Work is the undisputable fountain-head of all human welfare – TOLSTOY
The British Motor Corporation

Essentially the B.M.C. is the creation of two brilliant pioneers: Herbert Austin (the late Lord Austin) and William Morris, Viscount Nuffield. They founded the great motor companies which bear their names and which, later, combined under the banner of the British Motor Corporation.

The Austin and Morris Motor Companies not only established British cars on the roads of Britain. They sent British cars out to the roads of the world. Today, people all over the world buy B.M.C. cars for their value, quality and dependability. Now with its immense resources, under the dynamic leadership of Sir Leonard Lord, the B.M.C. is carrying out expansion projects unparalleled in the history of British motor engineering.

B.M.C. is the Biggest Motor Concern in Europe and one of the world's great manufacturers of motor vehicles.

B.M.C. is Britain's biggest single vehicle exporter, with an annual overseas turnover of more than £122,000,000.

B.M.C. employs 82,000 men and women who work some 3,444,000 hours every normal week.

B.M.C. factories produce over 40% of the cars coming on the roads of Britain today.

B.M.C. exports two out of every five vehicles which it makes in the United Kingdom.
Expansion at home

The British Motor Corporation's
£49,000,000 development project

Areas of unemployment at Merseyside, in Scotland and in South Wales will benefit from the B.M.C. plan to expand the production of vehicles, vehicle parts and domestic appliances. By 1962 B.M.C. will have provided over 11,000 new jobs in these special areas. Work is well advanced on the sites of these new factories. They are part of the Corporation's plan to raise vehicle production to 1,000,000 units a year by the end of 1962. Half of this vast output will be sold abroad, adding greatly to the economic prosperity of Great Britain.

In addition to the development work in these special areas, the Corporation has very considerable building work in hand in the Midlands and at Cowley, Oxford. On an average, 2,500 men are regularly employed on new buildings for the British Motor Corporation.

Meanwhile, plans for many other new B.M.C. buildings are well advanced. Notable among these is a new establishment in North Staffordshire. Here 1,000 people will be employed packing C.K.D.—Completely Knocked Down sets of vehicle components for assembly abroad.

Longbridge

The multi-storey car park, which will be the biggest of its kind in the world, and which will house 3,500 vehicles. It is being built at the Austin Motor Company's works at Longbridge, Birmingham. The end of the car assembly building is shown in the left hand lower corner.
SCOTLAND
COMPLETE HEAVY
COMMERCIAL VEHICLE
& TRACTOR PRODUCTION

The new B.M.C.
Engineering Division
building at Longbridge,
Birmingham.

MERSEYSIDE
DOMESTIC APPLIANCES
INCLUDING BATH UNITS
WASHING MACHINES
REFRIGERATORS

Spacious and modern is
the extensive. The new
container at the Morris Motors
works at Cowley, Oxford.

NORTH STAFFS
PACKING OF O.K.B.
(Completely Knocked Down)
SETS FOR OVERSEAS
ASSEMBLY PLANTS

SOUTH WALES
PRESSINGS AND
SUB-ASSEMBLIES
FOR CAR PRODUCTION
Development at Merseyside

An important part of the British Motor Corporation’s huge expansion plan is the centralisation of the domestic appliance production of Fisher and Ludlow Limited in a new factory now being built at Kirkby on Merseyside.

Most of the labour to be employed in this new factory will be recruited locally. It will be unskilled or semi-skilled, with a small nucleus of skilled workers. Training will be provided.

The illustration gives a good idea of the lay-out of the new domestic appliances plans now under construction at Kirkby, Lancashire. It will occupy an area of 450,000 square feet and will be completed during 1961.
When this new factory is completed at Kirkby, Lancashire (mostly locally recruited) will be employed in the production of a wide range of domestic appliances—washing machines, spin dryers, sink units, refrigerator, etc. This new enterprise will help the Merseyside community and benefit the national economy considerably.

The space and personnel made available in Birmingham by the removal of domestic appliance production to Kirkby will be used to expand the production of motor car bodies.
A new industry for Scotland

And an export industry into the bargain. The B.M.C. factory now being built at Bathgate, West Lothian will bring a new industry to Scotland; the complete production of heavy commercial vehicles and tractors, together with diesel engines, gearboxes, transmissions and axles.

