

Motor Industry News Leyland Australia

25th October, 1972



THREE MILLIONTH MINI

1.3 MILLION EXPORTED

British Leyland announced today at the International Motor Show in London, the building of the three-millionth Mini at its Longbridge plant headquarters.

The car, a "blaze" Mini 1000 built for the home market, was rushed overnight from the Birmingham plant to take pride of place at the show at Earls Court.

The Mini, introduced at the 1959 London Motor Show, is the only British car ever to pass the three million production mark and now takes its place as a classic in motoring history.

During the 13 years of the Mini's life, 2,860,382 have been produced in the U.K. of which 1,527,506 have been sold on the home market.

A further 1,332,876 have been exported to markets throughout the world, earning no less than £400 million in foreign exchange.

Since launch a total of 740,000 have been assembled at overseas plants in: Australia, Belgium, Chile, Eire, Ghana, Hong Kong, Italy, Malaysia, Malta, Morocco, New Zealand, Nigeria, Peru, Philippines, Portugal, Singapore, South Africa, Trinidad, Turkey, Uruguay and Yugoslavia.

More than 135,000 Minis have been produced in Australia, most with 85 per cent local content.

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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