.M.C. ‘babe’ in an attempt to complete this challenging circuit within a long week-end.

They divided their duties into five-hour spells of driving, navigating, and resting. Essential stops were at five ferries, 14 refuelling points, and 14 motoring association call-boxes which were to serve as route checks. Here is a brief log of their progress.

Thursday, 6 p.m.
Set out from Christchurch in Hampshire and head east.

Friday, 3 a.m.
Approach King’s Lynn.
Friday, 2.20 p.m.
Cross border into Scotland. 800 miles completed.
Saturday, 3.15 a.m.
Arrive at John o’ Groats. 1,314 miles completed.

Saturday, 8.20 p.m.
Pass through Ayr. 1,832 miles completed.
Sunday, 4 a.m.
Reach Liverpool and enter the Mersey Tunnel. Total mileage now 2,048.
Sunday, 11.30 a.m.
Refuel at Carmarthen.
Sunday, 10.25 p.m.
Arrive at Land’s End. 2,775 miles completed.

Monday, 5.20 a.m.
Arrive back home at Christchurch. Total mileage 3,024.

The trip, with its many inevitable delays at ferries and in traffic, was completed at an average of 36.3 m.p.h., which meant that cruising speeds in the 60 m.p.h. region must have been maintained for many very long periods. The car ran beautifully throughout, clinging to the road like a leech on all corners.

Facts and Figures
Total time taken .... 83 hours 20 minutes
Total driving time .... 76 hours 10 minutes
Average driving speed .... 39-68 m.p.h.
Fuel consumption .... 41.1 m.p.g.

Across New Zealand’s Southern Alps

Peter J. Lowe decided to cross the Southern Alps of New Zealand twice by Mini saloon. He and his two companions found the scenery spectacular and the roads appalling. Their route took them from Christchurch across the Alps to Westport, south to Greyymouth, and then across the Alps via Arthur’s Pass to Christchurch. He writes:

‘As I looked at the pile of cases, coats, rugs, clothes, four-gallon can of petrol, camera gear and odds and ends required by the three of us for our trip across the Alps I felt sure we would never get it all in the car. However, it soon became apparent that considerable thought had been given to this major problem in small car design and the car swallowed everything in sight.’

Later, when negotiating an appalling surface, he continues:

‘The handling of the car in these conditions was quite amazing. Although we could feel the small wheels thudding into the deeper ruts the car continued to give a well-balanced ride.’

In all they covered 650 miles at 40 m.p.g. Oil and water used was nil.
Establishing the new era in motoring

Living standards throughout the world are rising higher and higher. More and more cars will be needed by more and more people, and the density of traffic on the roads and in parking areas will become acute in many countries.

The Morris Minor was designed to meet this need. It gives to those who are motoring for the first time, and to seasoned drivers too, transport that is in every sense of the highest standard of performance and economy with plenty of seating and luggage space. Yet at the same time it is low in price and is as compact as possible in overall dimensions.

So far this booklet has traced a pattern that has revealed features of design, given evidence of approval of that design by independent and competent authorities, and offered facts to prove that the car has the stamina and endurance necessary to ensure long and satisfactory operation anywhere in the world.

The following pages provide further evidence of its many other achievements in tests, trials, and rallies.

All this has been accomplished by saloon cars, but the design has been adapted to give Traveller, Van, and Pick-up versions.

These derivatives were announced successively in the midsummer and early autumn of 1960. Already many are in use throughout the world. The Van has earned for itself the title of 'The Errand Boy of the Sixties', and the Traveller has proved a favourite with many because of its exceptional luggage space. The Pick-up, the last to be introduced, is finding a ready market in the building and similar trades.
Every year, at the Snetterton Motor Racing Circuit in Norfolk, there is keen competition for the Hesseltine Trophy awarded for the four-seater saloon car, costing under £1,000, which covers the greatest number of laps in 24 hours.

In 1960 the award was won by Mann Egerton and Co. Ltd., who entered a standard B.M.C. ‘babe’ with B. J. Bleaney, M. B. McKee, and M. S. Fenton as drivers. The car completed 550 laps at an average speed of 62.06 m.p.h. This meant that at times the needle was often over the 80 m.p.h. mark! In fact, full throttle was the order of the day (and night too), which accounts for the high fuel consumption.

The pits were manned by mechanics from Mann Egerton who skillfully changed tyres, added fuel, checked oil and water, and washed the windscreen all within 60 seconds per stop. The total time spent in the pits throughout the 24 hours was only 25 minutes.

The record run, which will not easily be beaten, subjected the car’s engine, transmission, and suspension to tests more severe than would normally be encountered in a lifetime of ordinary road running. Not only was the car always on full throttle; it was also continually cornering at the limit on the same lock.

