

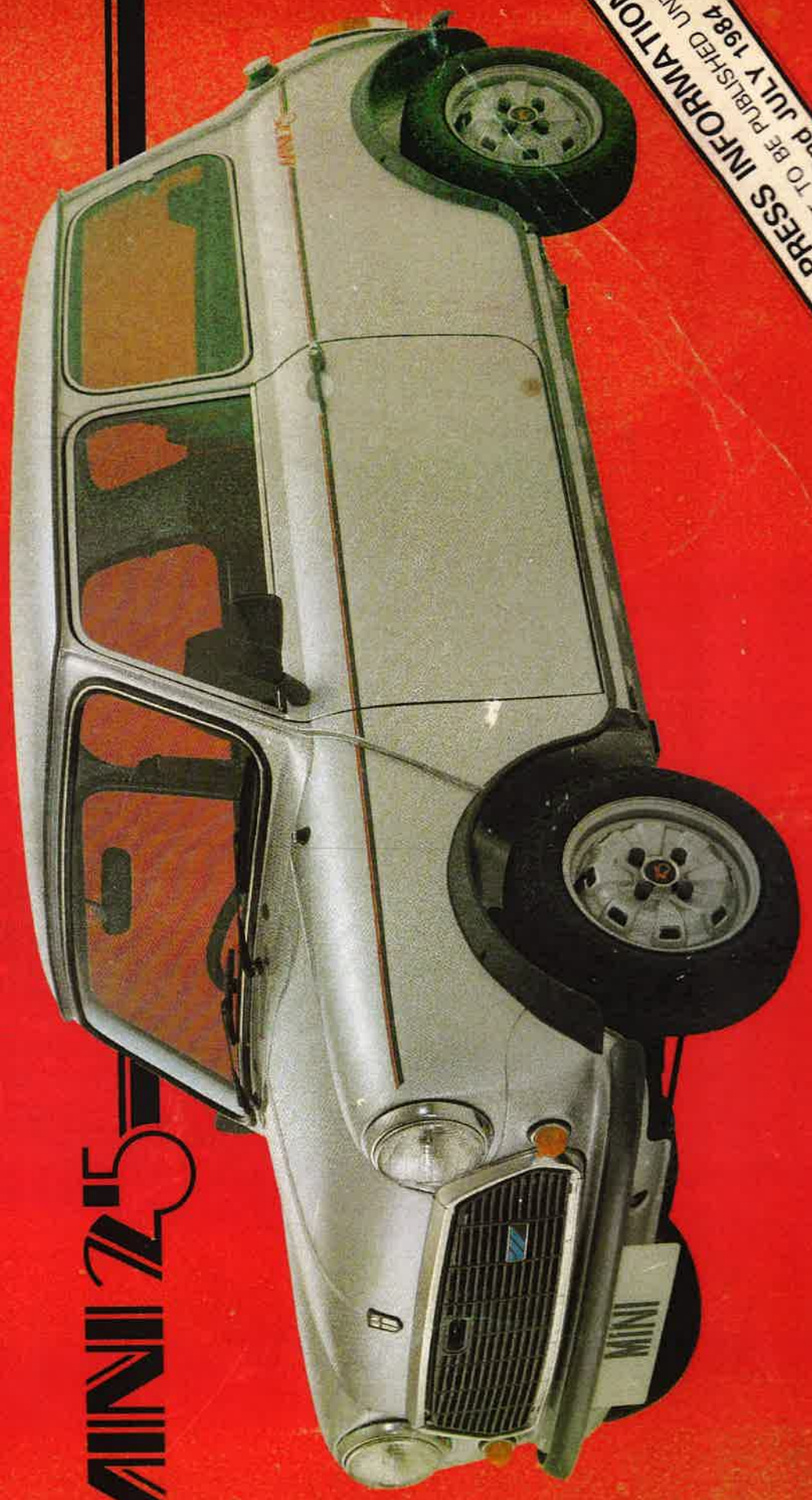
FILE

[Handwritten scribbles]



MIN ROVER

MINI 2.5



PRESS INFORMATION
NOT TO BE PUBLISHED UNTIL
2nd JULY 1984



Neg. No.
322782

THE DISTINCTIVE MINI 25

NOT FOR PUBLICATION UNTIL 0001 HOURS 2ND JULY 1984





Reg. No.
321955



RAUNO AALTONEN WINNER 1967 MONTE CARLO RALLY
MINI COOPER S



AUSTIN ROVER


THE LUXURIOUS INTERIOR OF THE MINI 25

Neg. No.
322779

NOT FOR PUBLICATION UNTIL 0001 HOURS 2ND JULY 1984



For Immediate Release

July 2nd 1984

MINI 25th BIRTHDAY PARTY

The largest ever Party for Britain's greatest little car - that's the aim of Austin Rover's Mini 25 Celebration at Donington Park on Sunday, 26th August.

