

The logo features the words "Austin of England" in a black, elegant script font. This text is superimposed on a large, white, stylized graphic that resembles a thick, continuous line forming a large, abstract letter 'A' or a stylized 'S'. The background is a solid, vibrant red. The white graphic has a small black rectangular detail on its right side.

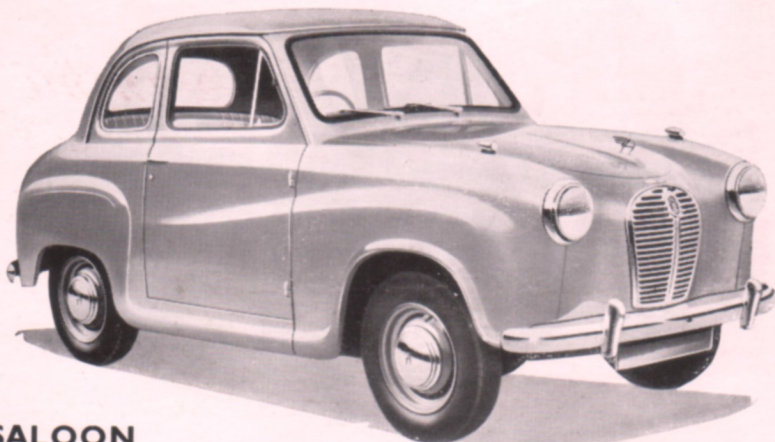
Austin of England

CARS OF THE FUTURE

DESIGNED FOR TODAY!



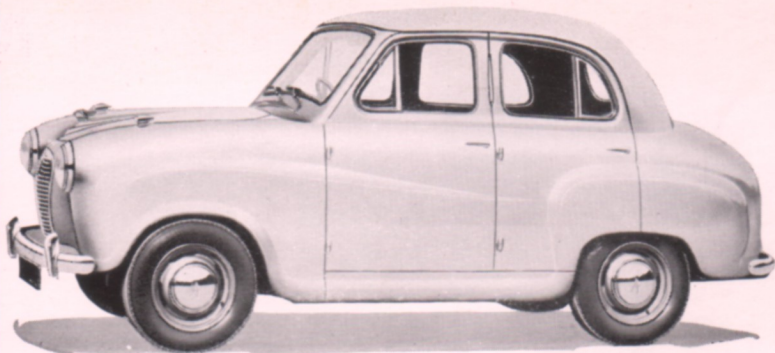
A30 TWO-DOOR SALOON



This, the lowest priced car in the Austin range, lacks nothing in equipment or performance. Its proportions are such that, driving, parking or manoeuvring becomes simplicity itself, while the interior provides ample travelling comfort for four people with generous luggage space in the rear boot.



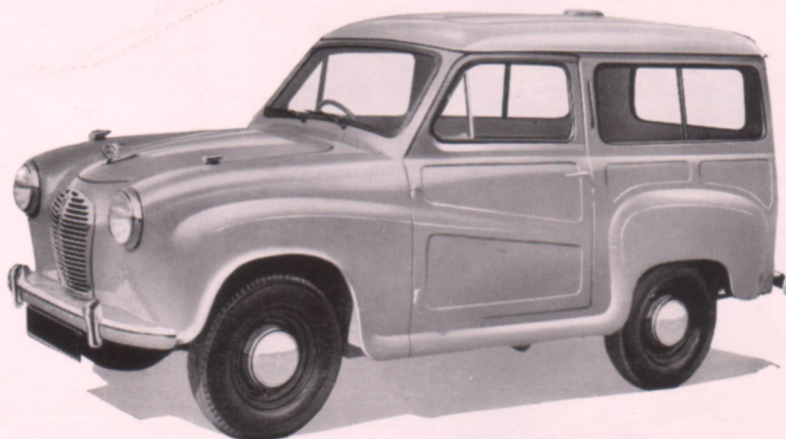
A30 FOUR-DOOR SALOON



This delightful little car has four forward opening doors permitting free access to any seat without disturbance of other passengers. Pleasing to drive with a lively performance and amazing economy, the A30 provides motoring at its brightest and best for the family of moderate means.

