

# Motor Industry News Leyland Australia

March, 1972.



## MARINA - MORRIS 1500 REPLACEMENT AND WHY

Apart from the immediate importance of the Marina launch, the car fits into an even bigger overall marketing strategy, the programme for which actually started in 1967.

The Marina is the first stage of a two-pronged attack designed to take sales away from both local and Japanese manufacturers.

The second stage will be the release, early in 1973, of Leyland's all-Australian big-car project, code-named P 76, which will be aimed basically at the market sector currently dominated by the "big three" volume sellers.

As a conventional car, the Marina re-introduces a concept in cars radically different to any vehicle marketed by Leyland in Australia in recent years.

It has been designed to have the broadest possible market appeal.

But the Marina was not picked simply because it was the next design put forward in England - there were numerous factors behind the decision to market it here.

In 1967 an Australian team made a study of the company's future model requirements.

The basic finding of the study team was that two cars would be needed for introduction early in the next decade. The models and their respective design parameters were designated simply "A" and "B".

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CARS  
ROVER  
JAGUAR  
DAIMLER

AUSTIN  
MORRIS  
MG  
TRIUMPH

BUSES  
LEYLAND  
TRUCKS  
LEYLAND

COACHES  
AB DENNING  
PRESSED METAL

FOUR WHEEL  
DRIVE  
LANDROVER  
RANGEROVER

TRACTORS  
LEYLAND

ROAD ROLLERS  
GRADERS  
AVELING-BARFORD

Model "A" eventually became the Marina, while model "B" became P 76.

With the Leyland takeover of BMC in England, a new and conventional car was planned - one that would fill the gap in the company's model lineup which was then made up entirely of front wheel drive cars.

Late in 1968 - early 1969, members of the Australian engineering staff flew to Britain and made a full examination of the completed styling project of what was to become the Marina.

The ADO 28 (the official English designation) largely satisfied the design parameters set down in the independent model requirement study made two years previously.

It was decided to go ahead and prepare a programme for testing and manufacture.

The first concrete step was taken towards the end of 1969, when Leyland Australia's Works Director, Mr. Dave Beech, ordered a number of English Marina prototypes.

The first unit, complete with engine, arrived in Australia in January 1970, followed soon after by a shipment of six body shells.

The Marina had been chosen for three basic reasons: the performance, size and styling were excellent, and with a choice of sedan and coupe, would have wide market appeal.

Secondly, the Marina was precisely the type of car wanted as a Morris 1500 replacement because it was conventional in engine layout, drivetrain and suspension and again this would appeal to a wide section of the public and at the same time be less complicated and less expensive to service, repair and maintain.

Thirdly and most importantly, was the fact that using the Marina body shell would save money - not as a penny-pinching move - but because any money saved could be diverted to P 76, which as a completely new design in all respects would cost many millions of dollars to develop.

"Producing two all-new designs - which would have been necessary if the Marina had not been suitable - would have over-taxed our financial resources," Dave Beech says.

"We need not have worried. From the point of view of appeal we were all impressed immediately by the Marina's styling, interior and the amount of space available.

"The space under the bonnet was another big factor because it meant the car would be easy and economical to service and maintain. And the fact that the car featured a conventional layout meant that it would be aligned with all of its projected rivals in the market place."

Every Marina produced at Leyland Australia's Zetland factory has been built with at least 85 per cent local content right from the start - there was no build-up. Only body panels, tailshaft and gearbox come from England.

The Australian range of Marinas is fitted with the only four cylinder engine built by any manufacturer in Australia.

Apart from the engine, the Marina uses Australian clutches, clutch housing, brakes, suspension, back axle, all interior trim, instruments, wheels, tyres, batteries, paint, bumper bars, door locks and all body hardware.

"The performance for a four cylinder is excellent," says Dave Beech.

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"The Marina is lively, flexible and tractable. The interior is well finished. In terms of servicing, access to the engine and parts and labour costs, it is one of the most economical cars on the market.

"In terms of value for money it easily holds its own against the opposition.

"Finally, to illustrate just one example of the good basic design, we found in making comparisons with other products that the Marina sedan, a medium sized car, had more useable boot space than the full-size sedan offered by one of the biggest car builders in the country.

"And that alone gives the Marina a good start."

The second stage will be the release, early in 1973, of Leyland's mid-Australian 4 door product, code-named P 75, which will be aimed basically at the market sector currently dominated by the "big three" volume sellers.

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It has been designed to have the broadest possible market appeal.

But the Marina was not picked simply because it was the next design put forward in England - there were numerous factors behind the decision to market it here.

In 1967 an Australian firm made a study of the country's future market requirements.

The main finding of the study was that there were three main areas for introduction early in the next decade. The models and their respective design parameters were designated simply 'A' and 'B'.

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TRUCKS - BUSES - COACHES - FOUR WHEEL - TRACTORS - ROAD ROLLERS  
MOTOR VEHICLES - TRUCKS - BUSES - COACHES - DRIVE - TRACTORS - ROAD ROLLERS  
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