

PRESS RELEASE



THE SOCIETY OF MOTOR MANUFACTURERS AND TRADERS

LIMITED

148 PICCADILLY, LONDON, W.1.

TELEGRAMS :
MOVENDUM, AUDLEY, LONDON

TELEPHONE :
GROSVENOR 4040

PRESS AND PUBLIC RELATIONS DEPARTMENT

THE HEADQUARTERS OF THE BRITISH MOTOR INDUSTRY

DATE 16th September, 1958.

FOR RELEASE: Immediate.
REFERENCE No. 770

The 1958 Commercial Motor Show.

(19th International Commercial Motor Transport Exhibition)

Release No. 3.

Earls Court, London, September 26th - October 4th.
(except Sunday September 28th.)

To be officially opened at 12 noon on the 26th
September by the Rt. Hon. Harold Watkinson M.P.,
Minister of Transport and Civil Aviation.

Mr. Reay Geddes, President of the Society of Motor Manufacturers and Traders, addressing a Press Conference in London to-day on the forthcoming Commercial Motor Show at Earls Court, said:-

For sheer spectacle it would take a lot to beat the Commercial Motor Show, organized every two years by the Society, and due to make its debut this year on Friday week at Earls Court.

For that reason it is as much an experience for the layman as it is of itself a business rendezvous of the first importance for traders and buyers the world over.

The car Show which follows is not unique in having a magic of its own; there is a magic, too, in the immensity of the contrast in character, capacity and colour of the buses, lorries, light vans and other transport units which will be on the Stands at Earls Court.

I call it a "spectacular" Show; it is also a Show which has a very real bearing on the lives of the whole community, for those vehicles (goods vehicles are still subject to the ridiculous Purchase Tax of 30% on the chassis) are an integral part of our industry and commerce. Their contribution to our standard of living is twofold - by direct service on the roads of this country, and by their earnings through overseas sales.

The British Commercial Vehicle Industry exports more goods and passenger carrying transport than any other European manufacturing country, and little fewer than the U.S.A. 61,500 worth £43 million were shipped from our factories in the first half of this year and, in July (which provides the latest available figures) the £8½ million earned was the highest ever for that month.

Since the Exhibition was last held in 1956 there have been some marked trends to be seen in the design of our Commercial Vehicles.

This year perhaps the most sensational source of development is to be found in suspension units; from improvements in the conventional systems to the incorporation of such approaches as air and rubber units. Air suspension, a prominent feature among trailers at the Show, has now penetrated into the heavy class of passenger vehicle. Double deckers with independent suspension all round and with the rear wheels on air suspension will be prominently displayed. At least one "coach on air", to be shown in chassis form, will have this system for both front and rear axles.

But there are two other notable aspects of things. It has been with a sigh of relief that our designers of commercial vehicles have heard of the progress and plans for the country's motorways. At least there will be a use at home for the vehicles of higher power and speed which are required for long distance transport in important foreign markets. The other point is the way in which costs per ton or passenger mile have been progressively reduced over recent years.

Of the utmost importance as a sales feature in the modern commercial vehicle is the comfort of the driver. The best of driver amenities in coaches is now being made to apply to the cab of the goods vehicle in layout, visibility, position of controls, seating, heating and cooling, and decor. Radio, too, is being more widely provided, and such niceties as cigarette lighters and electric razor plug sockets are also coming into the picture!

The diesel engine now dominates the British production schedule in the medium and heavy classes of vehicle and this domination shows a tendency to extend into the 1 to 1½ ton payload market.

The diesel unit, so largely developed and popularized by our industry, is the biggest single factor in the reduction of operating costs. Over the last five years or so the standard of refinement and economy of operation has made great progress.

Since the last Show there has been a number of additions to the range of forward control lorries and vans with their greater load space and their especial suitability to traffic congested areas.

The new regulations concerning p.s.v's on country services has prompted a higher call for models of that kind, while in the heavy class there has been an increasing demand for double deckers with front entrance.

Throughout the goods vehicle range there are indications of increasing engine power and higher brake efficiency; popular demand for lorries is tending to turn more to the larger payload class. In the heavy goods category there is more evidence of power steering units and, in the bus and coach sphere, automatic transmission systems show continuing development.

Those, then, are some of the characteristics of the modern commercial vehicle which will be seen at Earls Court in company with a number of their competitors from overseas countries.

Apart from vehicles there is always a great show in itself in the multiplicity of accessories, components, tyres, and transport service equipment which will be there in full strength on the First Floor Stands.

In all, the exhibits will be marshalled on the largest display area ever for any Commercial Motor Show. We anticipate that this year's Exhibition will draw a large attendance during its eight day run, and are quite sure that it will promote still further the level of sales at home and abroad.

