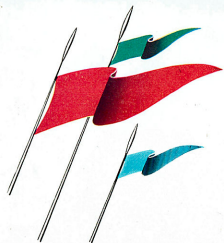


Take a closer look
at the exciting new
Austin Lancer



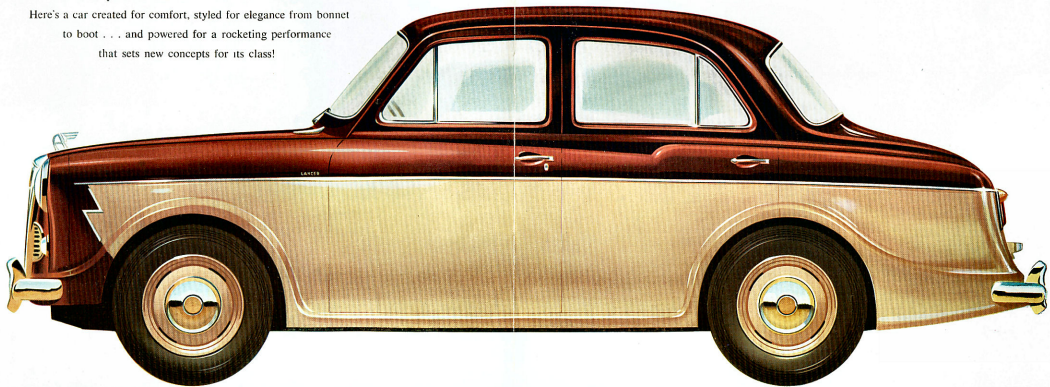
AUSTIN LANCER



— powered for “PLUS” performance . . . *with Beauty to match its Power!*

It's built for beauty! It's packed with power! It's the most triumphant Austin ever to take the road!

Here's a car created for comfort, styled for elegance from bonnet to boot . . . and powered for a rocketing performance that sets new concepts for its class!



Specification:

ENGINE: Four cylinders; bore 2.875 in., stroke 3.5 in., cubic capacity 1,489 c.c. (90.88 cu. in.). Compression ratio 7.2:1, developing 59 bhp at 4,500 r.p.m. overhead valves operated by push-rods from three-bearing camshaft driven by Duplex roller chain; three-bearing crankshaft; renewable steel-backed sinter-metal bearing liners; aluminium alloy pistons; renewable element external full-flow oil filter.

COOLING: By pressurised system assisted by impeller pump and fan; circulation thermostatically controlled.

IGNITION: Battery and coil; automatic advance and retard with centrifugal and vacuum control.

CARBURATION: S.U. automatic semi-down draught carburettor fed from rear tank by rear-mounted S.U. electric fuel pump; oil-bath air cleaner; tank capacity 7 gallons.

TRANSMISSION: Borg and Beck single-plate dry clutch with hydraulic actuation; four-speed gearbox with synchronous engagement on second, third and top gears, giving overall ratios of: first 12.56, second 8.36, third 5.12, top 1.75 and reverse 17.72; central remote-control gear-change lever; final drive by Halford-Spicer propeller shaft with needle-bearing universal joints and reverse spline-type sliding joint. Three-quarter-floating back axle with hypoid final reduction gears; the pinion is mounted on taper roller bearings.

BRAKES: Lockheed hydraulic fully compensated brakes, operated on all four wheels by pedal-type foot pedal; single shoe adjustment which simultaneously adjusts the hand-brake. The central hand-brake lever operates the rear shoes through simple compensating system employing open cables.

BODY AND CHASSIS UNIT: The mono-construction body incorporates the body shell, floor, bulkhead, frame members and wing valances. Pull-width bumpers front and rear with over-riders. Deep well-sprung upholstery with foam-rubber seat cushions overlays on spring cases, P.V.C. trimmed in two-tone colour scheme. Large glove box in fascia; wide, one-piece curved windshield and large curved rear window. Large 11 cu. ft. luggage boot with automatic lid stay.