Here is a full summary of the facts and figures:

<table>
<thead>
<tr>
<th>Entrant</th>
<th>Messrs. Mann Egerton &amp; Co. Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>Saloon in standard trim</td>
</tr>
<tr>
<td>Venue</td>
<td>Snetterton Circuit, Norfolk</td>
</tr>
<tr>
<td>Date</td>
<td>27/28 May 1960—2.45 p.m. to 2.45 p.m.</td>
</tr>
<tr>
<td>Drivers</td>
<td>B. J. Bleaney, M. B. McKee, M. S. Fenton</td>
</tr>
<tr>
<td>Conditions</td>
<td>Excellent weather for full 24 hours</td>
</tr>
<tr>
<td>Laps completed</td>
<td>550</td>
</tr>
<tr>
<td>Miles covered</td>
<td>1,489.5</td>
</tr>
<tr>
<td>Average speed</td>
<td>62.06 m.p.h.</td>
</tr>
<tr>
<td>Lap distance</td>
<td>2-71 miles</td>
</tr>
<tr>
<td>Fastest lap</td>
<td>2 minutes 48 seconds</td>
</tr>
<tr>
<td>Total time at pits</td>
<td>24 minutes 48 seconds</td>
</tr>
<tr>
<td>Petrol used</td>
<td>56 gallons (26.6 m.p.g.)</td>
</tr>
</tbody>
</table>

In September 1960 Roy Salvadori drove one of the B.M.C. small cars from London to Monza to attend the Italian Grand Prix, and then back again to London. He writes:

‘I soon saw the car was practical, easy to enter and leave, and excitingly manoeuvrable. My first open road impressions were extremely good.’

The car was flown from Lydd to Le Touquet by Silver City at a charge of only £4, due to its moderate length. Salvadori made Monza 36 hours after leaving London, by which time he had been completely won over by the little car’s performance. As he said:

‘Although the car was an eye-opener on corners, I thought the performance was at its best on hills, where the acceleration in third and even top gear can show up to tremendous advantage against many much larger and more powerful cars.’

On the return trip a distance of 200 miles was covered at an average speed of 51 m.p.h., and on one occasion through France an average of 63 m.p.h. for one hour was maintained.

(Reproduced by permission of Sporting Motorie)
Amazing economy
61.78 m.p.g. for 1,000 miles

This was the result achieved by a standard B.M.C. 'babe' driven over the 1,000-mile Mobil Economy route in Great Britain.

No coasting or other freak driving methods were allowed and two R.A.C. observers travelled in the car to ensure strict compliance with these conditions and with the Highway Code.

Driven by H. G. W. Kendrick the car completed the arduous test at an average speed of 30.06 m.p.h. Speeds of 50 to 55 m.p.h. were, however, often necessary to maintain the pace. Still the 'babe' reeled off the miles at 61 m.p.g.

Of the car Mr. Kendrick had this to say: 'Economical this small car may be, but I have never before in my experience driven a car, large or small, British or foreign, with such outstanding handling qualities and "roadability". In my attempt to maintain a steady speed on the trip it was necessary to take some bends at really high speeds and never once did the car deviate from the chosen path. This car runs on rails.'

1st, 2nd, 3rd, in the 1960 British Mobil Economy Run. Class 1

Austin Seven and Morris Mini-Minor cars took first, second, and third places in Class I of the 1960 British Mobil Economy Run. The route was over a 1,215-mile course and the test lasted from 9 to 13 April, with overnight stops at Harrogate, Weston-super-Mare, and Weymouth. The start and finish were at Worthing in Sussex.

The route chosen took in a wide variety of notorious hills and climbs, including Porlock Hill in Somerset and Blue Hills Mine in Cornwall. Unclassified roads and hills made up a large proportion of the route.

The winner was T. T. Wolfendale, driving an Austin Seven. He averaged 57.15 m.p.g.

Second came J. M. Readings with 54.86 m.p.g. in a Morris Mini-Minor, and third was D. H. F. Keen, also in a Mini-Minor. His average was 54.74 m.p.g.

The winner's average of 57.15 m.p.g. was the highest ever recorded in this competition in Class I, which includes cars between 500 and 1000 c.c. capacity.
Tests, trials and rallies

"The thing and I" by Frances Howell

Miss Howell test-drove a Morris Mini-Minor over a toruous route in the Welsh hills between Llandovey and Tregaron. Here are some extracts from her subsequent article in The Motor.

"I set out from Cowley with my trusting heart high, albeit full of prejudice. Wizardry was all very well and a Dewar Trophy impressive, but I did not think this cunning little box on four absurd wheels was quite my idea. Three hours 20 minutes and 138 miles later I knew how wrong I had been."