Issued by:

C.V. Ford, Press and Public Relations Officer,
The Society of Motor Manufacturers & Traders Ltd.,
148 Piccadilly,
London, W.1.



THE LONDON PRESS EXCHANGE LTD

Public Relations Department

9 GREAT NEWPORT STREET, LONDON, W.C.2

With Compliments

SHAVE WHILE YOU DRIVE.

Tomorrow's lorry driver can look forward to more comfort in his cab. Gone are the days of strictly functional cabs. Emphasis at this year's Commercial Motor Show is on increasing comfort, thus reducing the risk of driver fatigue.

A pointer to this trend is that two vehicles at this year's Show are fitted with dashboard sockets for Remington Auto-Home electric shavers. They are the British Motor Corporation's new Morris seven tonner and the Guy 'Invincible' Mark II.

The Auto-Home is the only electric shaver which can be operated both from a vehicle's battery system and a domestic electricity supply. It costs £11.9.2d.

Will lorry drivers buy what is really a car accessory? The manager of a large transport fleet says: "I'm sure they will. Their wives don't like them to get home looking scruffy after an all night drive. A quick shave before they climb out of the cab will make all the difference".

For further information please contact
ROGER BRABAN
at COvent Garden 2951.

ATKINSON VEHICLES LIMITED

Winery Lane,
WALTON LE DALE,
Lancashire.

STAND NO: 99.

INTERNATIONAL COMMERCIAL MOTOR TRANSPORT EXHIBITION - 1958

We as a company have continued to follow the policy which we have adopted for some years now of what we have been pleased to call RANGEABILITY i.e. to place ourselves in the position to offer to provide a range of vehicles with an ability to conform to any range of conditions and in so doing provide the customer with a range of vehicles made from a minimum of common component parts and units.

Last year has seen considerable development in "off the road" vehicles particularly for overseas but with limited scope in this country. Our exhibits this year, therefore, are in fact divided into two categories - the heavy goods road vehicle range represented by the rigid eight wheelers - and the automatic coupled tractor : and heavy dumper tractor range, represented by four and six wheeled vehicles, the latter in the 6 x 4 and 6 x 6 types with forward and normal control respectively. On other stands we are exhibiting again the tipper/dumper class of vehicle and in the Demonstration Park a four wheeled tractor for maximum capacity articulated semi-trailer work, and a complete tanker vehicle also in this category. In detail, therefore, the models on our stand are as follows:-

ROAD VEHICLES

These are mainly in the eight wheel class, a model which has proved so popular over the last few years providing the maximum capacity loads within legal limits for trunk services in this country. We are not exhibiting passenger chassis this year, believing that our interests can best be served by goods vehicle exhibits. The company still, however, manufactures the range of passenger chassis similar to that previously exhibited for both Home and Overseas markets.

ON STAND NO: 99 you will find FOUR EIGHT WHEELERS of varying types

1) MODEL L.1786XTA - EIGHT WHEELER WITH TRAILING AXLE

As has become our almost invariable custom we are pleased to exhibit an eight wheel tanker for BULWARK TRANSPORT LTD., one of a number to be delivered during the present year. This again is an eight wheeler trailing axle model and in this instance has air braking and is exhibited complete with our latest full vision cab and cargo tank. This model includes the latest type GARDNER 6LX 150 h.p. ENGINE with the corresponding 557/480 gearbox and DOUBLE REDUCTION DRIVING AXLE.

2) MODEL L.1786 FREIGHT VEHICLE - EIGHT WHEELER

This vehicle is exhibited with a sectioned body and cab for CLOPTONS TRANSPORT and has been specially prepared for exhibition to demonstrate the structural merits particularly of our coachbuilt cab with fibre glass panelling with the interior improvements which have been effected with its introduction. It also shows a half sectioned body with its substantial construction, both units of course being of our own manufacture. This vehicle also incorporates the GARDNER 6LX engine and corresponding gearbox unit and in this instance is equipped with DOUBLE DRIVE AXLES and latest HYDROVAC BRAKING.

3) MODEL L.1786KFA - EIGHT WHEELER TIPPER COMPLETE

This exhibit is shown expressly to demonstrate the application if required of SEMI-AUTOMATIC TRANSMISSION incorporating the LOCK UP FLUID CLUTCH and FIVE SPEED WILSON GEARBOX. It is designed for particularly arduous duties and provides the ultimate in driving comfort.

continued

It is TWO PEDAL CONTROL with POWER STEERING (which can be provided for all our models) and is similar to vehicles already in operation in this country. It is fitted with maximum capacity body and tip gear by PILOT WORKS LTD. of BOLTON.