SUSPENSION: Independent front suspension by long torsion bars with vernier adjustment, long king pins and hydraulic piston-type shock absorbers with shaft forming upper suspension link. Rear suspension by semi-elliptic rubber-mounted springs and piston-type hydraulic shock absorbers.

WHEELS AND TYRES: Ventilated disc-type wheels with four-stud fixing, equipped with 5.00-14 tubelless tyres. Spare wheel carried in separate compartment in boot.

STEERING: Rack-and-pinion steering gearbox with deep-sunk-centre three-spoke safety-type steering wheel, diameter 161 in. Finger-tip control for flashing direction indicators and horn.

ELECTRICAL EQUIPMENT: High-output generator with compensated voltage control; 12-volt 51-amp./hr. battery; double-dipping headlights with pre-focused bulbs; oil pressure warning light; ignition warning light; headlamp main beam warning light and flashing signal warning lights in speedometer dial; foot dipping switch; separate sidelights; twin stop and tail-lamps incorporating reflectors; number-plate lamp; non-glare instrument lighting; dual-arc self-parking windshield wiper; twin windscreen electric horns; flashing signal direction indicators; roof lamp with independent and automatic switches operated by the front doors.

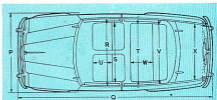
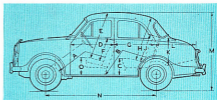
INSTRUMENTS: Speedometer with total distance recorder; fuel gauge; engine temperature indicator.

CONTROL PANEL: Panel light switch; windshield wiper switch; two-position lamp switch; ignition switch; mixture control; starter switch.

VENTILATION: Winding windows to all doors; hinged ventilating panels to front doors.

GENERAL EQUIPMENT: Safety glass all round; central ashtray in top of fascia with central ashtray for rear compartment; anti-glare driving mirror; door locks with fixed handles and push-button lock release; all doors lockable from inside; both front doors lockable from outside; rubber mat in front; pile carpets in rear; arm-rests on rear doors also act as 600V pulls; long-type door pulls on front doors; bucket seats with instant adjustment on driver's seat; passenger's seat with adjustment; two sun visors; special lock with side-jacking point. Provision for fitting B.M.C. car radio.

OPTIONAL EQUIPMENT: Windshield washer. B.M.C. radio. Sun visor. Wheel trim.

