



PARTS

PARTS SALES BULLETIN

British Motor Holdings (U.S.A.) Inc.

734 GRAND AVENUE, RIDGEFIELD, NEW JERSEY 07657

July 8, 1968

TO ALL DISTRIBUTORS AND DEALERS

Re: Summer "Dress-up" Parts Sale

As you are well aware, the addition of a relatively inexpensive new soft top and tonneau cover can add many dollars to "used car" re-sale value. Because of this, for a limited time only, British Motor Holdings (U.S.A.) Inc. is making available to all dealers through their franchised B.M.C. Distributors, soft tops and tonneau covers for popular B.M.C. cars at specially reduced prices.

These specially priced soft tops and tonneau covers are aimed primarily at encouraging dealers to "dress-up" their "used car" stocks for the summer selling season. We have listed items which have applications to a cross-section of B.M.C. cars. Again, the potential at the retail sales level should not be overlooked.

May we suggest that you contact your B.M.C. Distributor now for your special price quote. Quantities are limited--so those placing their orders first will have the advantage of the widest selection.

OFFER EXPIRES SEPTEMBER 6, 1968

DK:hd

Attachment

MG • AUSTIN HEALEY • MORRIS • AUSTIN • SPRITE • MIDGET

SPECIAL OFFER

Campies and Tonneaus

Part No.	Application	Description
AFH 6803	MGA 1600	Hood Assembly (Blue)
AHB 5599	BN 6, BN 7	" " (Gray)
AKE 1761	MGA 1500	" " (Blue)
AKE 5201	BJ 7	" " (Gray W/Back Light)
8G 8753	BJ 7	" " (Blue Less Back Light)
8G 8756	BJ 7	" " (Gray Less " ")
AHB 5601	BN 6, BN 7	Hood Cover (Gray)
AHB 8519	BT 7	" " (Gray)
14B 1385	BN 6, BN 7	" " (Blue)
8G 8848	BJ 7	" " (Gray W/Back Light)
8G 8757	BJ 7	" " (Blue Less Back Light)
8G 8759	BJ 7	" " (Gray Less Back Light)
AFH 6571	MGA 1600	Tonneau (Black)
AHA 7787	Sprite Mk. III, Midget Mk. II	" (Red)
AHA 7788	Sprite Mk. III, Midget Mk. II	" (Blue)
AHB 5596	BN 6, BN 7	" (Black)
AHB 8702	BT 7	" (Gray)
AHB 9822	BJ 7	" (Gray)
AHH 5972	MGA 1600	" (Beige)
AHH 5974	MGA 1600	" (Blue)
AKE 1759	MGA 1500	" (Blue)
4B 3229	BT 7	" (Blue)
8G 9113	Sprite Mk. II, Midget Mk. I	" (Red)
8G 9114	Sprite Mk. II, Midget Mk. I	" (Blue)
8G 9115	Sprite Mk. II, Midget Mk. I	" (Black)
8G 9177	Sprite Mk. II, Midget Mk. I	" (Hazelnut)

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7/8/68

Attachment to Parts Sales Bulletin No. 68-8