

LEYLAND (Australia)



Much has been written about the history of the Leyland group. It is intriguing and yet predictable. Its growth was caused by two World Wars. Its difficulties however, cannot be blamed solely on economic circumstances. Petty politics, egos and retribution played as big a part in the company's many missed opportunities. I will not attempt to delve into this, but leave you with a quote from Peter North, who took over Leyland Australia when it was in financial strife, had this to say...

"there was a fair bit of turmoil in the parent company at the time[1971]. "BMC UK suffered from the conflicts between the differing Austin and Morris corporate cultures, abundant layers of management, fragmented manufacturing facilities, and enormous manufacturing cost problems. Most of all, BMC's leadership seemed to think that come what may, British automotive engineering should and would prevail." <http://www.bmcexperience.com.au/issue-16/factory-what-went-wrong>