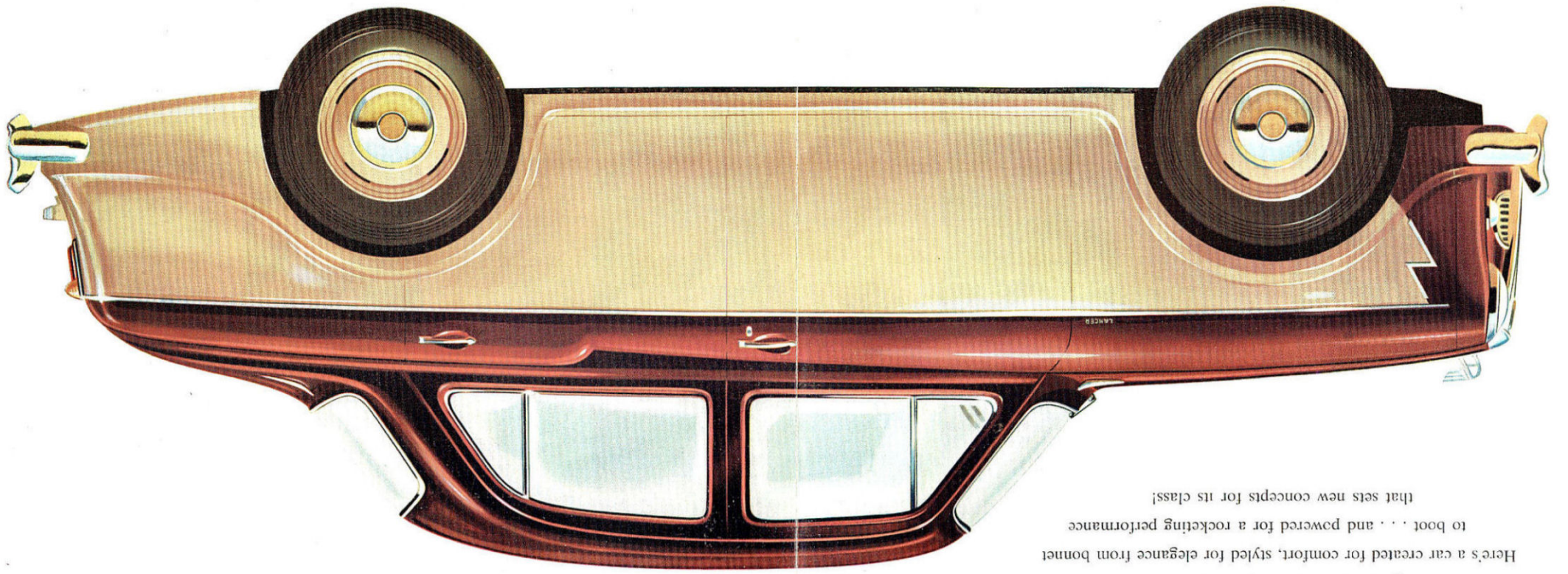


DIMENSIONS

A Max.	A Min.	B Max.	B Min.	C	D
3 ft. 9 in.	3 ft. 4 in.	3 ft. 10 in.	3 ft. 6 in.	1 ft. 1 in.	2 ft. 0½ in.
E	F	G	H	J	K
3 ft. 3 in.	1 ft. 9 in.	2 ft. 3 in.	3 ft. 1 in.	1 ft. 11 in.	1 ft. 7 in.
L	M	N	O	P	Q
2 ft. 0 in.	5 ft. 0 in.	7 ft. 2 in.	13½ in.	5 ft. 2 in.	12 ft. 8 in.
R	S	T	U	V	W
4 ft. 4 in.	1 ft. 13½ in.	4 ft. 2 in.	1 ft. 6 in.	3 ft. 10 in.	1 ft. 7 in.
X	Unladen weight			Luggage boot capacity	
3 ft. 4 in.	17 cwt. 4 qr. 16 lb.			11 cu. ft.	



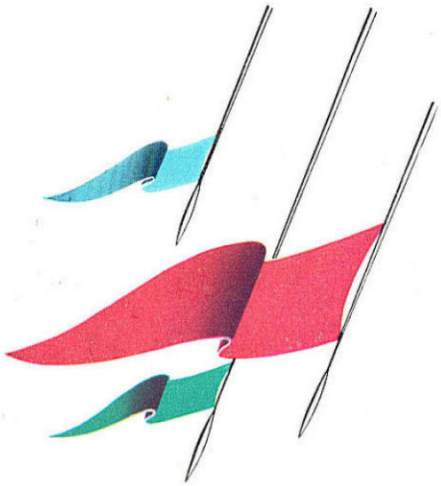
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—powered for “PLUS” performance . . . with Beauty to match its Power!

AUSTIN LANCER



Specification:

ENGINE: Four cylinders; bore 2.875 in., stroke 3.5 in., cubic capacity 1,489 c.c. (90.55 cu. in.). Compression ratio 7.2:1, developing 58 brake horse-power at 4,200 r.p.m. Overhead valves operated by push-rods from three-bearing camshaft driven by Duplex roller chain; three-bearing crankshaft; renewable steel-backed white-metal bearing liners; aluminium alloy pistons; renewable element external full-flow oil filter.

COOLING: By pressurised system assisted by impeller pump and fan; circulation thermostatically controlled.

IGNITION: Battery and coil; automatic advance and retard with centrifugal and vacuum control.

CARBURATION: S.U. automatic semi-down-draught carburettor fed from rear tank by rear-mounted S.U. electric fuel pump; oil-bath air cleaner; tank capacity 7 gallons.

