

Motor Industry News Leyland Australia

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MARINA: FLEET SALES

One of Leyland Australia's primary aims with the Marina is to break into the very lucrative fleet sales market.

There are more than 9000 fleet owners in Australia.

In 1971, fleet sales accounted for a staggering 42 per cent of the Australian passenger car market. The Marina marks Leyland Australia's first real attempt to win a share of this business.

The car has many features which will appeal to fleet owners:

- * Big interior space, compact size
- * Good fuel economy and fuel range with its 12 gallon tank
- * Biggest boot in its class (20 cubic ft.)
- * Low servicing and parts costs
- * Good engine accessibility - low labour times/costs
- * Reliability (proven OHC engine)
- * Conventional layout (front engine mounted "north-south", rear wheel drive)
- * Compact 31 ft turning circle

These features, coupled with low initial price and insurance cost, means the Marina represents an extremely economical package.

If fleet sales successes in Britain are a pointer, the Marina should be a winner in Australia.

More than 10,000 Marinas were sold for fleet use in Britain within six months of its release in April, 1971. To date, nearly 900 fleet owners have bought the cars.

An extra assurance with the Australian Marinas is the long model run which will ensure good resale value.

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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