

Motor Industry News Leyland Australia

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MARINA TOPS U.K. REGISTRATIONS

British Leyland's Morris Marina - the first car produced by the Corporation following its creation in 1968 - became Britain's best selling model in October - according to new car registration statistics released today.

The Marina accounted for 8.32 percent of total registrations. The demand for British Leyland's range of cars pushed the Corporation's share of the industry's total sales to almost 35 per cent, the highest it has been since March 1972.

Austin Morris, the Corporation's major volume car producer, also recorded a high sales peak, capturing 26.72 percent of the market, its best since January 1971.

The evergreen Mini contributed 7.18 percent of this figure, giving it third place in the registration league.

In total British Leyland had five cars, Marina, Mini, Allegro, Maxi, and Triumph Toledo in the U.K. 'Top Ten' for October.

The Marina was introduced in May 1971, three years after the merger of Leyland Motor Corporation and British Motor Corporation created British Leyland. It has been steadily winning an increasing share of the family saloon market - the biggest but also the most competitive in the country.

Together with the Austin Allegro and Maxi the Marina forms part of a three pronged British Leyland attack in the battle for sales of family saloons.

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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

Combined sales of the three models won a healthy 14.32 percent share of the October new car registrations.

Austin Morris have now produced over 300,000 Marinas. The 300,000th car - an 18 T.C. Coupe was recently delivered to a customer in Holland.