TRANSMISSION: Borg and Beck single-plate dry clutch with hydraulic actuation; four-speed gearbox with synchromesh engagement on second, third and top gears, giving overall ratios of: first 13.56, second 8.25, third 5.12, top 3.73 and reverse 17.73; central remote-control gear-change lever; final drive by Hardy-Spicer propeller shaft with needle-bearing universal joints and reverse splines-type sliding joint. Three-quarter-floating back axle with hypoid final reduction gears; the pinion is mounted on taper roller bearings.

BRAKES: Lockheed hydraulic fully compensated brakes, operated on all four wheels by pendant-type foot pedal; simple shoe adjustment which simultaneously adjusts the hand-brake. The central hand-brake lever operates the rear shoes through simple compensating system employing open cables.

BODY AND CHASSIS UNIT: The mono-construction body incorporates the body shell, floor, bulkhead, frame members and wing valances. Full-width bumpers front and rear with over-riders. Deep well-sprung upholstery with foam-rubber seat cushion overlays on spring cases, P.V.C. trimmed in duo-tone colour scheme. Large glove box in fascia; wide, one-piece curved windshield and large curved rear window. Large 11 cu. ft. luggage boot with automatic lid stay.

SUSPENSION: Independent front suspension by long torsion bars with vernier adjustment, long king pins and hydraulic piston-type shock absorbers with arms forming upper suspension link. Rear suspension by semi-elliptic rubber-mounted springs and piston-type hydraulic shock absorbers.

WHEELS AND TYRES: Ventilated disc-type wheels with four-stud fixing, equipped with 5.00-14 tubeless tyres. Spare wheel carried in separate compartment in boot.

STEERING: Rack-and-pinion steering gearbox with deep-sunk-centre three-spoke safety-type steering wheel, diameter 16 1/2 in. Finger-tip control for flashing direction indicators and horn.

ELECTRICAL EQUIPMENT: High-output generator with compensated voltage control; 12-volt 51-amp./hr. battery; double-dipping headlights with pre-focused bulbs; oil pressure, warning light; ignition warning light; headlamp main beam warning light and flashing signal warning light in speedometer dial; foot dipping switch; separate sidelights; twin stop and tail-lamps incorporating reflectors; number-plate lamp; non-glare instrument lighting; dual-arm self-parking windshield wiper; twin windstone electric horns; flashing signal direction indicators; roof lamp with independent and automatic switches operated by the front doors.

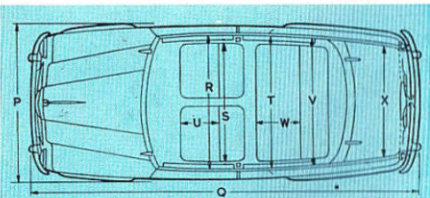
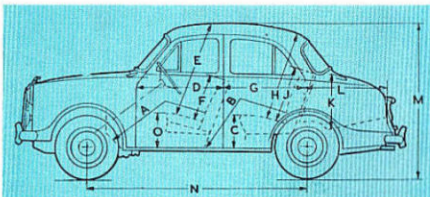
INSTRUMENTS: Speedometer with total distance recorder; fuel gauge; engine temperature indicator.

CONTROL PANEL: Panel light switch; windshield wiper switch; two-position lamp switch; ignition switch; mixture control; starter switch.

VENTILATION: Winding windows to all doors; hinged ventilating panels to front doors.

GENERAL EQUIPMENT: Safety glass all round; central ashtray in top of fascia with central ashtray for rear compartment; anti-glare driving mirror; door locks with fixed handles and push-button lock release; all doors lockable from inside; both front doors lockable from outside; rubber mat in front; pile carpets in rear; arm-rests on rear doors also act as door pull; loop-type door pulls on front doors; bucket seats with instant adjustment on driver's seat, passenger's seat with adjustment; two sun visors; special jack with side-jacking point. Provision for fitting B.M.C. car radio.

