

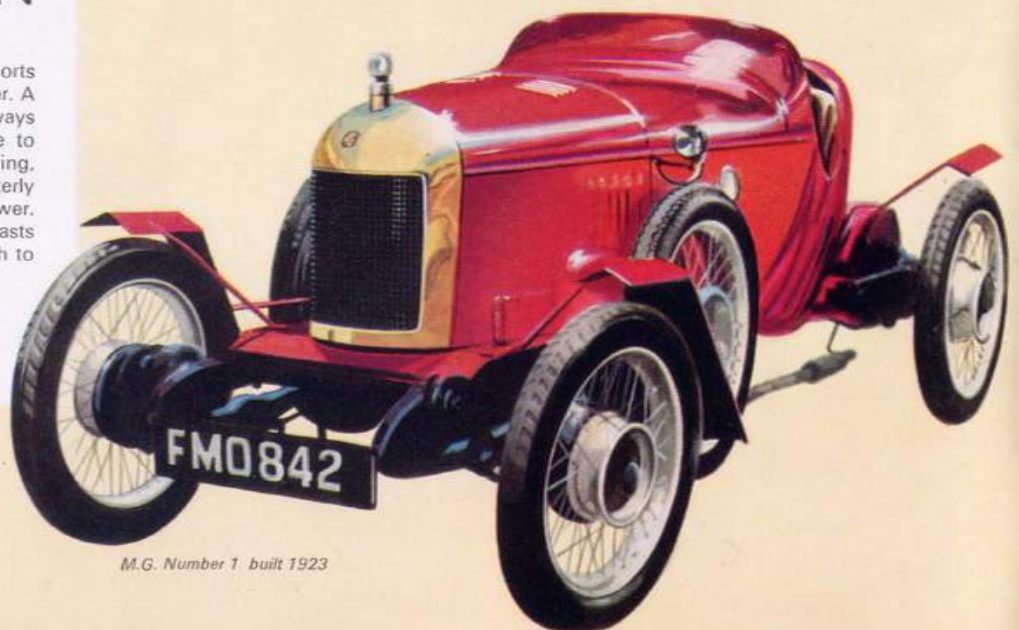
## VISITORS' GUIDE TO ABINGDON

A souvenir brochure commemorating your visit to the world famous factory at Abingdon—home of M.G. and Austin Healey.



## ABINGDON

M.G.—a name respected by sports car enthusiasts the world over. A name that always has and always will stand for quick response to the controls, superb cornering, sparkling acceleration, and utterly dependable stopping power. M.G.s are produced by enthusiasts for men and women who wish to enjoy their driving.



*M.G. Number 1 built 1923*



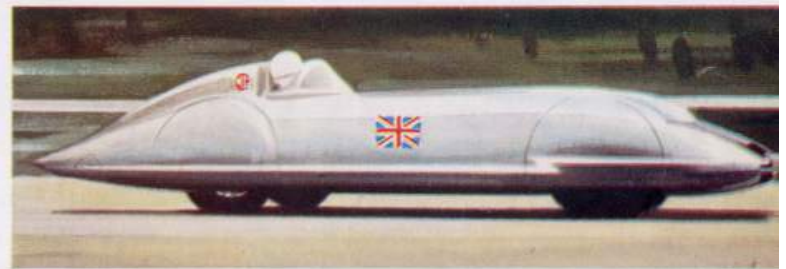
1931. First Midget to exceed 100 m.p.h.



1929. M.G. Mark III 18/100 Tigress road-racing car



Our story started way back in the early twenties, when an enthusiast named Cecil Kimber joined William Morris's privately owned 'Morris Garages' as Sales Manager. He conceived the idea of converting Morris Cowley and Oxford family cars into something rather more sporting. The idea was an immediate success, and from those early roadsters have developed a fabulous series of sporting cars bearing the name M.G., taken from the initials of Morris Garages. They have consistently set the pace in value-for-money performance motoring and have earned respect and affection for the 'marque' M.G.



