



**If you sit an engine  
sideways—naturally  
you get more  
passenger room**

**but did you know about  
the safety angle?**

People who drive a BMC car are always impressed by its roominess. The secret's under the bonnet—the space-saving East West engine that takes up only a fraction of the car's total length. An engine that offers safer driving, too! Because the engine sits sideways, impact, in the case of a serious accident, is spread more evenly. Instead of the engine being pushed into the passenger compartment, it tends to slide under the car. The steering wheel is also pushed upwards—away from the driver. With BMC, safety isn't an after-thought or option. It's designed into the car from its moment of conception. Half measures just aren't good enough when it's you and your family's life that's at stake.



**BMC EAST WEST ENGINE  
MEANS MORE COMFORT WITH GREATER SAFETY**

Choose from automatic or manual — Austin 1800, Morris 1100, Morris Mini DeLuxe