OPTIONAL EQUIPMENT: Windshield washer. B.M.C. radio. Sun visor. Wheel trims.



DIMENSIONS

A Max.	A Min.	B Max.	B Min.	C	D
3 ft. 9 in.	3 ft. 4 in.	3 ft. 10 in.	3 ft. 6 in.	1 ft. 1 in.	2 ft. 6 1/2 in.
E	F	G	H	J	K
3 ft. 3 in.	1 ft. 9 in.	2 ft. 3 in.	3 ft. 1 in.	1 ft. 11 in.	1 ft. 7 in.
L	M	N	O	P	Q
2 ft. 9 in.	5 ft. 0 in.	7 ft. 2 in.	11 1/2 in.	5 ft. 2 in.	32 ft. 8 in.
R	S	T	U	V	W
4 ft. 4 in.	1 ft. 11 1/2 in.	4 ft. 2 in.	1 ft. 6 in.	3 ft. 10 in.	1 ft. 7 in.
X	Unladen weight		Luggage boot capacity		
3 ft. 4 in.	17 cwt. 4 qr. 16 lb.		11 cu. ft.		



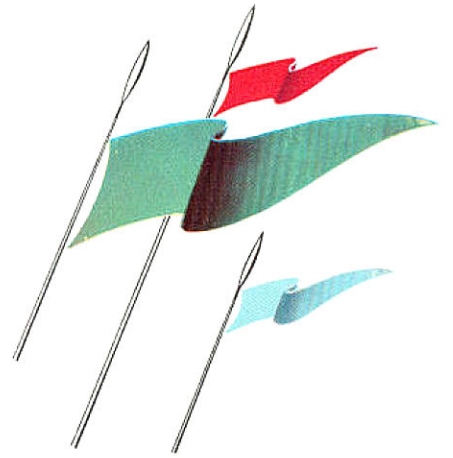
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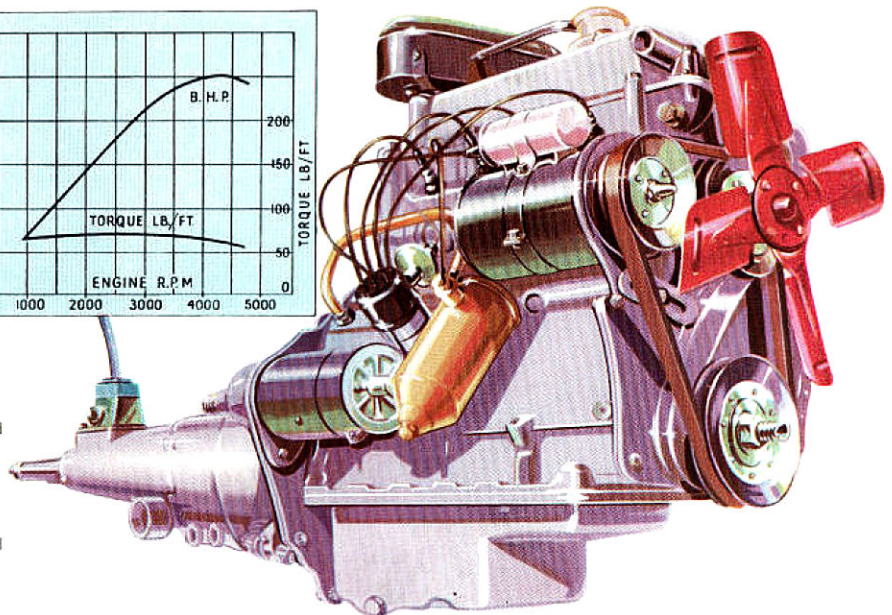
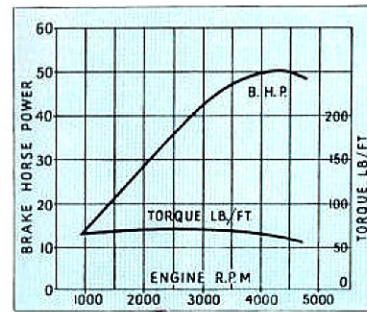
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Check these brilliant features of the new Austin Lancer

