

NEW BRITISH AUSTIN 850 AND MORRIS 850 CARS REVOLUTIONARY

At long last the Austin 850 and Morris 850 cars, which have created such a furor in recent months abroad, have been introduced in the United States.

Identical except for grilles, the 850's may well be considered a major breakthrough in modern automotive engineering. Untold thousands of gruelling test miles and eight years of intensive research and development by British Motor Corporation design chief, Alec Issigonis, and a carefully selected technical team, have resulted in a final design that is as tremendously successful as it is extremely unorthodox.

The incredible little cars easily exceed 70 mph and accelerate from zero to 50 mph in less than 18 seconds. They boast amazing hill climbing and cornering ability even in mud and snow. Gasoline economy is said to be up to 45 mpg.

Probably the most significant departure from conventional automotive design is the ingenious crosswise mounting of the front-wheel drive, water-cooled, 4-cylinder engine. The entire transmission is directly beneath the engine, with the 4-speed synchromesh gearbox in the engine sump. This unusual layout has eliminated propeller shaft and rear end noise and vibration and has freed 80 per cent of the cars' length for passenger use.

In addition to easy accessibility of all major components for routine servicing, the entire engine may be removed from the car in less than twenty minutes. Lubrication of engine, transmission and final drive is accomplished in one single operation through a common filler pipe.

A revolutionary new system of independent suspension on all four wheels by rubber cones and teledraulic shock absorbers is utilized on the 850's. The resulting ride is exceptionally smooth and stable on all road surfaces.

The unique new hydraulic braking system employed on the 850's is fully

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compensated. A limiting valve for the rear brake shoes operates when the driver applies more than 40 lbs. to the brake pedal so that braking power derived from additional pressure is applied to the front wheels. The result is straight line, fade-free, dip-free braking at all speeds.

Handling qualities are excellent. Steering is precise rack and pinion with only $2 \frac{1}{3}$ turns from lock to lock. An 850 will park in a space $11 \frac{1}{2}$ feet long, and make a complete turn within a 30 ft. circle.

Bodies of the Austin 850 and Morris 850 are of unitized construction for maximum strength and durability. Transmission tunnel and rear end bulge have been eliminated and overhang and wheel arches minimized. Every inch of interior space has been dedicated to passenger comfort and convenience. Head, elbow and leg room are more than ample for four full-size adults. Unusually wide doors, which make entry and exit delightfully easy, are fitted with large, built-in pockets. Roomy parcel trays for personal belongings extend across the entire width under the dash. There is additional storage space in capacious pockets on each side of the rear seats, under the rear seats, behind the rear seats, and in a $5 \frac{1}{2}$ cubic foot trunk with lockable lid. Body colors available are red, white and blue with slight differences in shade between the Austin 850 and the Morris 850.

According to A.E. Birt, president of Hambro Automotive Corporation, U.S. representatives for BMC, the suggested retail price of the 850's will be less than \$1300. at New York p.o.e. They will be sold and serviced by more than 1000 BMC dealers in North America.

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