

# Motor Industry News Leyland Australia

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## MGB PRODUCTION ENDS.

Production of the MGB, the most popular sports car ever produced, will be discontinued in Australia this month.

The demise of the MG B comes after a production run in Australia spanning 10 years - 1963 to 1972.

During this time, more than 9000 B's have been sold.

There are no plans to introduce a replacement.

Commenting on the halting of MG B production, Leyland Australia's Sales Director, Mr. John Kay, said: "It is a tremendous pity that the B cannot survive. Particularly when it means the end of the famous MG name as an "active" marque in Australia.

"But we have to be hard-headed. Regulations require 85 per cent local content after 1972.

"The present sales potential of specialist cars, like the MG B, is too low to make production feasible with 85 per cent local content."

At present, Leyland Australia receives MG B's from Britain in CKD (completely knocked down) packs and assembles them at the Zetland, Sydney, plant with 45 per cent local content.

The first MG to be produced locally was the MGA 1600 Mark I. That car and its successor, the Mark II, were manufactured between 1960 and 1962.

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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

Australian production of the MG B began in April, 1963.

In that year, 444 were sold. In 1964, sales of the roadster almost doubled to 802.

The sales figures for the following years reflect the MG B's stranglehold on the Australian sports car market:- 1965: 915 sold; 1966: 1084; 1967: 1228; 1968: 1026; 1969: 1089; 1970: 1053; 1971: 883.

The B has also met with great success in other markets, particularly in America, which takes a large percentage of MG and other British Leyland sports car production.

Production of the MG B recently passed that of the American Corvette, making it the most popular sports car ever produced.

Its popularity as a model has far exceeded that of the MG A, which ran from 1955 to 1962.

Total MG A production was 101,081, of which America took 81,153 or fully 80 per cent.

Total production of the MG B to June 30, 1972, was 296,310, of which 158,879 - or 54 per cent - has been exported to America.

The end of the MG B will be a sad moment for Australian enthusiasts.

But, although it means the end of MG in Australia as an "active" marque, spare parts will still be available.