To be held on the very day that marks the Silver Jubilee of this world famous car, the Mini 25th Party is planned as a great Bank Holiday day out for all the family. Entry to Donington Park Circuit will also be free of charge.

Making full use of the race track facilities and the extensive grounds of Donington Park, the Party begins at 9.00am and will reflect the many facets of the Mini's momentous history.

Track events will include cavalcades, autotests and speed demonstration runs and on the infield there will be Minicross grass track racing, exhibitions of historic Minis, Mini Club displays and a whole range of competitions and entertainment.

During the day, there will be opportunities for visitors to ride round the circuit in the latest Minis and other new Austin Rover cars.

As one of the UK's outstanding export successes, the Mini has a strong international following. Mini Clubs across Europe are already planning to come to Donington and there is even an enthusiastic contingent from Ohio, USA, coming to join in the fun.

/Continued....

(2)

Austin Rover extends an invitation to everyone to attend the Party, especially Mini owners who will have their own exclusive car park areas at Donington.

All kinds of Mini and Mini based vehicles are welcome and there will be prizes for various special categories, such as Best-Kept Early Mini, Concours, Customised and so on. Anyone wishing to obtain more details should write as soon as possible to:-

Sandy Rowan,
Mini Birthday Party,
Austin Rover,
Sales & Marketing,
Canley Road,
Canley,
Coventry
CV5 6QX
Tel: (0203) 79968

Note To Editors:- Donington Park is near Derby, just off Junction 6 of the M1 and next to the East Midlands Airport.

For Further Press Information

External Affairs
(0203) 70111



INFORMATION

July 2nd 1984

MINI - A WAY OF LIFE

The record breaking Mini has earned itself an enduring place in the British way of life. Quite simply it is Britain's best loved car.

Its chic sense of charm and character has captivated millions of people who regard the Mini as part of the family rather than just a mere motor car.

Small in size it may be but the Mini has a huge personality that has endured for twenty five years - a period of enormous social and economic change.

The Mini's personality stems from the uncompromising approach adopted by its creator, Sir Alec Issigonis whose inspired engineering produced a design of unusual purity.

Here was a car which set out to transport four people without any unnecessary waste. Even now, no comparably sized car offers so much interior space or matches the Mini's unique combination of economy, performance, agile handling and character.

It openly ignored all of the contemporary fashions in engineering, styling and marketing - yet paradoxically became one of the most fashionable cars ever. As it was not a product of its time, the Mini's basic functional strengths are equally as relevant today as 25 years ago.

Although there have been many variations on the Mini theme over the years most have come and gone while the 'original' still sells in the thousands throughout the world. In 1983, over 28,000 Minis were sold in Britain alone while the car is still a top seller among many overseas Austin Rover markets and particularly France, Italy and the Benelux countries.

There have been few changes to the basic design layout of the Mini suggesting that Sir Alec Issigonis got it right first time. The chassis layout, with the classic 'wheel at each corner' design and rack and pinion steering giving remarkable handling agility is unchanged.

/Continued...

(2)

Transverse engines with front wheel drive have now become conventional but it was the Mini that took the first step into this unorthodox area of engineering and it was the Mini that proved the concept for the rest of the world to follow.

As a currency earner and ambassador for Britain the Mini has an enviable record with nearly 50 per cent of the car's production which had almost reached 5 million by the end of 1983 being supplied to export markets.

For Further Information

External Affairs
(0203) 70111



July 2nd 1984

DID YOU KNOW?