A30 COUNTRYMAN

Ideally suited to work in town or country, this is a light delivery van which can be quickly converted to serve as a family saloon! Like all A30s, it is powered by a lively O.H.V. engine and equipped with powerful hydraulic brakes.



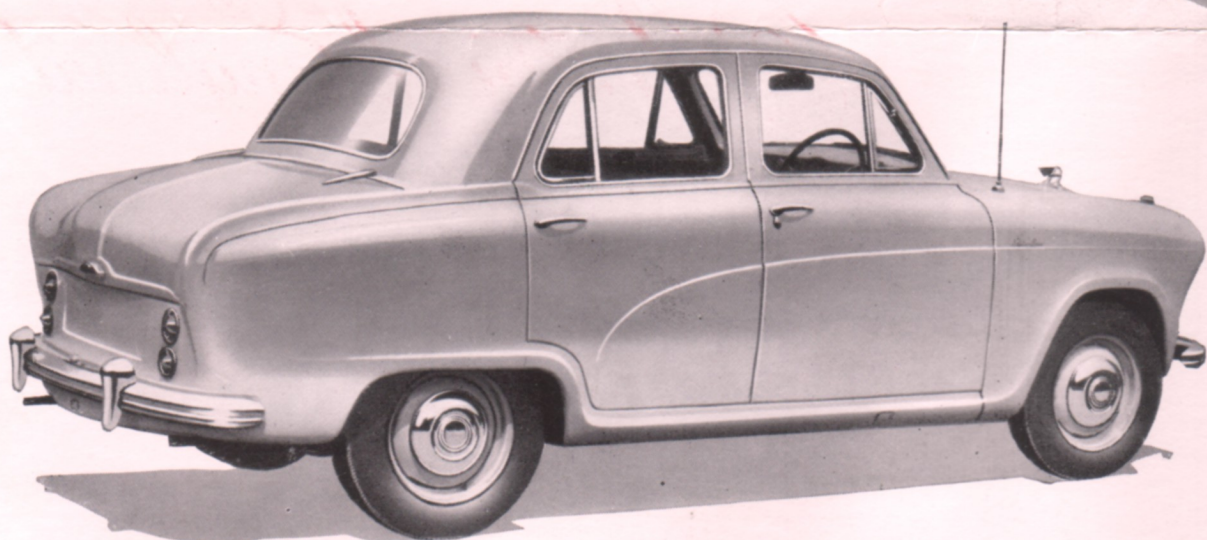
AUSTIN

YOU CAN DEPEND ON IT!



