

Motor Industry News Leyland Australia

March, 1972.



OFFICIAL NAME CHANGE

The name British Leyland Motor Corporation of Australia Limited has been changed to Leyland Motor Corporation of Australia Limited.

Announcing this, Mr. J.O. Martin, Managing Director of Leyland Motor Corporation of Australia Limited, said the name change foreshadowed by Lord Stokes in Australia last December, had been planned simultaneously with a review of the company's operations and a strengthening of its organisation, particularly finance and marketing.

The name which will normally be shortened to Leyland Australia, would establish the now confirmed role of the company to meet the need of the Australian motorist.

While the company would retain the advantage of access to British Leyland technological research and experience in England, the only yardstick for local production would be requirements and potential of the Australian market.

Mr. Martin said that there would be no change in the company's famous brand names including Austin, Morris, M.G., together with Rover, Jaguar, Daimler and Triumph.

Mr. Martin stated that already Leyland Australia had several locally designed and developed vehicles under road test and others in the early stages of development.

- | | | | | | | |
|-------------|---------------|--------------|----------------|-------------------|-----------------|---------------------|
| 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 | | |