

END OF PRODUCTION



“Australian assembly of the MGB (and the MG Midget) was discontinued late in 1972. The Federal Government had announced a restructuring of the tariff arrangements, whereby an 85% local content was to be required for a favourable import duty. The buying public’s interest in small, responsive but relatively low-powered sports cars was waning in any case with the growing interest in high powered sedan derivatives (the local equivalent of the American ‘muscle cars’). Cars such as the Holden Monaro and Torana XU1, the Ford Falcon GT/HO and Chrysler Valiant Charger were extremely fast cars. (The Ford Falcon GT/ HO was in its time the fastest four door sedan produced anywhere in the world.) These locally built powerhouses could be seen competing most weekends on the various racing circuits around the country (most famously at Bathurst), and it was these cars that now fired the imagination of the young (and young at heart). These two factors, along with the impending introduction of the P76 large sedan requiring freeing up of production space, led BLMC to take the decision to wind up local assembly of the MGB.



The news of the end of local MG production was announced to the motoring press and media. The factory staged a funeral and wake marking the end of local MG assembly. The event received extensive media coverage. Perhaps symbolic of the lack of interest in the MG brand's tradition and history held by its new owners (British Leyland), the letters 'MG' in the headstone at the 'funeral' were surrounded by a hexagon rather than the traditional octagon." Tom Aczel

