

The trouble with the average Australian car is just that.

It's average.



Because aluminium is lighter than iron, the P76 V8 unit weighs around 200 lbs less than the biggest selling Australian iron V8.

Both P76 engines, V8 and Six, weigh the same. Within a few pounds.

So we can build one car to take either engine. And achieve correct weight balance for both.

Saving weight could save your life.

Having saved unnecessary weight up front, we were able to put some of it elsewhere.

Like in bigger tyres and wider wheels.

Most important of all, we invested what we saved in protection.

The P76 has a "side safety barrier" built into the doors.

Just like the Armco steel fences you see on expressways.

It's 7½" deep, and runs from the front of the front door to the rear of the rear.

It won't stop everything. But it's a whole lot better than having nothing there.

The average Australian car is full of little mistakes and errors.

At the speed the average Australian car is turned out every day, it stands to reason that little mistakes sneak through unseen. And some big ones.

Like all manufacturers, we've made our share of mistakes in the past. But unlike any other, we've done something about fixing them.

We've geared P76 production to quality, not quantity.

This way, we can concentrate on building them better, and applying stricter quality control standards.

We've already spent over \$1,000,000 to make sure we build cars better.

We've applied hundreds of quality control checks on the production line itself. Just like everyone else is claiming.

But we've gone one big step further.

We've introduced a Pre Shipment Inspection System.

It's a completely separate operation, in a fully equipped building of its own.

Every P76 will face the scrutiny of a highly trained crew who literally check the car all over again.

Not one car will be released until it has passed all checks, and has been test driven around a specially designed test circuit.

Most car manufacturers only drive a random sample. Pity if yours isn't one.

BUYER PROTECTION PLAN

1. When you buy a new car from a Leyland Australia Dealer, Leyland Australia guarantees you it will pay for the repair or replacement of any part it supplies, except for tyres, defective in material or workmanship. This guarantee is made for 12 months from the date the car is first registered, or 12,000 miles, whichever comes first.

All we require is that the car be properly maintained and cared for under normal use in Australia, and these repairs or replacements be made by a Leyland Australia dealer.

2. A free loaner car from your Leyland dealer if pre-arranged guarantee repairs take overnight.

3. A free reverse charge telephone call to Leyland Australia.

LEYLAND AUSTRALIA

When we build cars better, we can back them better. And that's exactly what we've done.

Our Buyer Protection Plan is a mere 88 words. And they mean exactly what they say.

If anything goes wrong with your new car in the first 12,000 miles or 12 months, whichever comes first, we fix it. Free. Anything at all, except tyres.

If your dealer needs your car overnight, he'll loan you one of his free. Until yours is fixed.

All he asks is that you phone and make an appointment first.

And if you have a problem after all this, you can phone on the hot line, reverse charge, direct to the factory.

The Buyer Protection Plan is a bold step. It's a step we can't afford to take lightly, because we can only back cars better when we first build them better.

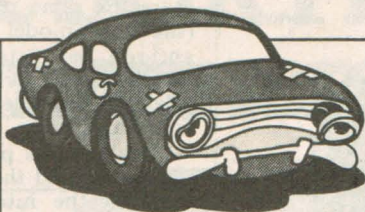
One without the other isn't worth the paper it's printed on.



Leyland.
The new driving force.

LA 6911

The average Australian car is full of little mistrakes & errers.



Every year, around a quarter of a million average Australian cars roll off the assembly lines.

They're just like big cookie factories that stamp out the same thing again and again. Thump, bang. One every 26 seconds.

When you're producing cars at that kind of speed, obviously quantity comes first. Some mistakes, even a few disasters, will sneak through unseen.

It might simply be a door handle that doesn't operate. Or a windscreen wiper that doesn't wipe. It could be something even more important — like steering or brakes.

We believe the remedy is quite simple: Produce fewer cars, build them better, and check them more thoroughly.

Our new car, code name P76, will be such a car.

It's the same exterior size as the average Australian car, and around the same price. And like the average Australian car, it has an engine in front and rear wheel drive.

Yet Project P76 is anything but average.

Quality not Quantity

We've geared P76 production to quality rather than quantity.

Maybe we'll be embarrassed by short supplies. But that's our problem. At least you won't be embarrassed by a car that lets you down.

P76 has been designed and engineered in Australia by Australians. Completely. And, unlike the boys in the "Big League" we're not getting all excited about a new car that isn't new.

P76 is totally new, not a face lift of last year's model. It has taken us four years to build P76. Starting with a clean sheet of paper and a completely fresh approach.

A lot of that time was spent in testing, proving, and working out how to build it better.

Testing. One, Two, Three

Basically, we tested P76 in three huge separate operations over four years.

Overseas at an independent research authority. In the Australian outback. And in a simulated city environment.

The first prototype P76 was shipped over to Europe and taken to the proving grounds of the

Motor Industry Research Authority.

Over there, they are really tough on new cars. Their whole idea is to try and make things fall apart.

