

Motor Industry News Leyland Australia



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LEYLAND PASSES DATSUN AND TOYOTA

Leyland Australia has achieved its highest market share in 12 months, according to official car registration figures for April.

Leyland's market share leaped from 6.1 per cent in March to over 7.1 per cent in April.

This lifts Leyland Australia past both Datsun and Toyota into fourth place in vehicle sales throughout Australia.

The increase is due mainly to the release of the Morris Marina range on April 7. Because of the lag in recording registrations, little more than two weeks' sales were taken into account.

Leyland Australia recorded 1310 retail sales for Marina in April but only 817 of these are included in the official registration figures.

Sales Director, Mr. John Kay, said today: "Despite a marked drop in passenger car sales, Leyland's own market share showed a healthy increase, reflecting wide acceptance of the Marina range."

Total passenger car sales dropped from 32,096 in April last year to 30,632 in April this year.

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