AUSTIN LANCER

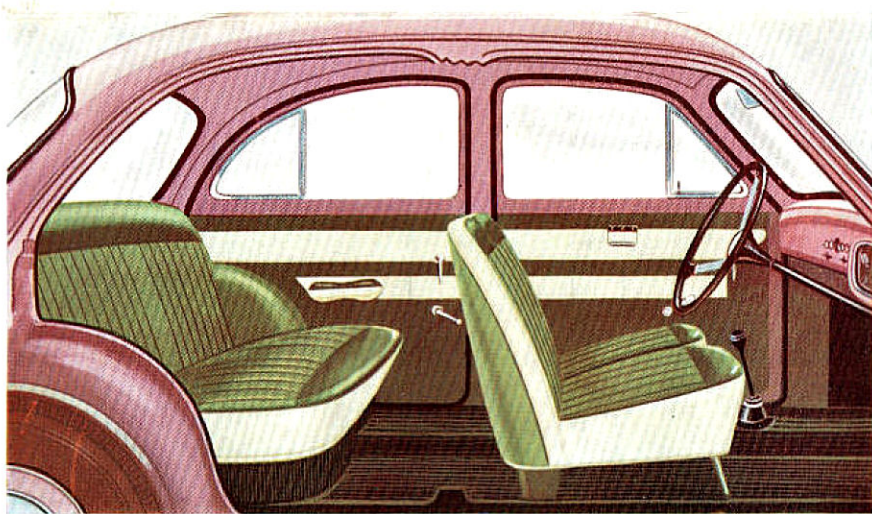


Detail-designed for carefree comfort at high cruising speeds, the Austin Lancer adds feature to feature to prove itself the most brilliantly engineered car on the roads to-day!

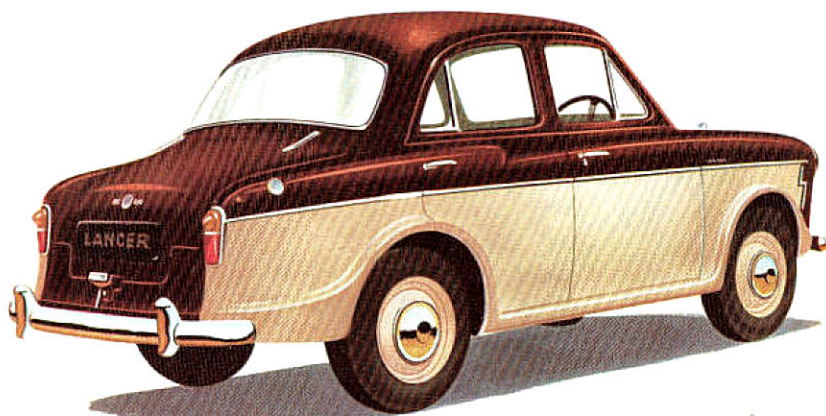


Power means performance . . . and the Lancer has power to spare from this B.M.C. one-and-a-half litre o.h.v. engine. The very favourable power-to-weight ratio means that the engine is always under-stressed . . . giving high road speeds at low engine speeds, plus phenomenal acceleration.