- * Sir Alec Issigonis, the designer of the Mini, was also responsible for much of the design work on Britain's first million selling car the Morris Minor.
- * The Mini was at one stage going to be called the Austin Newmarket.
- * In March 1957, less than 30 months before the Mini was unveiled to the public, Leonard Lord authorised Issigonis to start on preliminary designs.
- * The universal joints used in the Mini were produced from a design used for submarine conning-tower control gear. Today most of the world's front-wheel-drive cars employ this type of UJ.
- * The first 'mass produced' Mini, 621 AOK, now part of Austin Rover's Heritage Collection at Syon Park in Middlesex, was hand assembled by Longbridge foreman Albert Green in just seven hours in early 1959.
- * By 1960, on average 400 Minis were being produced each day at Longbridge while the day shift which assembled 180 Minis consisted of just 57 men.
- * The Longbridge Mini was launched with the name Austin Seven and the Cowley produced version was called the Morris Mini Minor.
- * In just three years of production on 12th December 1962, the 500,000th Mini rolled off the production line.
- * The purchase price of the 1959 Mini was £496 including tax when it was launched to the public on 26th August 1959.

/Continued...

(2)

- * The record for squeezing the most people into a Mini is rumoured to be 24!
- * The first Mini Cooper was introduced in 1961 and Enzo Ferrari once owned a Downton Mini Cooper.
- * The first million Minis were produced by 1965, the second million in 1969, the third million in 1972.
- * Total worldwide production of the Mini stood at the end of 1983 at 4,924,000 - making it the most successful British car of all time.
- * The Mini has won the famous Monte Carlo Rally three times, in 1964, '65 and '67.
- * The Mini was the first British car to win the European Rally Championship.
- * James Hunt's first ever racing car was a Mini in 1966.
- * Niki Lauda's first racing success was behind the wheel of a Mini Cooper in a hillclimb

For Further Information

External Affairs
(0203) 70111

AUSTIN ROVER



Austin Rover Group Limited External Affairs
Canley Road, Canley, Coventry CV5 6QX
Telephone: Coventry (0203) 70111 Telex: 312571

INFORMATION

2nd July 1984

MINI TECHNOLOGY

When the Mini made its first appearance on August 26th 1959 there was no intensive market research supporting it and no guaranteed slot in the market where it was bound to succeed. It was a courageous management that backed the car and presented it to a disbelieving world.

The family motorist was unconvinced by a car so unconventional, the sporting driver sceptical and the hardened motorist faintly amused.

At the low, indeed bargain price of £496 the Mini featured a host of innovative features and received excellent press reviews.

The wheels were new - there had never been ten inch wheels on a 70 plus mph car before and the tyres were specially developed by Dunlop.

Rubber cone suspension had never been fitted to a mass production car before. Little was known about gearboxes running in the sump of an engine, while the transverse engine/gearbox position made new demands on steering and suspension design.

Yet never before had there been so much useable space in a car with such tight overall dimensions.

Whereas Sir Alec Issigonis had imagined the Mini to be a people's car, the man in the street was suspicious of so much innovation and sales were disappointingly slow.

Success came only when the Mini was adopted by the London trendies. Its reputation enhanced, the car took on a classless image appealing to all sectors of the market. The Mini never looked back.

/Continued...

(2)

VIP's and show-biz personalities revelled in driving this chic newcomer which solved their London parking problems (there were few NCP or multi storey car parks in those days). Such was the car's universal attraction that even Queen Elizabeth II went for a quick drive around Windsor Park partnered by Issigonis.

The competition fraternity could not afford to ignore the car for long as its stability and cornering far outweighed the Mini's initial power disadvantage compared with the conventional sports car.

Tuning shops flourished throughout the country as men like Ralph Broad, Daniel Richmond and John Cooper strove to extract the last ounce of power from the engine.

Lockheed miniaturised the disc brake for these 'cooking' Minis to cope with the ever-increasing power and tyre designers spent many sleepless nights trying to develop tyres capable of handling the incredible speed at which the small Mini wheels revolved.

Saloon car racing became one of the spectacles of a track meeting rather than a supporting race to single seaters.

The rise of the Mini was current with the increased popularity of stage rallying and although the six-inch clearance of the car left many enthusiasts doubtful as to its durability the pundits were soon proved wrong.

By 1960 Minis were popular sights in rallies and in fact Pat Ozanne gave the car its RAC debut just three months after it was launched.

In 1962 Pat Moss gave the car its first major international victory when she won the Tulip Rally in Holland.