They thrash over a course that has creek crossings; spoon drains, dust tunnels and a horrifying surface called Belgian Pavé.

Pavé is rectangular blocks of hard stone, and what it doesn't do to suspension, steering and body structure is hardly worth mentioning.

They estimate that 1,000 miles over this course is equivalent to 100,000 miles of normal motoring.

The MIRA proving ground separates the men from the boys. Very few cars pass the torture without confessing to significant structural failure.

Two cars didn't give in. Porsche 911. And Project P76.

We drank champagne that day.

Building Cars Better

After the testing was completed, we knew we had a rather remarkable car on our hands.

Now to build it. And build it better.

We started on that in the initial design. Then we looked hard at our production methods. We introduced new and better methods and applied strict quality control standards right along the line itself. Just like everyone else is now claiming.

But we've gone one big step further.

We've introduced a Pre Shipment Inspection System. It's a completely separate operation, in a completely separate and fully equipped building of its own.

Like all Leyland cars, every P76 faces the scrutiny of a highly trained crew who literally check each and every car all over again.

Inside, outside, underneath.

Not one car will be released until it has passed all checks, and has been test driven around a specially designed test circuit.

Most car manufacturers only drive a random selection. Too bad if yours wasn't one.

Once the car has passed every test, it's on its way to the dealer by truck. It isn't driven there by some bloke who took the scenic route, or worse still, the drag strip. We apologise for one thing. The speed of your new P76 has not been run in.

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LEYLAND AUSTRALIA

Buyer Protection Plan

Our Quality Control System is unique. As is the P76. As is our Buyer Protection Plan.

We were the first to introduce a comprehensive protection plan for new car buyers. Other manufacturers have subsequently rushed out, or said they intend to rush out, their own plans.

As yet, none of these have come anywhere near providing the new car buyer with the protection ours provides.

The Leyland Australia Buyer Protection Plan is 88 words short, yet each word speaks volumes.

If anything should go wrong with your new P76 in the first 12,000 miles or 12 months, whichever comes first, we fix it. Free. Anything at all, except tyres.

If your dealer has to keep your car overnight, he'll loan you one of his until yours is fixed. Also free.

All he asks is that you phone him first and make an appointment.

And if you still have a problem after all this, you can phone the hot line, reverse charge, direct to the factory.

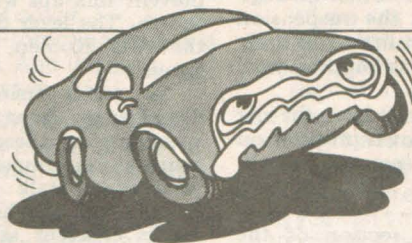
The Buyer Protection Plan is a bold step. It's a step we can't afford to take lightly, because we can only back cars better when we build them better in the first place.

One without the other isn't worth the paper it's printed on.



Leyland.
The new driving force.

The average Australian car should have better road manners.



This is the story about road-handling and suspension systems, weight distribution.

Not many people know what makes a car handle well, and why. Usually, it can get a little technical. But there are things you should know when you spend a lot of money on a new car.

So, we'll tell you all. No holds barred.

The Suspense Story. Rear.

The average Australian car has an average rear suspension system. Generally leaf springs.

For light cars the system is very good. For larger cars — not so. It's not self-respecting high performance car would even give it a moment's consideration.

Leaf springs have their problems. For example, in the wet the suspension characteristics change dramatically.

Water lubricates the leaf springs which reduces their effectiveness, and it produces a heart stopping "feel".

That's disturbing enough in itself, but when you consider that leaf springs are also asked to carry and "locate" the rear axle, the problems become even more complex.

The whole idea of a suspension system is to let the wheels and axle move up and down, and to keep the car itself stable. Sure, leaf springs do this. But they also allow the wheels and axle to travel backwards and forwards as well.

In fact the entire wheelbase of the car can change up to two or three inches, and this produces the disturbing effect of the rear wheels actually steering the car.

That's the bad news. Now the good.

Project P76 has four link coil springs and a live rear axle in back. It's the same system as used by Alfa Romeo and Volvo.

The wheels and axle move freely up and down — but not backwards and forwards. They can't. Because four rigid rods keep the axle firmly in place, or "located", in engineers' jargon.

The P76 system substantially reduces unsprung weight, and produces a car that holds the road better, and rides more comfortably, especially on poor road surfaces.

And we've got plenty of those in this country.

The Suspense Story. Front.

Project P76 has a front suspension system that's unique for an Australian car.

It combines coil springs, an anti sway bar, and a system called the MacPherson strut.

The fact that the system is excellent is undisputed. Lotus and BMW, long regarded as two of the best handling cars in the world, use it.

But the average Australian car has ignored this excellent system for the sake of a pretty face. The MacPherson strut system requires more space, and so style has overruled engineering.

When you see Project P76, you'll see no compromise in style. And yet we use MacPherson struts.

That sounds impossible. How do we get the best of both worlds?

The answer is simple.

Reduce engine weight in front so you can use a more compact MacPherson strut system.