M.G. Ex. 135. The first 1000-c.c. engine to exceed 200 m.p.h.



The modern M.G. starts its life in one of BMC's two body assembly shops at Coventry or Swindon, where bodies for many of the world's best-known luxury cars are also produced. The completed 'body shells' are then dispatched to M.G.'s Abingdon factory at the average rate of 200 per day.



After being unloaded from their giant transporters by mechanical hoist, the bodies are carefully scrutinized by inspectors before being moved on into the factory. Perfection at this early stage is, of course, very important.

Because quality of workmanship means so much to the sports car owner, Abingdon has rejected the 'continuous belt' production-line in favour of a system that enables the technicians to complete each job to their satisfaction before the car can be moved on to the next stage of assembly.

The first job is to install the secondary controls, the brake and clutch systems, the electric wiring 'looms', and in the case of the M.G. Midget the trim panels too. Because the technicians are not always up against a time dead-line for each job, they have been able to afford that extra care and attention that gives the BMC sports car its reputation for outstanding reliability.



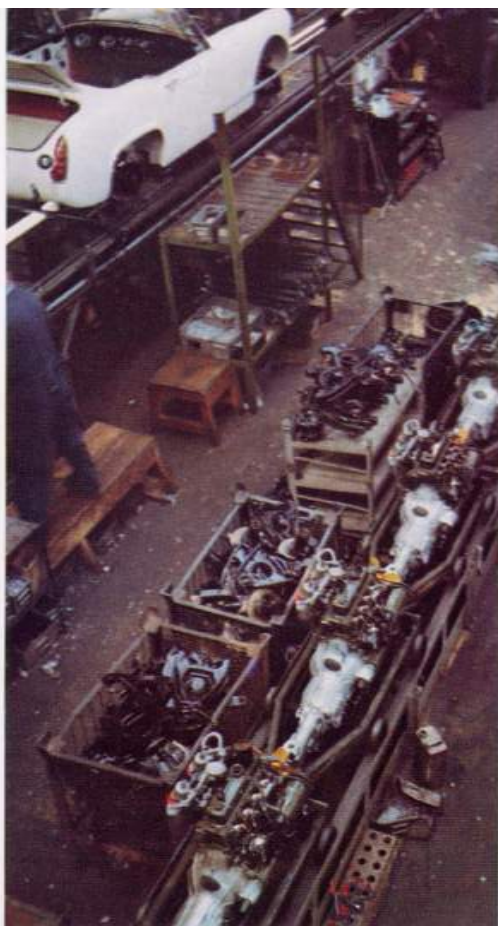
Good-looking though they undoubtedly are, the M.G. and Austin-Healey should really be judged by the effectiveness of their design and the quality of the main components. The visitor can see these two features very clearly as the various sections of the car dovetail neatly together as it progresses down the assembly line.

Wherever possible, sections such as these fascia panels are fully assembled elsewhere in the factory, and are painted and inspected before being fixed in position. The keen eye will spot, incidentally, that well over half the fascias are set up for left-hand drive—this is because over 60 per cent. of Abingdon-built cars are exported to the United States.



*Austin Healey*

With the body shells now practically complete, the time has come to marry the suspension units to them. The universal suspension units on the modern BMC sports car have been race- and rally-proved.