5,600 people will be employed when the new plant is completed. The present production capacity at Birmingham will be used to increase the output of engines and light commercial vehicles as soon as the transfer to Scotland begins.

The Bathgate project (a model of which is illustrated below) includes three separate factory units (1) Engines, gearboxes and gears; (2) Truck axles and truck assembly and (3) Tractor machining and assembly. In addition a separate building will deal with special orders and will also house the K.D. (Knocked Down) Packing Department, where vehicle components will be packed for shipping to overseas assembly plants.
Work on the site for the new B.M.C. factory at Bathgate was officially inaugurated by Lord Craigton, C.B.E., Minister of State for Scotland, on June 1st, 1965. This photograph was taken seven weeks later. The project involves considerable civil engineering works, particularly in road and bridge construction. It is also necessary to divert a stream—the Bog Burn—and one of its tributaries which now cross the site.
The British Motor Corporation's

overseas factories... bringing prosperity to

new and growing markets

AUSTRALIA... CANADA... RHODESIA... SOUTH AFRICA

Each of these young Commonwealth countries has vast potentials for development. The spearhead of this development is transport: new roads and modern vehicles.

B.M.C. factories in Australia, Canada, Rhodesia and South Africa are in production right in the heart of these go-ahead countries. These modern factories are not only bringing gainful employment to thousands of local workpeople: they are the source of a steadily rising tide of prosperity in vigorous and growing markets.

Recently a new B.M.C. company has been formed in Sweden, mainly as a marketing organization.
Exporting in C.K.D. form...

another world-wide outlet for products of

The British Motor Corporation

C.K.D. stands for 'Completely Knocked-Down'. It is the expression used to describe the arrangements whereby thousands of B.M.C. vehicles are shipped every year, as component parts, for assembly overseas. Local labour is employed and, whenever possible, local materials are used. Although these overseas assembly plants are not always owned by B.M.C. every care is taken to maintain B.M.C.'s high standards.

Exports in C.K.D. form bring employment to thousands of people in Great Britain as well as in the other countries in which assembly takes place.

B.M.C. vehicles are assembled in plants not owned by B.M.C. in Argentina, Belgium, Ceylon, Colombia, Cuba, Eire, Ghana, Holland, Hong Kong, India, Indonesia, Italy, Malaya, Mexico, New Zealand, and the Philippine Islands. Assembly projects for Egypt, Mauritius, Nigeria, Persia, Spain and Thailand are in negotiation.

As part of the Corporation's £49,000,000 development project a new packing centre for C.K.D. exports in which 1,000 people will be employed is to be constructed in North Staffordshire.
Argentina. The occasion is the announcement of the Di Tella 1.9TD (an Austin A55 with a Riley front panel)—a new car made under licence from B.M.C. S.L.A.M., di Tella Automotores S.A. plan to produce 7,500 of these cars in the first year. Initially 60 per cent of components will be imported from Britain.

Dublin. The occasion is the 50,000th car built by Brittain Dublin Limited, who assemble Morris Mini-Minors, Minor, Oxford, Riley, Mini-Minor vans and Morris 4-ton vans. Lincoln & Nolan Ltd. assemble the Austin Seven, A55, A59, the Sprite, vans and Gipsy.

Holland where the following B.M.C. vehicles are assembled—Austin Seven, A55, A59, Morris Mini-Minor, Minor 1000, Oxford, M.G.A., Morris 4-ton Van. Motorising through the quaint and picturesque Netherlands is an experience to be savoured slowly.

Philippines. This Austin A55 beat all other European, American and Japanese vehicles in the 1959 Mobilgas Economy Run with 60.5 ton/m.p.g. Second was a Morris Oxford. A55 cars and vans are assembled in Manila; Minor and Oxford in Cebu.
Operation Export!

The British Motor Corporation

earns a record £122,000,000 with big gains in dollar markets

Today it is truer than ever: Britain must export if she is to maintain and advance her present standard of living. In particular she needs a big share of the U.S. market.

The charts on the opposite page show clearly the increasing contribution made by the British Motor Corporation to Britain’s export drive.

Sales to the Americas represent about 40 per cent of the 1959/60 export total of 273,747 units: a big increase over the previous year.

