

# Motor Industry News Leyland Australia

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## LEYLAND - HIGHEST MARKET SHARE IN MORE THAN TWO YEARS

Leyland Australia has recorded its highest market penetration in more than two years, according to official registration figures for February.

Leyland's share of the total vehicle market in February was 7.95 per cent.

This is the company's highest penetration since October, 1970.

The figure compares with 7.1 per cent in January and 6.2 per cent in December - a jump of 1.75 percentage points in two months.

Leyland's share of the passenger car market, at 8.0 per cent was also the highest since October, 1970.

Leyland's volume selling models, the Marina, Leyland Mini and Tasman-Kimberley, all turned in outstanding figures in February.

The Marina in particular featured strongly, taking 10.6 per cent of the light passenger car market - it's highest share since September, 1972 - and easily outselling Cortina four, Torana four, Galant and Corona.

The Kimberley-Tasman range registrations were the highest ever recorded since introduction of this range in November, 1970.

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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

Commenting on the February figures, Leyland Australia's Sales Director, Mr. John Kay said: "The February registrations are an indication of the direction in which this company is moving.

"It is the result of a near-record month of Kimberley and Tasman sales, continuing strong sales levels with Marina and a typically high Mini sales month," Mr. Kay said.

"One of the most pleasing aspects of the figure is that it was achieved without the full effect of the new Leyland Mini range. Another pointer is that we achieved this penetration figure without a Station Wagon in the range.

"It is also notable that we have yet to fire our 'big guns' - namely P 76 - and our other new car releases scheduled for 1973.

"With the impetus these will give us, we are confident of achieving even greater market penetration and consistently high results in 1973."