NEW ACCELERATION AND ROAD PERFORMANCE

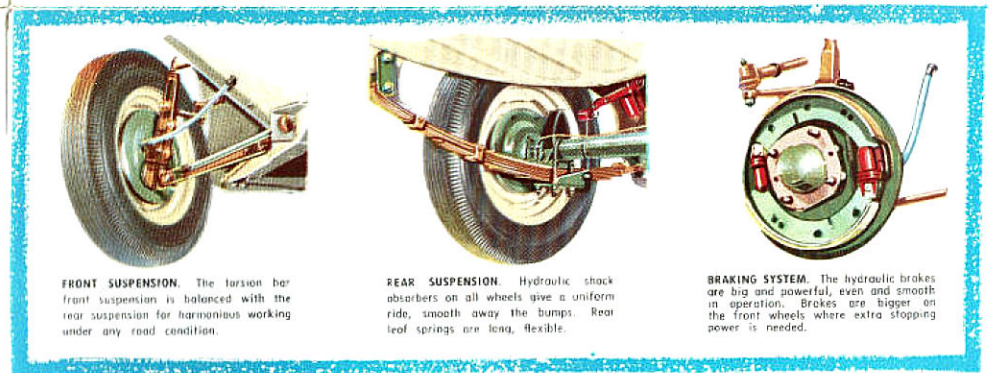


NEW COMFORT AND STYLING The seats are a treat in the new Austin Lancer . . . deeply cushioned for maximum comfort over long distances. Decorator's colour schemes for the interior trim are available in a wide variety, keyed to match the brilliant new exterior paint colours and combinations.



NEW BODY STRENGTH AND STEERING Solid engineering and advanced mono-construction make the Austin Lancer a compact, rugged car. Torsion bar front suspension matched to good steering geometry gives rock-steady road-holding on any surface. The Austin Lancer is built to take it as well as dish it out!

POWER, BEAUTY, COMFORT, STRENGTH, ECONOMY . . . WHATEVER YOU ASK OF YOUR NEW CAR, LANCER IS THE ANSWER



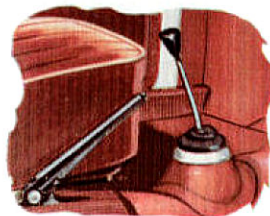
FRONT SUSPENSION. The torsion bar front suspension is balanced with the rear suspension for harmonious working under any road condition.

REAR SUSPENSION. Hydraulic shock absorbers on all wheels give a uniform ride, smooth away the bumps. Rear leaf springs are long, flexible.

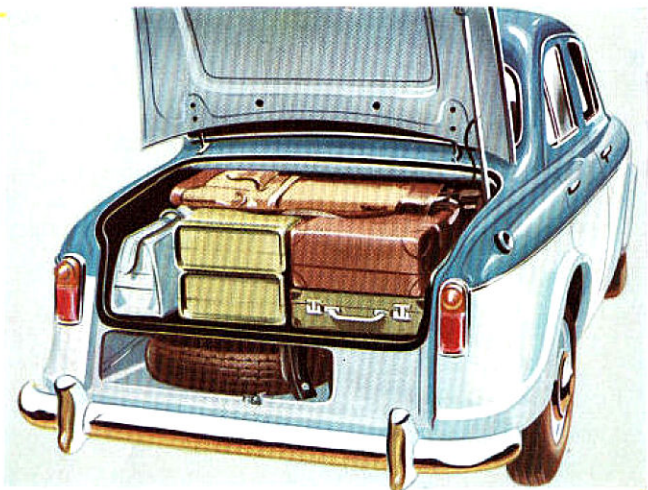
BRAKING SYSTEM. The hydraulic brakes are big and powerful, even and smooth in operation. Brakes are bigger on the front wheels where extra stopping power is needed.

THE AUSTIN LANCER IS BUILT FOR TO-DAY'S MOTORING CONDITIONS

Modern motoring demands power, comfort and dependability. From bonnet to boot the Austin Lancer is engineered and built to show every other car in its class a clean pair of heels.



GEAR CHANGE. Sports type gear lever, easy and positive to use, is mounted centrally on the floor where your hand naturally falls.



LUGGAGE SPACE. You'll seldom need to use all the luggage space in the Austin Lancer but when you do what a blessing to have it. The spare wheel is stowed separately for easy access (without moving luggage).

FAVOURABLE POWER-TO-WEIGHT RATIO MEANS BIG ECONOMY!

The one-and-a-half litre engine delivers its power in a most advantageous power-to-weight ratio. There is no "dead weight" to carry. This means a startling economy in fuel consumption—maintenance is reduced to a minimum.