Taking the British motor industry as a whole, 37.8 per cent of its exports of cars come from B.M.C. factories.

Every vehicle which the British Motor Corporation sells abroad enables Great Britain to buy many hundreds of pounds-worth of imports from other countries.
The British Motor Corporation backs its products with the world’s most efficient service

No matter where in the world it is, when a B.M.C. vehicle owner takes his new car or lorry on the road he does so secure in the knowledge that the world’s most efficient service organization is behind him. Somewhere, within relatively easy reach, B.M.C. Service is available.

B.M.C. Service Limited is a gigantic, modern-to-the-minute organization which exists solely to look after the interests of B.M.C. vehicle users. Although the distribution of service parts entails handling more than 100,000 different parts there is very much more to B.M.C. Service than ensuring that parts are readily available whenever and wherever they are needed.

B.M.C. Service includes the dissemination of technical advice and ‘know-how’, constant liaison with the motor trade, the operation of a technical school, the science of protecting service parts from damage and deterioration, and a growing replacement unit plan for engines, gearboxes transmissions, etc.
One of the main bays of the parts warehouse at Conley.

Typical view of the recently completed repair shop at B.M.O. Service Limited's depot at Holland Park, London.

Replacement engines being loaded for despatch at the specialised factory at Coventry. The output capacity of the factory is about 4,000 units a week.
PEOPLE . . . their skills and confidence are a vital part of the
The British Motor Corporation

Basically the British Motor Corporation is a fellowship of people . . . a combination of the shareholders (whose company it is) and the men and women whose skills and energies produce the things that are sold. The Corporation is, of course, a public company. Its shareholders include people in all walks of life. Many are housewives, farmers, artisans, office workers, etc., who have placed their confidence and their savings in one of Britain's biggest businesses.

Employees now number over 82,000. Some have been with B.M.C. many years. They do hundreds of different jobs, often highly specialised. They include the best automotive brains and skilled production men in the world. They are responsible for the excellence of B.M.C. products and the increasing world-wide demand for them. Their day-in, day-out work is the dynamic heart-beat which keeps the Corporation going. The welfare, both on and off duty, of every employee is the constant concern of the British Motor Corporation.
Men like these—masters of their crafts—are the backbone of every B.M.C. factory. Many have a wonderful record of long and faithful service.

At the 18 different B.M.C. factories and other establishments at home the annual payroll is £60,000,000.

It’s far from all work and no play at B.M.C. Employees’ social clubs provide active outdoor recreation in the summer; lots of fun and games in the winter.

A new B.M.C. worker has an X-ray check-up. In the well-equipped, modern hospital full medical facilities are available to all employees.

This man is blind. He works on fascia assemblies, does the same job as the man at the next bench, earns the same pay, and is just as much appreciated within the organization. B.M.C. employ a number of rehabilitated handicapped personnel. All do first-class jobs.
Many industries benefit
when the
British Motor Corporation
goes shopping

Business begets business. The prosperity of one industrial organization often depends upon that of others. Britain's Biggest Motor Concern is one of British Industry's best customers. Dozens of vehicle parts — starter motors, door handles, piston rings, etc. — are on continuous order from their various manufacturers. Then there are the raw materials of the motor vehicle: steel and other metals. Orders from the British Motor Corporation mean prosperity for mines, mills and foundries throughout the country. B.M.C. buy fuel oils and petrol in large quantities; an amazing variety of chemicals; tyres, glass, timber, textiles, leather, plastics and paint. B.M.C. buys from Britain to the tune of nearly £200,000,000 a year. This not only fills their huge shopping basket but millions of little ones too!
The B.M.C. goes shopping for hundreds of thousands of vehicle batteries every year.

One of Britain's biggest shopping baskets!

B.M.C.'s shopping basket is filled, emptied, refilled and emptied again and again. The purchases? All those high-quality, specialist-built components which contribute to the traditional reliability of all B.M.C. products.

One B.M.C. Car gives lots of work to lots of people in other industries.

These presses produce rear panels for the Austin A40. Their manufacture has given rewarding employment to thousands of British workers.
EX WORKS . . . TO THE WORLD!

