

Motor Industry News Leyland Australia

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MARINA SUCCESS CONTINUES

Official registration figures for July have confirmed Leyland Australia's recently introduced Marina as one of the top two selling models in the light four cylinder car market.

According to the official figures, the Marina clearly outsold the Holden Torana four cylinder range and the Datsun 1600.

The figures show Marina registrations in July numbered 1137, Torana four cylinder models 1015, and Datsun 1600, 1042.

Leyland Australia's Sales Director, Mr. John Kay, said: "We are extremely happy with the Marina's market performance.

"It is particularly pleasing because the car has sold outstandingly well in the past two months during which time all advertising was suspended while an intensive advertising research programme was under way.

"The result of that programme is the national advertising campaign on Marina which started last week - a very different and novel approach to automotive advertising.

"With the Marina's success established and the added impetus created by this campaign, we expect the Marina to more than hold its own with the opposition in the future."

Leyland Australia's overall market share lift has also been consolidated, with an average of 7.15 per cent of the market in the past three months, compared with 6.1 per cent in March.

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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