4) MODEL L.1786T RIGID EIGHT WHEELED VEHICLE

This vehicle is fitted with our latest coachbuilt type fibre glass swept screen cab and body. It is a TRAILING AXLE model with HYDROVAC BRAKING and has numerous custom built features incorporated and is typical of the British built trunk service vehicle without which the supply lines of the country would fail.

5) MODEL ST.1045 CHASSIS, CAB AND COUPLING GEAR

This is one of a number of vehicles ordered by Freeman Volkens and Stuart and the exhibit is superimposed onto the body of one of the eight wheelers above and inclined for ease of demonstration of the chassis features. It is a development of the earlier Atkinson tractor but incorporates the 5LW GARDNER ENGINE with overspeed five speed 557 gearbox and HYPOID REAR AXLE. The BRAKING is VACUUM HYDRAULIC and the COUPLING GEAR the latest development of SCAMMELL LORRIES incorporating the VACUUM ASSISTED HANDBRAKE SEMI-TRAILER GEAR. This model incorporates for exhibition our earlier type of coachbuilt light weight cab.

" OFF THE ROAD" EXHIBITS WILL INCLUDE THE FOLLOWING

6) DT.745 5-6 CUBIC YARD DUMPER CHASSIS AND CAB

This exhibit represents our four wheeled Dumper range and incorporates the 5LW GARDNER ENGINE with heavy duty gearbox and axles and specially designed frame with the special features normally associated with dumper chassis. It is exhibited in chassis and HALF CAB form to demonstrate these features. A short wheelbase to provide for the utmost manoeuvrability is a feature and the range can be fitted if required with a 6LW engine for extra heavy service.

7) MODEL DTL.1366CA WITH CAB, GEAR AND BODY

This exhibit which is complete with AUTOLIFT GEAR AND BODY demonstrates the medium type six wheeled DUMPER which is developed for both Home and Overseas operation. For this class of work it is of particularly robust construction including JOIST TYPE FRAME and the exhibit is generally similar to those now being shipped in quantity for SOUTH AFRICAN RAILWAYS. This particular model incorporates the CUMMINS 150 hp ENGINE with SIX SPEED ZF GEARBOX and HEAVY DUTY AXLES. It has been designed for and is exhibited with HALF CAB but can be provided with full cab if required.

8) OMEGA IV HEAVY DUTY DESERT TRACTOR

This exhibit demonstrates the latest and major development in our production and is a NORMAL CONTROL TYPE 6 x 6 TRACTOR incorporating the 275 hp ROLLS ROYCE ENGINE with SEMI-AUTOMATIC TRANSMISSION i.e. 20" lock up fluid clutch, EIGHT SPEED WILSON GEARBOX which drives through the Atkinson type transfer box to the HEAVY DUTY KIRKSTALL HYPOID BOGIE and when required to the front driving and steering axle. It is equipped with innumerable special features to provide against abuse in inexperienced hands and provides adequate ventilation for desert operation. As exhibited, it incorporates 21.00 x 25 TYRE EQUIPMENT, singles all round, the drive being taken to the bogie through optional lock up POWER OPERATED THIRD DIFFERENTIAL or TORQUE DIVIDER. This model has tremendous potentiality in the dumper field for 17 - 20 cubic yard bodies for which it is particularly suited although, as exhibited, it has special features of HIGH CAPACITY FUEL TANK and WINCH which fit it particularly for use as a high powered tractor for loads of upwards of 100 TONS and SPEEDS of over 40 m.p.h.

continued

ON OTHER STANDS

You will find on the stand of AUTOLIFTS & ENGINEERING LTD. our MODEL M.644LW(E) representing a medium type four wheeled TIPPER with Autolift Gear and Body and incorporating the 4LW GARDNER ENGINE and EATON TWO-SPEED BACK AXLE.

A similar type chassis is also displayed on the stand of SPENBOROUGH ENGINEERING CO.LTD. incorporating their particular type of gear and body as applied to this model.

On the stand of PILOT WORKS LIMITED is exhibited a further adaptation of our DUMPER CHASSIS similar to that exhibited on our own stand, to which has been applied Pilot Gear and Body for use particularly in this country on building and coal sites. As in the case of the chassis on our own stand it is equipped with single tyres all round.

DEMONSTRATION PARK

In the Demonstration Park will be exhibited a HEAVY DUTY FOUR WHEEL TRACTOR incorporating the GARDNER 6LX engine in association with the 557/490 type gearbox and latest bevel - cum - double helical double reduction axle an authentic 24 TONS GROSS tractor model.

Alongside is a similar type of TRACTOR complete with ARTICULATED TANKER to demonstrate one of the uses to which this particular type of chassis can be adapted.