The British Motor Corporation
keeps the transport services busy

There is scarcely a steamship company, railway or airline which, at some time or other, does not transport B.M.C. products, personnel or publications.

B.M.C. customers live in almost every latitude and climate; certainly in every country. B.M.C. vehicles and service-parts have to be transported to them; sales and service engineers have to visit them and technical and other informative literature sent to them.

Although most vehicles and service-parts are sent abroad in ships, special circumstances often arise which make immediate delivery imperative. Then, the great world-wide network of freight-carrying aircraft, which, in two or three days, delivers service parts to customers on the other side of the world, comes into its own.

A great manufacturer of transport vehicles, the British Motor Corporation feeds the world’s transport services with a steadily increasing flow of rewarding business.
And where are you going to all your new vehicles? The answer—it's on the carrier—is the same: to the world! The scene is Lambeth Palace Road, London, across the Thames—Big Ben and the Mother of Parliaments. The B.M.C. cars are on their way to a Big Steamer.

A.1 at Lloyds. Here is the underwriting room at Lloyds, the most famous insurance organisation in the world. With their marine, industrial, accident, property and superannuation insurances, B.M.C. are major customers of Britain's insurance companies.
A YEAR OF OUTSTANDING ACHIEVEMENT!

notable Rally successes for the

British Motor Corporation

B.M.C. cars — large and small — have enjoyed outstanding successes in the major rallies and competitions of the world. Among sweeping successes in International Rallies, the Manufacturers’ Team Prize has four times been awarded to the Austin Healey 3000 within the last twelve months: on the Alpine, Liege — Rome — Liege and R.A.C. Rallies in 1960 and the Tulip Rally in 1961. In the 1961 12-hour Race at Sebring, Florida, the M.G.A. 1600 sports cars were 1st and 2nd in their class. In the same race, Austin Healey Sprites were 2nd and 3rd in their class.

The palm of achievement, however, goes to the Corporation’s newest and smallest motorcars: the now world-famous Mini-Minor and Austin Seven.

The Dewar Challenge Trophy, which is awarded on the recommendation of the Royal Automobile Club’s Technical and Engineering Committee, for:

‘An outstanding British Technical achievement in the automotive field during the preceding year’ was awarded to the British Motor Corporation Ltd. coupled with the name of Mr. Alec Issigonis.

1960 an outstanding year for Pat Moss and Ann Wisdom in B.M.C. Cars

During the past four years, Pat Moss and Ann Wisdom have advanced from success to success in International Rally driving: successes which have been achieved in a variety of B.M.C. cars from the Minor 1000 and Austin A.40 to the sporting Riley 1.5 and the Austin Healey 3000.

Last year, driving an Austin Healey 3000, they made motoring history, scoring a double ‘first’ for Great Britain when they won the Liege-Rome-Liege Rally outright. Regarded by professionals as the toughest of all rallies, it had never before been won by a British crew in a British car: nor had any championship previously been won by women.

Other recent achievements by Pat Moss and Ann Wisdom include five class wins, all in Austin Healey 3000’s, two awards for the best British competitor — in the 1960 Tulip Rally and Alpine Rally — and seven Group de Dominic two of these in an Austin A.40 and five in an Austin Healey 3000. They also helped to sweep the board for Britain and B.M.C. in the leading trio in three car teams which won all the team prizes for which foreign cars were eligible in the 1960 Alpine Rally and Liege-Rome-Liege Rally.
During 1959, on the famous Bonneville Salt Flats in Utah, Phil Hill, driving an M.G. Ex.187 with 1500 c.c. engine, set up six new records in the Class E International (1500 to 2000 c.c. engine). These are one kilometre, one mile, five kilometres, five miles, ten kilometres and ten miles, all from flying starts. The new record for one mile was raised from 180:50 m.p.h. to 254:53 m.p.h.; for five miles from 148:17 m.p.h. to 238:36 m.p.h.

A cheery wave from No. 10—Pat Moss and Ann Wisdom, in their Austin Healey 3000, the highest placed British car in the Tulip Rally.

Driving a Morris Mini-Minor, John Sprinzel and Mike Hughes were placed second in their class in the 1960 Tulip Rally.

Presentation of the Desser Trophy to Lord Nuffield.
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The world is as a city and we are all fellow citizens—MARCUS AURELIUS