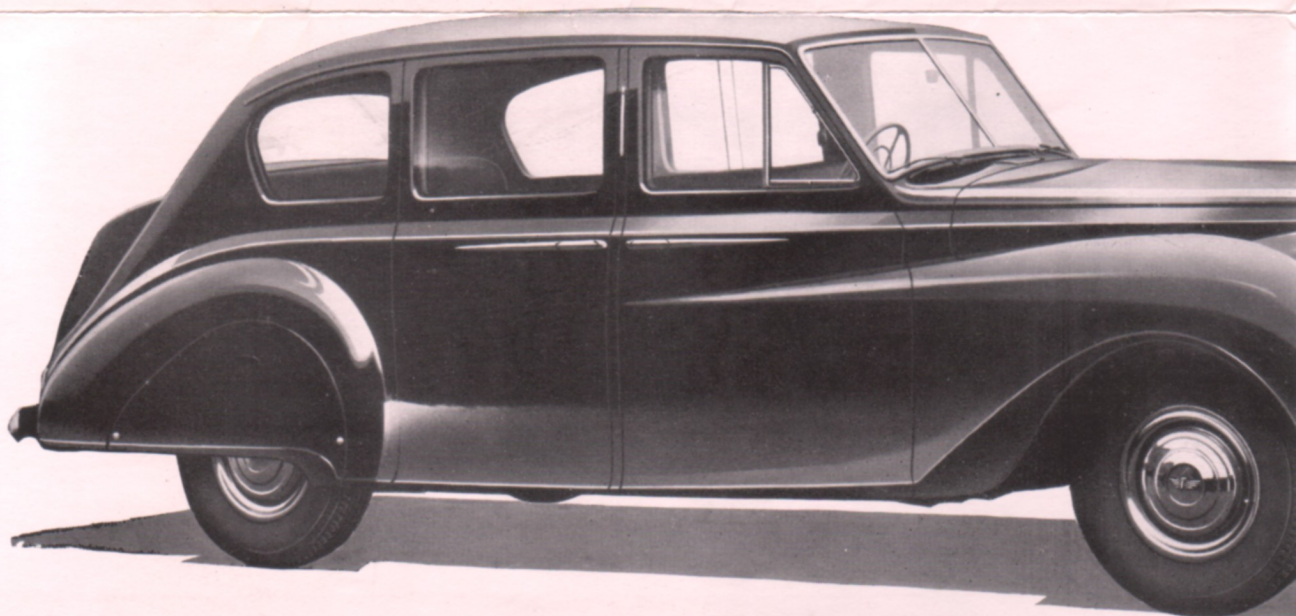
A90 "Six" WESTMINSTER

Stylishly designed and constructed, this saloon is admirably suited to the requirements of the business executive. The elegance of the roomy interior and the positive ease of control, well matched by the sparkling performance of its six-cylinder O.H.V. engine, make the Westminster a joy to handle.

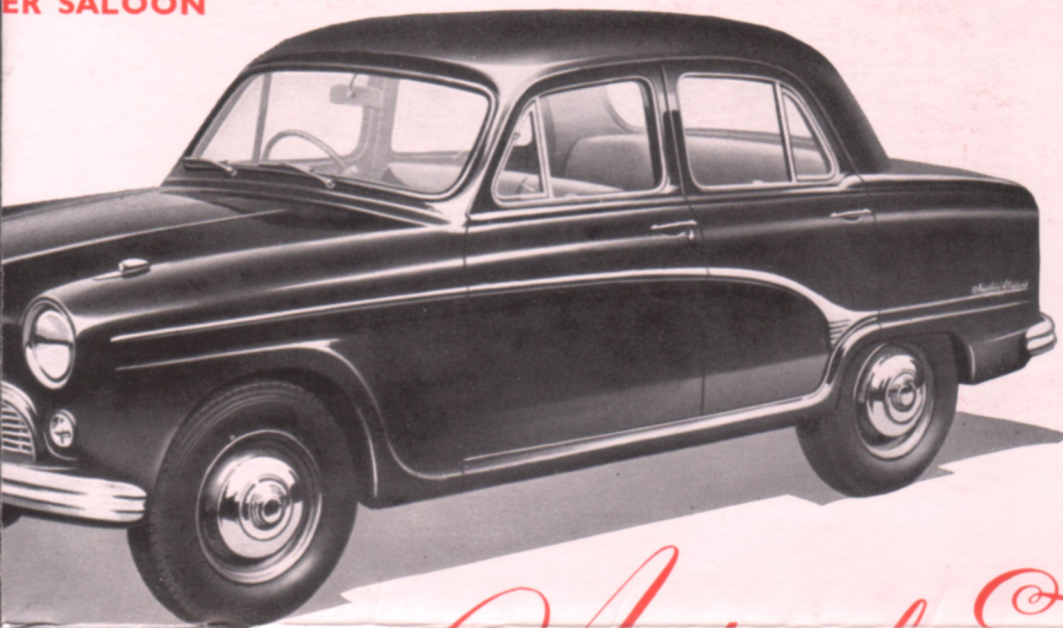


A40 and A50 CAMBRIDGE SALOON

A fine, compactly built car, neatly upholstered and finished in a modern range of colours to most pleasing taste. Exceedingly comfortable and safe to handle, the Cambridge can be supplied with either the 1,200 c.c. A40 engine or the A50 unit of 1,500 c.c. capacity.



