

THE ROOTES GROUP

# MOTOR NEWS DIGEST

NOTE TO READER

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ISSUED BY  
**PUBLIC RELATIONS**

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PRODUCTION.

- 421. Made In Spain. It is said in the 'Daily Graphic' (14.6.47) that British cars will soon be made in Spain. Agreement has been reached between Don Jaun Suances, Minister for Industry, and a certain British company, for the building of a factory in Spain geared to turn out 200 cars a month. The cause of the move is reported to be Spain's shortage of sterling which makes the import of British cars on any scale impossible.
- 422. To Import Bodies. Imports of motor car bodies into Australia are to be permitted in order to overcome the shortage of Australian made bodies, which is leaving thousands chassis idle, states the 'City Observer' of 13.6.47. Production of bodies in Australia is lower than imports of chassis by about 2,000 a month and there are now 18,000 chassis awaiting bodies in Australian it is said.
- 423. Russian Baby Car. The 'Garage and Motor Agent' of 14.6.47 records that factory tests have been completed on the first 100 Moskvich low-priced Russian cars, and they will go into mass production soon, it is announced in Moscow. Production is to reach 60,000 a year in the next four years.
- 424. Far East Project. General Motors Corporation are seeking approval from the Singapore authorities to build a giant factory to assemble motorcars and motor lorries for distribution throughout South-east Asia and the Far East, states the 'Evening Standard' of 16.6.47.
- 425. More Competition. It is said in the City column of the 'Evening Standard' of 16.6.47 that British motor car manufacturers are preparing to meet increased competition in the world's export markets. The challenge is expected not only from America but also from France, Italy and other European countries whose motor industries are beginning to get on their feet again.

EXPORT.

- 426. Imports Suspended. A report from Buenos Aires which is recorded in the 'Financial Times' on 17.6.47 states that it has been decided to suspend until further notice the granting of import exchange permits for all motor-cars, comprising the Argentine tariff numbers 625/631. This measure means virtually the closure of the Argentine market to all motor vehicles for the remainder of the year.
- 427. Tobacco For Cars. A short paragraph of the 'Daily Express' of 12.6.47 is devoted to the statement that Yugoslavia is to "buy" Ford cars and spares in exchange for timber, cement, minerals and tobacco, which Ford will sell on a brokerage basis.

TECHNICAL.

428. Narrower Range. Our motor manufacturers have decided that, when their true post-war programmes are announced, motorists will have to be satisfied with a far narrower choice of models than at present, says the motoring correspondent of the 'Sunday Times' in the issue of 15.6.47. Apart from the question of taxation, shortage of manpower, especially skilled, is making it impossible for sufficient tools and jigs to be manufactured to duplicate all the existing types now on the market. The reduction may not be obvious immediately to the public, it is said.
429. British "Baby". The 'Daily Graphic' of 11.6.47 announces that a new British "baby" car of 6.h.p. will be on the market within a few months. It is the "big sister" of the 3.h.p. Lloyd Special, made in 1937 by Mr. F.R. Lloyd, the Grimsby racing driver, and will have a tubular backbone chassis, a 6.h.p. cross-mounted two cylinder engine, front wheel drive, and independent suspension all round. The price will be between £300 and £400.
430. Foolproof Car. Mass production of a Swedish people's car costing between £320 and £335 will begin in 1949, says a report in the 'Star' of 13.6.47. A Swedish aircraft company has already started developing the car. It is claimed to be foolproof, has front-wheel drive, a low chassis, and special anti-skid design.
431. Novel Car Engine. A motor engine which uses 30 to 40 percent less petrol because of its higher compression ratio has been demonstrated to motor engineers by General Motors, it is said in the 'City Observer' of 13.6.47. It is stated that engines of higher compression ratio are practicable and possible, in spite of a mass of literature to the contrary.

PRICES.

432. Price Announcement. A short paragraph of the 'Times' of 17.6.47 is devoted to the announcement that Austin "Eight" and "Ten" saloons now cost £358 and £435 respectively, including purchase tax.
433. Many New Models. Daimler has announced twenty-two models with new types of coachwork, ranging in price, with purchase tax, from £2,790 to £5,265, states the 'Evening Standard' of 10.6.47. All are said to be of 27.h.p. or 36.h.p.

SALES.

434. Resale Banned. The Spanish Government has decreed that buyers of imported motor cars must pledge not to resell them for four years. Foreign cars cost about 30,000 pesetas (£700) when imported, and they can be sold in Madrid for 250,000 pesetas (£5,800), it is said in the 'Evening Standard' of 13.6.47.

TAXATION.

435. Hint of Change. The 'Manchester Guardian' of 13.6.47 reports that Sir Miles Thomas, Vice-Chairman of the Nuffield Organisation has given a hint of a coming change in the system of car taxation. He was addressing the Motor Agents' Association as President of the S.M.M. and T at Scarborough, and is reported to have said: "I believe that we should see a beneficial alteration in the system of car taxation in the none too distant future -- a change that will show that our complex problems have been carefully studied and understood. It should help home and export business alike."
436. Tax on Radios. The Treasury is to make an Order charging with purchase tax wireless receiving sets designed for use on road vehicles, and valves, batteries and accumulators suitable for use with them,

states the 'Birmingham Post' of 11.6.47.

437. May be Reduced. The Political Correspondent of the 'Daily Graphic' writing in the issue dated 17.6.47 states that the value of the basic petrol coupon may be reduced from  $1\frac{1}{2}$  to one gallon under the scheme to tax cars at the flat rate of £10 a year. The plan will provide, it is understood, for the £10 tax on all cars registered after January 1st next, and the petrol tax is likely to remain unchanged. The petrol duty is not being changed mainly because of the effect it would have on the cost of public and industrial transport.

GENERAL.

438. B.B.C. At Coventry. A Coventry factory bore some resemblance to the Tower of Babel recently when recordings of the production of Hillman Minx cars were made in many different languages by the Rootes factory at Ryton. The recordings were made by means of the special Humber recording van that took part in the recent Royal tour of South Africa and which had previously seen a considerable amount of war service. Fifteen members of the foreign section of the B.B.C. made recordings in French, Spanish, Polish, Russian, Greek, Swedish, Italian, etc. They described the production of a Minx right through from the machine shop to the final assembly, and their recordings will be broadcast in the B.B.C.'s Foreign Service. This report appears in the 'Coventry Evening Telegraph' on 7.6.47, and in other papers.
439. Steel For Cars. In the House of Commons on 16.6.47 Mr. Wilmot, Minister of Supply informed Mr. Edelman (Coventry) that he hoped to be able to maintain the present allocation of steel to the motor industry during the third quarter of 1947, and it might be possible to improve the allocation during the fourth quarter.
440. U.S. Road Deaths. A message from Chicago, published in the 'Evening Standard' on 13.6.47, says that over 9,200 people were killed in traffic accidents in U.S.A. during the first four months of 1947, a decrease of 14% compared with the corresponding period last year.

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