

*A message
to all
B.M.C. Staff*



Today we launch on the Australian market our six-cylinder Austin Freeway and Wolseley 24/80.

This is a memorable and proud occasion for all of us at BMC (Australia) as we see come to fruition the greatest project in the Company's history in Australia.

The Austin Freeway and Wolseley 24/80, and the recently announced Morris Major Elite, are the result of a great deal of planning, experimentation and a lot of hard work by all within this company.

In these three new cars, plus the Morris 850, we now have a range of family cars unsurpassed by any manufacturer anywhere in the world.

In the past 12 months we have seen our share of the Australian car market grow steadily, and we anticipate that in the next few months this will increase even more dramatically.

Each and every one of you at BMC (Australia) has played an essential and important part in the production of these new cars, and we can all feel justly proud of our achievements.

The Directors of the company congratulate and thank you for making the Morris Major Elite, Austin Freeway and Wolseley 24/80 possible.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read 'H. J. Graves'. The signature is written in a cursive style with a prominent loop at the beginning.

H. J. Graves,
Managing Director.



The Austin "Freeway."

Know the Answers

It is important that you know the main specifications of the Austin "Freeway" and the "Blue Streak Six" engine. In this highly competitive automotive industry, all of us at BMC have a part to play in the selling of the Company's products.

ENGINE

Cylinders . . . six in line.
Bore and Stroke . . . 76.2 mm by 88.9 mm.
Cubic Capacity . . . 2433 cc.
Compression Ratio . . . 7.7 to 1.
Valves . . . pushrod overhead.
Carburettor . . . Zenith downdraught.
Power at r.p.m. . . . 80 (gross) at 4350 r.p.m.
Maximum Torque . . . 123 ft/lb. at 1650 r.p.m.

TRANSMISSION

Type . . . Three speed manual.
Ratios:
First . . . 12.08
Second . . . 6.32
Top . . . 3.91
Rear Axle . . . 3.91

SUSPENSION

Front . . . independent coils.
Rear . . . semi-elliptic.
Shockers . . . piston.

STEERING

Type . . . cam and peg.
Turns . . . lock to lock, 2.8.
Circle . . . 37 ft.

BRAKES

Type . . . drum.

WEIGHT

Dry . . . 23 cwt.

TOP SPEED

86 m.p.h.

FUEL CONSUMPTION

29 m.p.g. approx.

This "Blast-Off" edition of the "B.M.C. Review" which was produced for the National Dealers Conference, has been specially reprinted as a Souvenir Edition for members of B.M.C. staff.