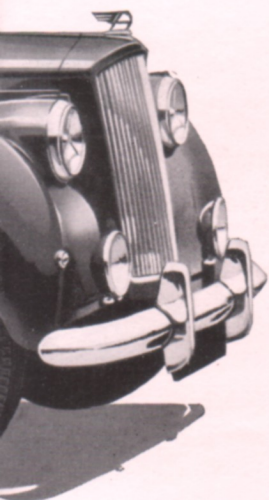
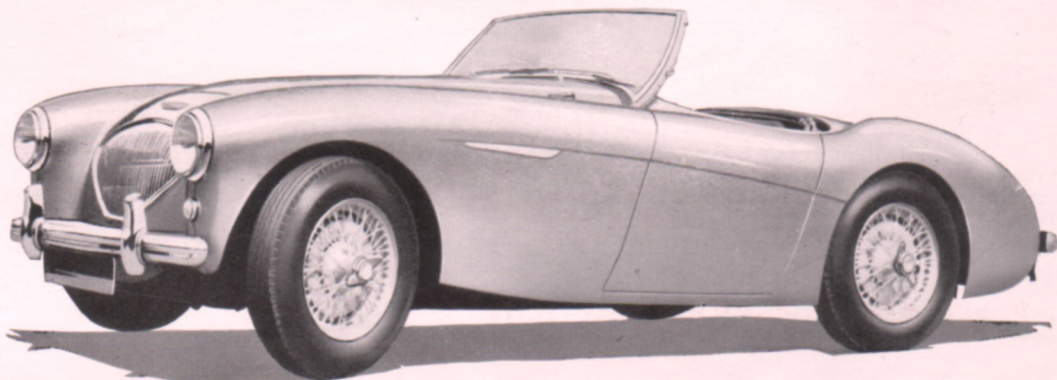
ER SALOON



Austin of England

AUSTIN-HEALEY '100'

Here indeed is perfection for the sports car enthusiast! The scintillating performance of this car is well proved by the number of its successes in competitive events. On road or track the Austin-Healey '100' can be relied upon for fast, safe and dependable travel.



A135 PRINCESS III L.W.B. LIMOUSINE

Most luxuriously equipped, this, the aristocrat of the Austin range, is flawlessly built throughout. Delightfully pleasing to handle, its smooth performance and dignified appearance make it ideally suited to private or ceremonial occasions. A similar coachbuilt saloon without the centre glass partition is also available on the long wheelbase chassis, while a smaller version of each type of coachwork is also produced on a short wheelbase chassis.



In the vast Austin Car Assembly Building at Longbridge, every conceivable automatic device has been installed to promote speedy, yet accurate, production of Austin vehicles. Completed in 1951, it is one of the most modern buildings of its kind in the world.

All sub-assemblies, such as power units, rear axles, front suspension units and completely trimmed bodies are directed by conveyor belt through a system of underground passages to their relevant pick-up point immediately beneath the main car assembly tracks.

From here, each unit is elevated from below and electrically timed to drop precisely into its right position at the right moment! The precision with which such automation can be controlled from one central switch panel achieves a unique standardisation of vehicle production of the highest order, which contributes in no small way to upholding Austin dependability.

Austin of England



THE AUSTIN MOTOR COMPANY LIMITED
LONGBRIDGE BIRMINGHAM

AUSTIN MOTOR EXPORT CORPORATION LIMITED
LONGBRIDGE BIRMINGHAM ENGLAND