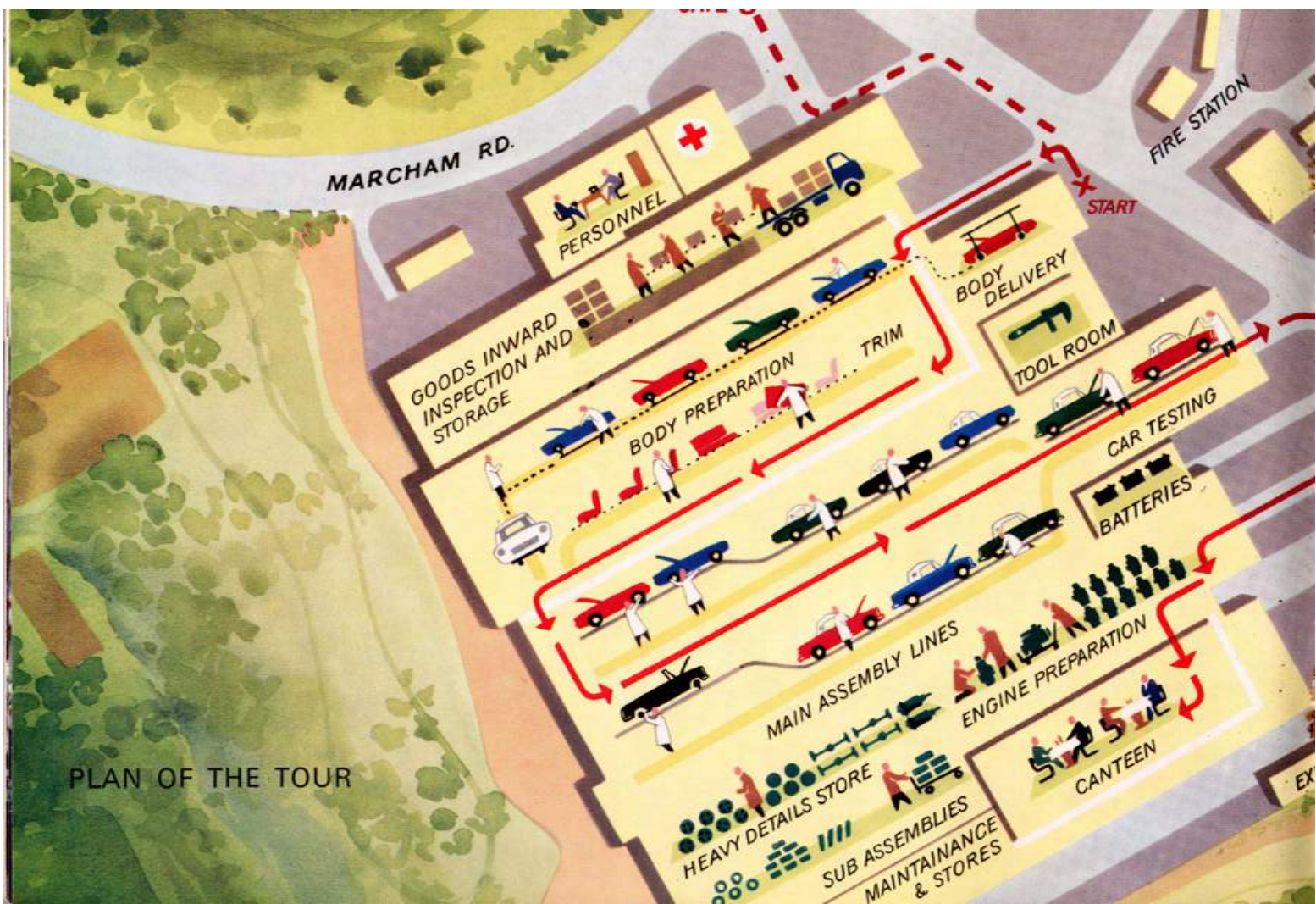


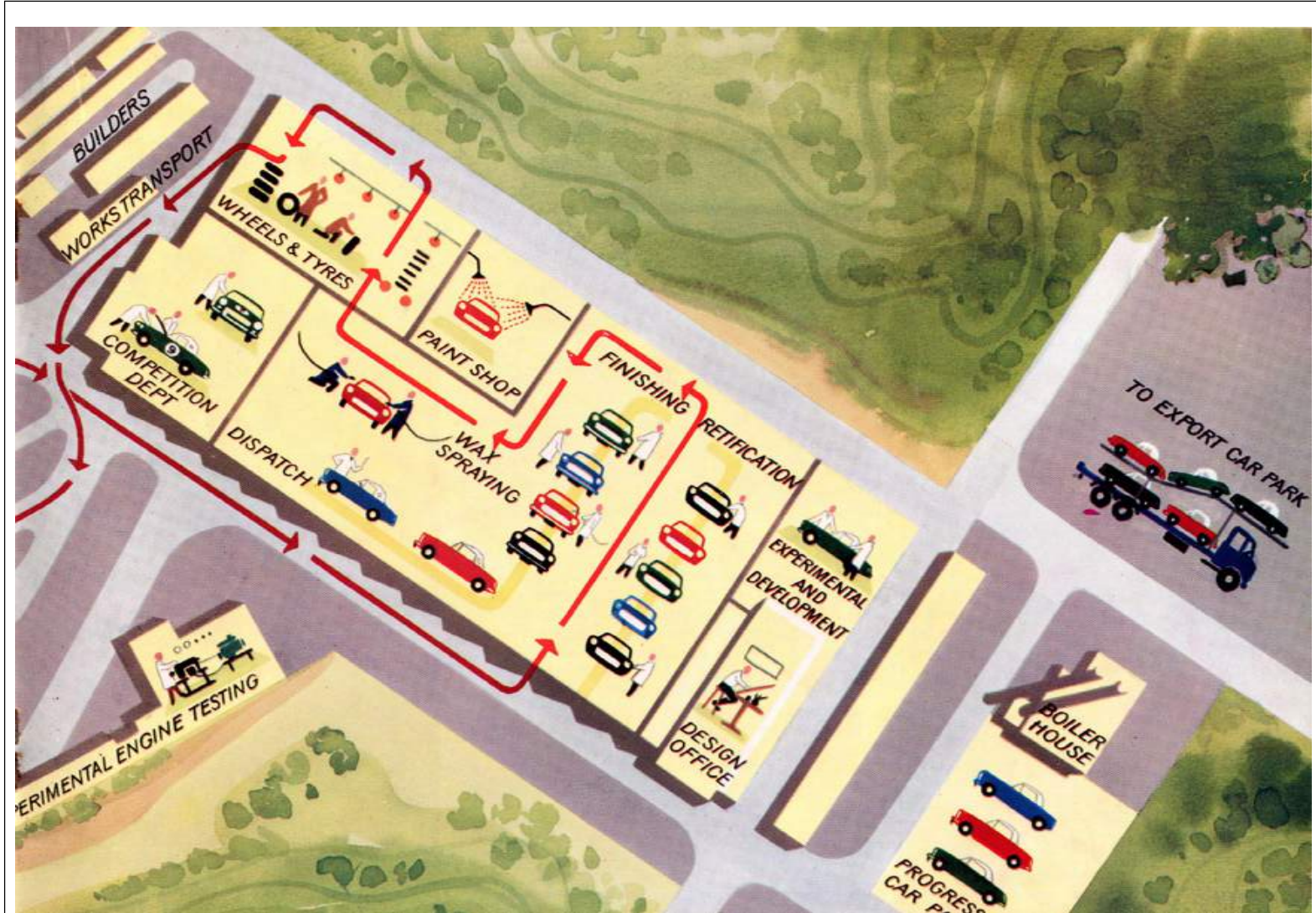
One of the reasons for the reliability and reasonable price of Abingdon-built sports cars is the use, wherever possible, of mechanical components common to other BMC cars, but modified to sports car requirements.





Now, with the suspension units firmly bolted to the monocoque hull, the completed engines and gearboxes are gently lowered into position by a remote-control hoist. The engine's ancillary systems are already in place and can now be coupled to it in a matter of minutes.

