

# Motor Industry News Leyland Australia

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## LEYLAND REGISTRATION BUOYANT

Leyland Australia has achieved near-record registration figures in May with all three volume car lines, Mini, Marina and Tasman-Kimberley.

The announcement of this result coincides with the release of the most eagerly awaited car in recent years, the P76.

Marina registrations were the highest achieved since May 1972.

Backing this up, the highest registration figure in 18 months was recorded with the Mini range, mainly due to the impetus created by the recently released Leyland Mini models.

Registrations of the Tasman-Kimberley range were also extremely high - the second highest figure in 18 months.

The official registration figures show a significant improvement in Leylands volume in every State over the previous month. Leylands luxury car lines also featured strongly with the highest figure recorded for Jaguar in 18 months. Registrations of the all-purpose Range Rover were the best since the vehicle's introduction in mid 1972.

Leyland Australia's Sales Director, Mr. John Kay, said the figures augured well for Leyland, particularly with the greatly increased market penetration expected with the P76.

"With the release of the P76 we now have a spread of models at least as good as any Australian manufacturer", Mr. Kay said.

"This, plus the other elements of our new model programme yet to be shown, will assure improved market share in the near future."

<b>CARS</b>	<b>AUSTIN</b>	<b>BUSES</b>	<b>COACHES</b>	<b>FOUR WHEEL</b>	<b>TRACTORS</b>	<b>ROAD ROLLERS</b>
ROVER	MORRIS	LEYLAND	AB DENNING	DRIVE	LEYLAND	GRADERS
JAGUAR	MG	TRUCKS	PRESSED METAL	LANDROVER		AVELING-BARFORD
DAIMLER	TRIUMPH	LEYLAND		RANGEROVER		