

Motor Industry News Leyland Australia



February, 1973.

LEYLAND MARKET SHARE INCREASE

Leyland Australia's Sales Director, Mr. John Kay, today announced the company's highest market share since May, 1972.

Official registration figures show Leyland's share at 7.1 per cent in January.

This compares with the December 1972 figure of 6.2 per cent.

Commenting on the increase, Mr. Kay said: "Our increased market share was achieved despite serious supply problems with Marina and Mini due to component shortages".

"On the other hand, the Kimberley-Tasman range achieved its best retail month since August 1971".

Mr. Kay said that Leyland's February market share could also be affected adversely by supply problems which had affected production earlier in the month but which had since been overcome.

"With the new Leyland Buyer Protection Plan offering a much better deal for Leyland buyers, and the introduction of the new Leyland Mini range this month, we are confident our market position will improve steadily".

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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