

Motor Industry News Leyland Australia

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P 76: FIRST WORD

Despite severe stock shortages, Leyland Australia recorded its highest market share in two and a half years, according to official registration figures for July.

Total market share in July was eight per cent, compared with 6.9 per cent in June.

Although the medium passenger market dropped overall, Leyland's share jumped from 3.96 per cent in June to 6.78 per cent in July.

The medium passenger sector is the market in which the company's recently released P 76 range competes.

Leyland Australia's Sales Director, Mr John Kay, said: "This figure particularly is most heartening as the full potential of P 76 sales has not yet been reflected in our market share."

Mr Kay said order intake on all Leyland models is at record levels.

"But dealer stocks of the three volume cars, P 76, Marina and Mini, are low and consequently the customer's choice of models, options and colours is restricted," Mr Kay said.

"We are now producing P 76 at planned volume levels but it will take some time before our backlog is brought down to more workable levels.

"On some models in the P 76 range, the highly successful Executive for instance, there are waiting lists of more than two months."

Mr Kay said another adverse effect of the stock shortage was the concentration of production for the retail market which meant the important fleet market has suffered.

"Despite these problems, we managed to improve our position — and continuing strong demand for the Mini and Marina was a big factor here," Mr Kay said.

"There is no doubt of the tremendous public acceptance of P 76. With production now getting into top gear we will be able to realise the full sales potential of the car in coming months.

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		

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