Some of the rough tracks were truly mountainous but the car came through faultlessly.

Miss Howell concluded: "I can think of no other car, without four-wheel drive, that could have brought me through this Welsh fantasy."

"First ten thousand" by John Bolster

The Mini-Minor was offered to me for a year's extended testing. After only a quarter of that time, I had persuaded B.M.C. to accept a cheque and the little blue car was my very own. From this it will be understood that the brilliant ideas of Alec Issigonis are as effective in practice as they are attractive in theory. Now that I have covered 10,000 miles in England and France, I can confirm that this is a very good car. . . .

"I feel that Alec Issigonis has built more safety into the 850 c.c. B.M.C. car than is possessed by any other small machine."

(Reproduced by permission of Autosport)

Concours d'Elegance

During its first 12 months of production the B.M.C. 850 c.c. cars have won over 20 recorded successes in national rallies and meetings. These are tributes to its performance and endurance, but that it can also win a 'good looks' award is proved by the success achieved by Miss Jane Collis in the Eighth Southsea Concours d'Elegance. With her Morris Mini-Minor polished to perfection she won Class Five for cars entered and driven by lady members.

Austrian Hill climb

Three Sevens entered in the Austrian Tauernringfahrt Hill Climb in the spring of 1960 by Arge Auto put up an impressive performance. Facing strong opposition from Continental makes of small cars, they dominated their class, winning one gold and two silver medals.

Rally successes 1959-1960

<table>
<thead>
<tr>
<th>Rally</th>
<th>Car</th>
<th>Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>R.A.C. Rally 1959</td>
<td>Austin Seven</td>
<td>2nd Class I</td>
</tr>
<tr>
<td>Rallye International de Genève 1960</td>
<td>Austin Seven</td>
<td>2nd Class K</td>
</tr>
<tr>
<td>Tulip Rally 1960</td>
<td>Mini-Minor</td>
<td>2nd Class K</td>
</tr>
<tr>
<td>Alpine Rally 1969</td>
<td>Mini-Minor</td>
<td>2nd Class I</td>
</tr>
<tr>
<td>R.A.C. Rally 1969</td>
<td>Mini-Minor</td>
<td>2nd Class I</td>
</tr>
<tr>
<td>S. Seigle-Morris and V. Elford</td>
<td>Mini-Minor</td>
<td>3rd Class 1</td>
</tr>
<tr>
<td>T. Clarke and K. Coombs</td>
<td>Mini-Minor</td>
<td>3rd Class I</td>
</tr>
</tbody>
</table>
B.M.C.'s amazing Lilliputian

This is how motoring correspondent Pat Gregory, writing in Farm and Country, summed up 5,000 miles experience of a Mini-Minor.

To justify the title Lilliputian he comments as follows on the car's external and internal dimensions: 'Modest though its measurements may be, the interior accommodation is practically the same as the Morris Minor. This is the essential ingredient in "Minnie's" winning formula. Its designer, Alec Issigonis, has cleverly combined characteristics that have often been thought utterly incompatible, and the outcome is a very small car externally, but a surprisingly roomy vehicle internally.'

He later reflects his main reactions to the car's performance by saying: 'What makes "Minnie" deceptively faster than many cars is its ease in negotiating curves with hardly any slackening of speed. Its ability to corner like a dodgem with no roll or keeling over is matched by the absence of any pitching, regardless of load and despite the short wheelbase. This is due to the fact that its rubber cone springs are so designed to become progressively stiffer as the weight on them increases.'
Public Opinion Speaks its mind

Letter to The Autocar

‘Interesting and Exciting.’ Due to the kindness of a friend, I enjoyed the most interesting and exciting week of 38 years of motoring, covering an annual mileage of 30,000 in all weathers on both sides of the Channel. The car I borrowed? One of the latest Austin Sevens! ‘Very nice for shopping,’ I thought, as I drove in the direction of the industrial north, but I was soon to be surprised and delighted with this amazing vehicle’s performance. I covered over 650 miles in four days on a business trip through Yorkshire, Durham, and Lancashire, and back via the Black Country and the Midlands, and I have no hesitation in stating that this latest B.M.C. product is the finest vehicle ever offered to the motoring public in the world (in its price class.—Ed.). The speed, general manoeuvrability, and, most important, the safety of this car are a credit to those responsible for its design and production.

Yatton, Somerset. Leonard Taylor.

Letter to Sir Leonard Lord

I am so impressed with my new Mini-Minor, I simply have to write and tell you what splendid value it is for the money, and it is the only car for city travellers. Its parking and performance make it the most notable car of its class in the world.