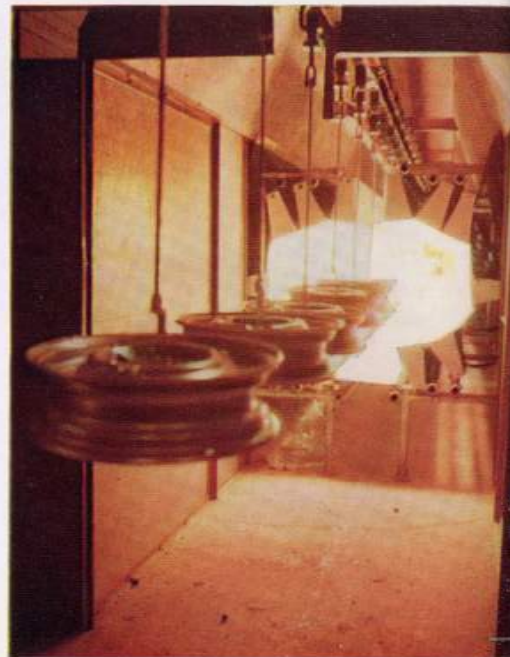




Particularly interesting to the enthusiast is the engine bay, where the famous BMC 'A', 'B', and 'C'-type power units, having arrived complete from the Corporation's Longbridge and Coventry plants, are thoroughly inspected before receiving a stamp of approval. Their specification has been developed by BMC to provide ample power with good fuel economy and reasonable docility.



Pressed-steel disc wheels, being very strong and serviceable, are standard on all models. They are received at Abingdon, in primer, are sprayed in aluminium finish, and are then baked in the electric ovens to achieve a really hard and durable surface.



The rear axles come complete from BMC's Birmingham factory. Sufficient stocks are held to ensure a continuous feed to the assembly line. Some of these axles, you will notice, have hubs designed to take the optional knock-off wire wheels that are so popular in the United States. The 'MGB', incidentally, has its two front suspension assemblies fixed to an 'axle' to facilitate assembly and maintenance, this being built up beforehand.





At length the sports car is complete, and it only remains for the final adjustments to be made and for the inspectors to satisfy themselves that everything is as it should be. In complicated assembly work such as can be seen here at Abingdon the human element is particularly important. Visitors with a good knowledge of industry always remark on the pleasantness of the working atmosphere and the enthusiasm of the personnel. From the earliest days the men at Abingdon have taken a genuine interest in the achievements of their cars, following their performances in races and rallies very closely. Indeed, though the cars pass through 12 stages of inspection, nobody is more determined than the man on the line to see that only good cars leave Abingdon.



A special 'finishing' department makes sure that the bodywork, trim, and fittings are perfect (rectifying faults if necessary), then the car is sprayed top and bottom with a liquid wax protection and the chromium parts are covered with industrial lanolin. Every precaution is taken to be sure that the cars reach their owners in Britain and overseas in immaculate condition.



To the left, you can see a completed 'MGB' having its headlamps adjusted before moving on to the wheel alignment test. Then, below, the car is fuelled for that magnificent moment when the starter key is turned and the engine starts up for the first time. If the inspectors are fully satisfied the car will be driven out onto the Berkshire roads for a rigorous road test. If the car is not right, adjustments are made and the test repeated.