By the end of the sixties the Mini had won the Monte Carlo three times, the RAC Rally, the Thousand Lakes, the Alpine and numerous other major events. In fact, from 1965-7 twenty-two prestigious European rallies had experienced Mini victories.

/Continued...

(3)

However not all Mini owners were potential Paddy Hopkirks and because the basic car had such a spartan specification the Mini heralded the biggest boom in car accessories ever seen. Numerous shops catered for all tastes and it was possible to buy everything from non-slip throttle pedal extensions and reclining leather seats to walnut dashboards and 'You've just been Mini'd' window stickers.

Today, the Mini still has that indefinable charisma and continues to sell in thousands. Last year, some 28,000 were sold in the UK alone and by the end of August, 25 years to the month after the car was launched, the total production figure should exceed 4,960,000.

For Further Information

External Affairs
(0203) 70111



Not For Release Before 0001 Hours July 2nd 1984

MINI 25 - TECHNICAL INFORMATION

ENGINE

Type	A+
Position	Transverse
Main Bearings	3
Cylinders	4
Capacity	998cc
Bore	64.58mm
Stroke	76.20mm
Compression Ratio 1:	9.6
Valves per Cylinder	2
Carburation	HS4
Max Power	40BHP @ 5000rpm
Max Torque	50lb/ft @ 2500rpm

TRANSMISSION

Type	4 speed manual
Ratios: 1	3.647
2	2.185
3	1.425
4	1.000
Rev	3.667
Final Drive	2.95
Speed per 1000rpm in 4th	18.8mph

PERFORMANCE

Maximum Speed	82mph
0-60mph	17.2 secs
Standing 1/4 mile	21.0 secs
30-50mph in 4th	13.0 secs

DOE/ECE ECONOMY FIGURES

Urban	45.9mpg
56mph	60.5mpg
75mph	44.1mpg

For Further Information

External Affairs
(0203) 70111



Not For Release Until 0001 hours July 2nd 1984

MINI 25 - A SPECIAL SILVER JUBILEE MODEL

To commemorate the silver jubilee of the Mini, Austin Rover have introduced a special lavishly equipped model, called the Mini 25. It will be the most luxurious production Mini ever built.

Only 5,000 examples of the exclusively finished and superbly trimmed Mini 25 will be produced with 3,500 destined for the UK. It is expected that demand will be high for a car that is sure to become a collector's item.

The distinctive Mini 25 will appeal to customers who require economy and comfort with the added bonus of driving a car which has become a motoring legend.

The Mini 25 heads the range and offers even more refinement than the already well equipped Mayfair model.

The Mini 25 goes on sale this month through the Austin Rover dealer network and demand is expected to be particularly high during the August sales period when the registration plate prefix changes.

DISTINCTIVE EXTERIOR

Available only in silver the exterior of the Mini 25 is distinguished by unique grey/red stripes with integral motif on the sides and boot lid. Wheel trim centres are picked out by a Mini 25 emblem while, wheelarch extensions, bumpers, grille, door handles, mirrors and other exterior hardware are finished in nimbus.

The 25 also offers the increased braking efficiency of front disc brakes and uprated rear drum brakes while the 12-inch wheels are shod with 145/70 SR12 tyres.

Under the bonnet is the familiar 998cc, 40 bhp A+ Series engine renowned for its reliability, nippy performance and class leading economy.

/Continued

(2)

LUXURY INTERIOR

The interior of the 25 is superbly appointed. Seats are trimmed in flint velvet with contrasting red velvet piping and motif. The reclining front seats with integral head restraints also feature a useful zipped pocket on the front of the seat squab.

Doors and rear quarter sections are also fully upholstered in flint velvet, while matching colour co-ordinated cut pile carpets and red webbing on the front seat belts add to the feeling of luxury and distinction.

For the driver there is a triple dial instrument cluster with tachometer, soft feel leather bound 3-spoke steering wheel with unique centre pad and badge plus for in-car entertainment a radio/cassette player with twin rear mounted speakers.

The special features of the Mini 25 are in addition to the existing Mayfair specification which includes: tinted glass, twin exterior mirrors, reversing and rear fog lights, twin face level vents and opening rear windows.

For Further Information

External Affairs
(0203) 70111