

Motor Industry News Leyland Australia

June, 1972.



LEYLAND MARKET SHARE INCREASE

Leyland Australia has achieved a further significant increase in market share, according to preliminary registration figures for May.

The figures show Leyland with a 7.4 per cent share of new vehicle registrations in May.

This compares with 7.1 per cent in April, the month the new Marina range was launched, and 6.1 per cent in March.

Leyland's share of the passenger car market excluding Commonwealth Government registrations, was 8.6 per cent, compared with Chrysler's 9.4 per cent.

Registration of Austin-Morris vehicles alone in May exceeded Leyland's total market share (including Jaguar and Rover) in March.

The official Chamber of Automotive Industries registration figures show that in the two weeks ended June 2 Leyland Australia registered 483 units, compared with Chrysler's 461, in New South Wales.

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