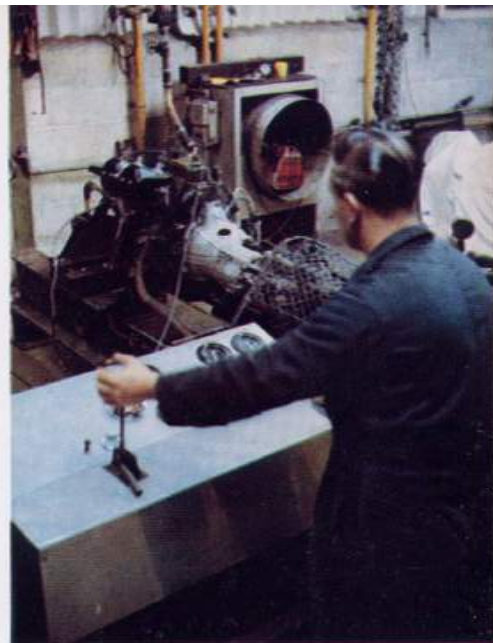


The name 'M.G.' is synonymous with competition motoring, and today the BMC Competitions Department is as active and successful as it has ever been. Indeed, in 1965 BMC Competition cars took the first two places in the British R.A.C. Rally, won the European Rally Championship, won the Monte Carlo Rally for the second year in succession, and became easily the most successful team in the whole history of rallying. Winning 151 international victories including 14 International Rallies outright, 66 International Rally Classes, and 42 International Racing Classes, proving that BMC builds to win. Contrary to what many people might expect, the BMC 'Comp. Shop' isn't vast, but it makes up in enthusiasm and know-how what it lacks in extravagance—and who's to say this isn't the best approach?



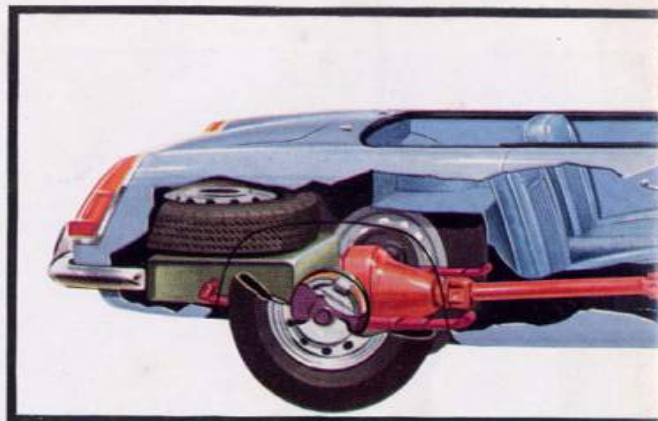
After a lapse of several years, the design and development of the BMC sports car is being handled by an M.G. team at Abingdon. Though the engineers would very much like to show you their latest ideas, we hope you will appreciate that pressure of work and industrial security cannot allow this section to be included in your tour. M.G.'s secrets must be held over until the public announcement of new models.

However, there need never be any secrecy concerning M.G.'s design philosophy. M.G. have always aimed to build the best possible sporting car that the average enthusiast can afford to buy and run. Here the firm's life-long association, first with Morris and now with BMC (which embraces such famous makes as Austin, Morris, Riley, Wolseley, as well as M.G. and Austin-Healey), has always afforded wonderful opportunities for making ingenious use of high-quality, low-cost mechanical components. M.G.'s close association with BMC also assists the sports car owner by enabling him to make full use of BMC's vast world-wide after-sales service organization. But this exchange of services is by no means one



way only, for the M.G. development engineers are able to feed back to the Corporation much valuable information gleaned from the adjacent Competition Department. Even within the fairly tight limits of the international rallying regulations, many new ideas and components can be put to the test under the most gruelling conditions for a car yet devised. It has been said that more is learnt in one Alpine Rally than in six months of ordinary testing. No indeed; BMC does not rally just for the fun of it! It is in the Development Section that the BMC sports cars of the future are shaped. If the enthusiast could somehow

talk his way inside he would find current models, modified models, experimental cars, and old-time record-breakers standing side by side—a sight to make his mouth water! He would see new body shapes, suspension test rigs, and the latest ideas in BMC power units on the dynamometer. He would certainly be left in little doubt that BMC have every intention of maintaining their position as the world's largest and most successful producer of sports cars!



**THE M.G. CAR COMPANY LIMITED**

Proprietors: Morris Motors Limited  
**ABINGDON-ON-THAMES**  
**BERKSHIRE, ENGLAND**