

THE PARIS MOTOR SHOW

At the Paris Motor Show, competing with cars from all over the Continent, are more than twenty makes of British vehicles. Cars like the Aston-Martin set the theme of the show - speed at all costs - and these costs are pretty high, too. The Jaguar coupe (which was driven recently for seven days and nights at 100 miles per hour) comes in for a lot of attention.

In spite of stiff opposition, our products are selling well to Europeans who know that for big and beautiful cars, it's best to buy British.

Cars of every shape from Britain's factories are on show. And what better for sporty types than the midsize M.G? By taking their products to the people of Europe, Britain's motor manufacturers show that they are doing all they can to help our export drive.