

F I L L E R S

New MORRIS 850 and AUSTIN 850 cars

The revolutionary Austin 850 and Morris 850 small cars, currently being introduced in the U.S., represent a major break-through in automotive engineering. Only ten feet long and featuring front-wheel drive, the 850 has its engine mounted crosswise with the entire transmission directly beneath the engine. Ten inch wheels are independently suspended by an entirely new and unique system of rubber cones and teledraulic shock absorbers.

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Incredibly ample passenger space is a feature of the revolutionary new Austin 850 and Morris 850 cars from England. Only ten feet long from bumper to bumper, the comfortable little 4-seaters boast an amazing eight feet of space for adult passengers and their personal belongings. This has been achieved through the ingenious mounting of engine, together with all power drive components across the nose of the cars. Unitized construction body design eliminates transmission tunnel and rear end bulge. Overhang and wheel arches have been minimized.

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Small in size big in surprise. Performance of the tiny (10 ft. long) Austin 850 and Morris 850 cars, just introduced by THE BRITISH MOTOR CORPORATION, has to be experienced to be believed. They zoom from 0 to 50 mph in less than 18 seconds and will top 70 mph with ease. Hill climbing and cornering ability, even in mud and snow, is astonishing. This has been accomplished with revolutionary new crosswise mounted, front-wheel drive engine with transmission directly beneath. Rack and pinion steering with only 2 1/3 turns, lock to lock, makes parking in 11 1/2 ft. of curb quick and easy. The 850 will make a complete turn within a 30 ft. circle.

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The surprising little Austin 850 and Morris 850 cars now arriving from England establish some revolutionary firsts in automotive engineering.

Probably the most significant departure from convention is the fact that the front-wheel drive engine of an 850 is mounted crosswise with the entire transmission directly beneath. Other unusual innovations include a radically new system of independent suspension incorporating rubber.

Identical except for grilles, the little cars are being sold and serviced by over 1000 BMC dealers in North America. Suggested retail price is less than \$1300. (New York p.o.e.)

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The new Austin 850 and Morris 850 small cars from Britain come as a happy surprise in price, performance and roominess. Priced at a suggested \$1300. (New York p.o.e.), they achieve a top speed well into the seventies and accelerate from 0 to 50 mph in 18 seconds. They accommodate four adults and their personal belongings with room to spare and are backed by a 12 months' factory warranty.

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The surprisingly fleet and comfortable little Austin 850 and Morris 850 cars, now arriving from England, are five feet shorter than the smallest of the domestic compacts. Two will fit in the average 21 ft., single-car garage.

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The incredible new Austin 850 and Morris 850 cars now arriving from England will park in little more than half the length required for a conventional car.

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