And the only way to do that without losing performance is to build a V8 engine from aluminium. That's what we've done.

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LEYLAND AUSTRALIA

Buyer Protection Plan.

As we've gone to so much trouble to build cars better, it naturally follows that we can back them better.

We re-wrote our warranty and took out all the legal jargon. It's now 88 words. And each word speaks volumes. We think it's about time someone did some straight talking.

Here's how it works:

If anything goes wrong with your new P76 and it's our fault, we'll fix it free. We pay for both parts and labour. You pay nothing.

If your car can't be fixed on the appointed day, you'll get a loaner car overnight from your Leyland Australia dealer.

If after this you still have a problem, we'd like to hear from you. You can ring the hot line direct to the factory. Reverse the charges from anywhere in Australia. You'll get action, not excuses.

The Buyer Protection Plan is a bold step. It's a step we can't afford to take lightly, because only when we build cars better in the first place, can we back them better in the end.

One without the other isn't worth the paper it's printed on.



Leyland.
The new driving force.

WE'RE BACKING THEM BETTER

Most car manufacturers give you a warranty document that needs a lawyer to explain.

It's full of "ifs" and "buts" and things it doesn't cover.

Our Buyer Protection Plan is a mere 88 words. And it means exactly what it says.

If Something Goes Wrong

We can only make cars as defect-free as man and machine can build them.

Some things can still go wrong. If they do, and it's our fault, we undertake to fix them. Free. Everything but tyres.

We pay for both parts and labour. You pay nothing. This undertaking is good for the first 12 months or 12,000 miles—which ever comes first.

Free Loaner Car

You've probably never heard the expression "free loaner car" before.

Nobody ever says it because nobody before has ever offered it.

It's this: If your dealer can't fix your car on the appointed day, he'll lend you one of his. Free. Until yours is fixed.

All we ask is that you contact him beforehand and make an appointment.

Repeat: If your new car can't be fixed on the appointed day, you'll get a loaner car overnight from your Leyland dealer.

Even if an emergency occurs, and you can't make an appointment, he'll do everything possible to help you.

Reverse Charge Hot line

If your problem still hasn't been resolved, we'd like to hear from you. You can call the hot line direct to the factory. Reverse the charge from anywhere in Australia.

Call Sydney 662 1022, weekdays between 8.30 a.m. and 5.30 p.m. (Sydney time). You'll get action, not excuses.

How can we do all this? The next page explains.

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LEYLAND AUSTRALIA

WE'RE BUILDING THEM BETTER

Like all car manufacturers, we've had our share of quality control problems.

They are as frustrating for us as they are for you.

It's an industry problem, and it's a problem we're taking big steps to overcome.

We can't fix everything overnight. But we are trying very hard.

Quality Control

We're taking more quality control steps. We're adding and training more people. And introducing more quality control techniques.

Imagine you're following one car through manufacture from beginning to end.

Here's what happens:

First, you'll see every single car on the line go through a multitude of quality control checkpoints.

There are 133 men employed full time as quality control checkers in this department alone. And that's only on the production line.

Pre-Shipment Inspection

Once your car rolls off the line, you'll follow it to a separate building where it will be put through a rigorous pre-shipment inspection.

Here you'll see a highly trained

crew put each and every car through 112 different steps.

First, up on a ramp for inspection of the underside. Suspension, steering, brakes—everything.

Then outside and inside. Paint, finish, seating, trim, instruments—the works.

You'll see every car test driven. Not just "around the block" but around a specially constructed test track.

Most car manufacturers only drive a random selection.

If your car passes all steps, it gets an Inspection Certificate.

It verifies that your car has passed every quality control check. You'll find details of these checks in the service book in the glovebox.

If your car should fail just one of the 112 steps, it will get fixed first, and is then checked again.

No exceptions.

Your car will then be passed for shipment to your dealer.

Pre-Delivery Inspection

When your car arrives at your dealer, you'll find it being checked again. Another 106 operations.

Once your car passes everything, it then becomes yours.

And to prove it passed every

test, you'll find your service book personally signed by your dealer. It will prove that he has done everything—including test drive your car yet again.

His signature is your guarantee that your dealer has full confidence in your new car.

Dealer Support Team

Most car manufacturers leave dealers to fend for themselves once the car has been delivered.

We support our dealers two ways

One: We pay the dealer for everything that needs to be fixed under the Buyer Protection Plan. Even those frustrating little things.

Two: If a dealer runs into a problem that's difficult to solve quickly, he phones the factory and we despatch a Dealer Support Van directly to him.

The van is manned by a trained technician, and equipped with the latest diagnostic equipment and special tools.

The problem is rectified. For both you, and the dealer.

The Leyland Australia Buyer Protection Plan is unique for Australia. It's a bold step.

We can only take that step when we accept the responsibility of building cars better.

And that's exactly what we're doing.

The Leyland Australia Buyer Protection Plan covers Daimler, Jaguar and Rover cars, Leyland Mini, Marina, Kimberley, Tasman and Moke and includes cars already on the road under warranty.



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