You have my permission to use my name in any publicity for this motor-car. Gratis.

Spike Milligan.

Letter to The Austin Magazine

It was my pleasure, three weeks ago, to hire an Austin Seven for a day trip to Nottingham. On collecting this car, with 3,000 miles on the ‘clock’, the passengers climbed in and I watched, I admit, with some apprehension. I finally sat in the driver’s seat and, once having seen the fifth member settled (a one-year-old baby girl) in the back, started off to Nottingham.

Luggage and passengers gave an additional weight of 43½ stone plus 5 gallons of petrol.

It may be obvious by the following figures that we were not out to prove anything, but very commendable results were nevertheless returned. The m.p.h. averaged over both journeys was accurately checked and was found to be 38. A fuel consumption of 32 m.p.g. was, I thought, excellent (5 gals.—260 miles). The first hour of the journey was in rain and the last two hours of the returning journey were in darkness.

I experienced not an iota of fatigue, having found the seats, driving position, vision, etc., quite comfortable. The interior room can only be believed by personal experience—excellent.

Although our average weight of 104½ stone isn’t heavy, our heights were 5 ft. 8 in. to 5 ft. 11 in., and there were no complaints at all.

As I have read nearly all the various road tests of this A7 and the Mini, I have not always found the appreciations easy to believe, but I have found them true for myself, with immense pleasure.

This is a fabulous little car, and it is very much a car by any standards. I hope to be able to buy one for myself next year. This will replace my Riley Nine 1932 in spite of its excellent character. Well done, Mr. Issigonis and B.M.C. ! Please let’s have some more of your models with L.R.S. and give us this excellent road-holding and ride.

Allen W. Taylor.

Extract from an Autocar Article, ‘Style by Design’, by D. N. Stephenson

‘... The Morris Mini-Minor or Austin Seven is the most basic bit of transport conceived in this country since the war. It shows not the least trace of being soiled, by the sticky hands of the stylist, and yet avoids the grotesque appearance that has characterized some of the equally utilitarian concepts of the past. Its delightful and cheeky appearance accurately reflects its performance and engineering. Nothing could be removed and nothing should be added—a first-class design....

Letter to The Autocar

‘A Real Motor-car.’ For quite some time until just recently I owned and drove an A35, which I agree is a real motor-car and gave me a good deal of pleasure to drive. However, recently I sold it in favour of a Morris Mini-Minor, which to date I have driven 1,000 miles, and have no hesitation in saying that it even excels my former A35, especially in road-holding and stability on corners; the suspension is delightful, not to mention more room inside, ease of maintenance better performance, visibility, and petrol economy.

Experience has shown that people in this country do not want an overworked air-cooled twin-cylinder-engined car, but a vehicle that keeps pace with other traffic without strain and has ample room for four adults.... Finally, I would sum up by saying that there is a great future for this car, even more so than the advent of the original Austin 7, and have no doubt at all that it is, even more, a real car.

J. N. Kennedy.
Malaya: 514 miles at 48.04 m.p.g., carrying 788 lb. of human cargo and luggage. A week-end trip, Singapore to Kuala Lumpur and back!

Gibraltar: Prototype models covered a total of 250,000 miles of proving before production plans were finalized.

Canada: Economical and so easy to park. On ice and snow, tenacious. Additional shipments had to be made.

New Zealand: Keen interest in Auckland. An announcement test-drive offer brought in 3,000 drivers in this city alone.

Built for World markets.

Since its introduction the B.M.C. 'babe' has been exported to some 124 countries. In every instance the reactions have followed a very similar pattern. After driving—enthusiastic acceptance.

For instance, in Canada, where the model was not officially launched until the early summer of 1966, public enthusiasm increased so much that special shipments had to be made.

South Africa has taken large quantities, and in New Zealand demand quickly outstripped the first shipments.

The Middle East and the Far East have provided homes for many more, particularly Malaya.

Finally, Europe, from Sweden to Portugal, has acclaimed the car's suitability for both crowded cities and mountain tracks.

The first 12 months have established a sound foundation for future expansion.
From twelve months of achievement to a planned production increase of up to 400,000 vehicles per annum.

The basic concept of an entirely new kind of car for everyone, with which the B.M.C. design team started on their task five years ago, has now reached practical fulfilment. In terms of maximum space and performance within minimum dimensions, there has never before been a range of models so completely efficient as the Seven and Mini-Minor saloons and their estate car, van, and pick-up versions.

'Twelve Months of Achievement' summarizes some of the many successes achieved by these lusty newcomers to the world of motoring.

B.M.C. have full confidence in their prodigy and will increase production to 400,000 per annum as world trade mirrors the growing and inevitable pressure for efficient and economical transport for all.