



SEAT BELTS

B.M.C. Seat Belts have been specially designed to fit the anchorage points which are built-in on every B.M.C. car. They have also been designed to give protection with comfort so that the belt is worn as a matter of habit each time you enter your car.

A Seat Belt can only save injury if it is worn . . . all the time. Remember, familiarity breeds contempt—the majority of accidents occur within 25 miles of home.

Ladies, too, will appreciate the comfort and confidence given when wearing B.M.C. Seat Belts.

B.M.C. Seat Belts are of two types, Automatic and Static.

AUTOMATIC

In addition to the safety provided by Static Belts, B.M.C. Automatic Belts give you automatic adjustment and stowage, and allow COMPLETE FREEDOM OF MOVEMENT during normal travel, but LOCK INSTANTLY on sharp braking or impact.

STATIC

B.M.C. Static Seat Belts are supplied for front and rear seats. The front seat belts are of the three-point anchorage type, i.e. lap and diagonal. The rear seat belt is a single diagonal strap and is supplied complete with all fixings plates and bolts, etc.

SPECIFICATION

All B.M.C. Seat Belts are manufactured with a special weave in 100 per cent. Terylene which ensures that in a severe impact the belt will stretch by a controlled amount and completely eliminate any danger of whiplash. They are, of course, manufactured to British Standard No. 3254 and carry the British Standards Institute label to guarantee the quality of each belt on which your safety may so largely depend.



BMC AUTOMATIC FRONT SEAT BELT

Manufactured by Britax (London) Ltd. Patent applied for



NORMAL MOVEMENT (ILLUSTRATION 1)

The ball is in a central position so that the automatic locking device is disengaged, allowing complete freedom to carry out any movement required.

ABNORMAL MOVEMENT (ILLUSTRATIONS 2 and 3)

The ball is moved out of the central position and the mechanism of the automatic locking device engages immediately, giving the wearer the security offered by a static seat belt.

RETAIL PRICE £6 · 0 · 0

BMC STATIC FRONT SEAT BELT

Manufactured by Kangol Magnet Ltd., Worldwide Patents applied for



The B.M.C. Static Front Seat Belt is designed to give full protection for the most economical price.

SPECIAL FEATURES

- ★ Unique quick-fastening, quick-release, magnetic buckle with geometric lock.
- ★ 100 per cent. Terylene webbing to control shock and eliminate danger of whiplash.
- ★ Unique method of tidy parking when not in use.

RETAIL PRICE £3 · 5 · 0

BMC STATIC REAR SEAT BELT

Manufactured by Britax (London) Ltd., Patent applied for



Added security for a rear passenger can be given with a Single Diagonal Static Seat Belt—but the belt must be both strong and anchored securely. B.M.C. Rear Seat Belts have been designed specifically to give the maximum security with the minimum of inconvenience.

RETAIL PRICE £3 · 11 · 0

ALL B.M.C. BELTS ARE COVERED BY THE B.M.C. WARRANTY