

Motor Industry News Leyland Australia

April, 1972.



LEYLAND APPOINTMENTS.

In line with the company's current policy of expanding its marketing activities, Leyland Australia has announced further senior staff appointments;

MR PETER SMITH, 27, has been appointed Advertising Manager.

Mr Smith is a former Product Manager of Heinz (Aust) and Product Manager of Lifesavers.

He has studied four years at the London College of Graphic Arts and has wide experience in the printing industry and as an account executive with a London advertising agency.

MR JIM BROTHERS, 40, is appointed Manager, Product Analysis and Pricing.

His experience is comprehensive, having spent six years with Chrysler in Detroit doing long range sales forecasting and analysis and six years supervising Pricing and Product Analysis for Chrysler International.

During that time he worked in both Switzerland and Sydney.

CARS	AUSTIN	BUSES	COACHES	FOUR WHEEL	TRACTORS	ROAD ROLLERS
ROVER	MORRIS	LEYLAND	AB DENNING	DRIVE	LEYLAND	GRADERS
JAGUAR	MG	TRUCKS	PRESSED METAL	LANDROVER		AVELING-BARFORD
DAIMLER	TRIUMPH	LEYLAND		RANGEROVER		

LEYLAND MOTOR CORPORATION OF AUSTRALIA LTD. 893-931 STH. DOWLING ST. WATERLOO 2017 NSW PH. 663-0321