

HOW
TO PUT YOUR SALES
INTO ORBIT IN THE
AUSTIN FREEWAY
POWERED BY THE
“BLUE STREAK” SIX!



Dear Dealer,

For some years now, BMC (Australia) has been planning a car for entry into the light six-cylinder market in Australia. The Austin "Freeway" with the "Blue Streak" power unit is the result.

Thousands upon thousands of man-hours, experience and experiment went into the development of this new model. The engine was developed over a period of more than three years and was a joint effort by the best technical experts in BMC in England and Australia.

We offer the Austin "Freeway" to you feeling very proud that we have produced a car that is unsurpassed in engineering standards, and one that is truly a credit to the Australian motoring industry.

With the introduction of the "Freeway" saloon and station waggon and the Wolseley 24/80, BMC now has a range of models that can meet the needs of every member of the public no matter what his preference.

This puts the BMC dealer in a unique position and one from which he can expect to profit more and more in the coming months.

Yours sincerely,

H. J. Graves.
Managing Director.



Dear Dealer,

Already there is tremendous interest in all States in the forthcoming entry of the Austin "Freeway" to the light six-cylinder market.

The expected result of this is that hordes of people will visit showrooms immediately after the official announcement that the "new six" is on the market.

Dealers must be prepared to handle these people and turn casual interest into sales.

This catalogue not only outlines our plans for the launching of the new "Freeway" saloon and station waggon, but also will give you ideas on how to lay out your showrooms and make the best of opportunities to sell.

In the Austin "Freeway," we have a vehicle that we are certain is destined to make a big impression on the Australian motor industry.

It is not only stylish in appearance, roomy and comfortable, but has much equipment that normally is not standard in cars in this price range, and in particular, the Austin "Freeway" has an outstanding engine in the "Blue Streak" Six.

We are backing this car with a vast and spectacular advertising and publicity campaign, and we look to you, the dealer, to back us up with your own promotional efforts.

Yours faithfully,

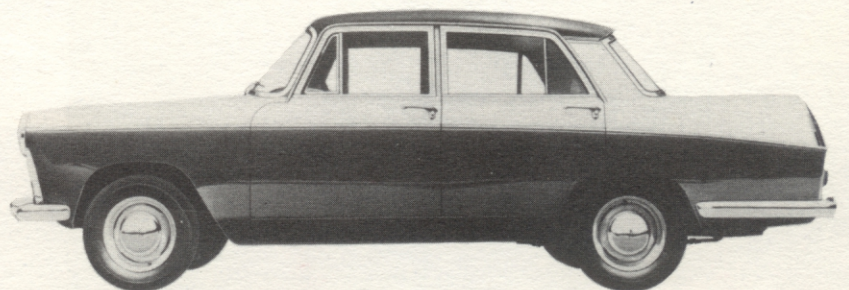
Lindsay Shimmin.
Sales Director.



GET READY FOR THE COUNTDOWN

...it's going
to open a new world
(of profits) for you!

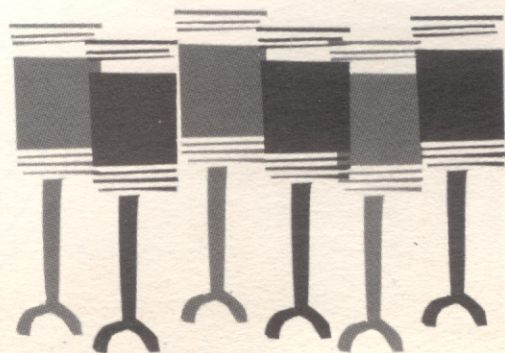
All set for a quick shoot to the top of your sales graph?... Here's the way to send sales rocketing . . . The Austin Freeway "Blue Streak" Six is ready for its take-off and YOU can get aboard. Through TIME and SPACE (radio time and press space in this case) you'll zoom to a big, new world of profits and quick selling... Come on up! We've charted the whole course for



you. Get aboard—and just see how easy it is.

SMART WORK
AT THE
LAUNCHING
PAD MEANS
A GREAT
TAKE-OFF!
WITH YOU AT
THE CONTROLS

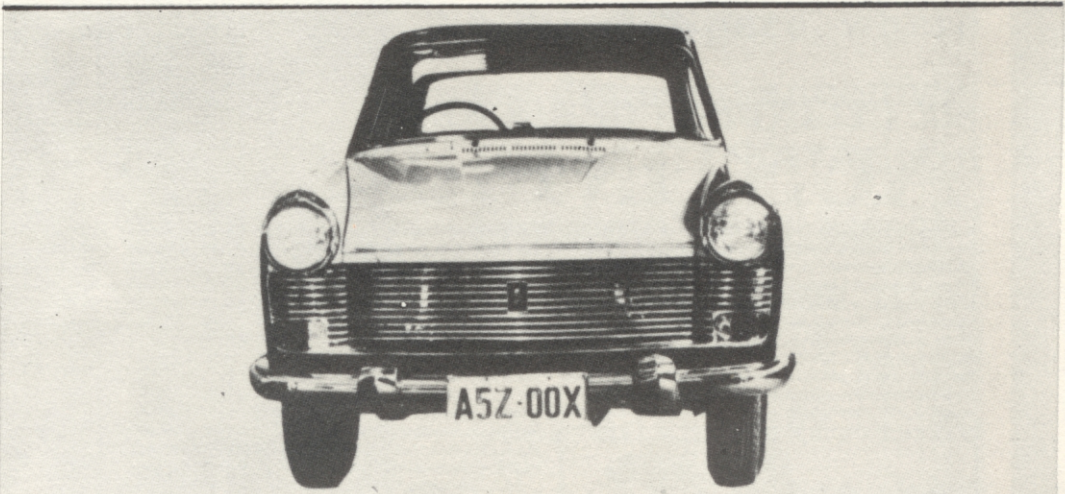
This is the big moment! —when your journey's planned and you pull the first lever that's going to rocket you into SPACE. The Space we've charted for you is in picked positions in leading newspapers right throughout the Nation; Space where big dramatic announcements of the Austin Freeway "Blue Streak" Six will be seen, read and talked about to the best advantage. Like launching a rocket, impetus and power in the take-off mean everything at the launching of a campaign . . . and these Advertisements have POWER.



YOUR CAPSULE GOES UP.....

The Austin Freeway Six with its dramatic "Blue Streak" Engine is new, brilliantly modern, excitingly powerful. Press Advertisements have been planned accordingly. They're different . . . unusual . . . with an eye-catching Contemporary design that ties-in so well with the car's personality. Big coverage is planned for press advertisements all over Australia. Just look at that schedule.

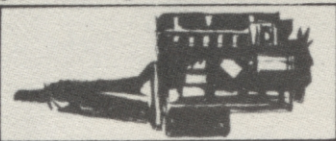


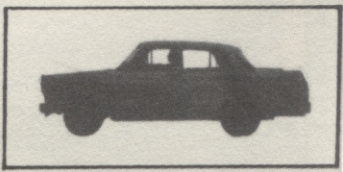
Media	Size
QUEENSLAND:	
COURIER MAIL	14" x 7
QLD. COUNTRY LIFE	14" x 7
TELEGRAPH	FP
COURIER MAIL	14" x 7
TELEGRAPH	FP
NEW SOUTH WALES:	
TELEGRAPH	FP
NEWCASTLE HERALD	14" x 7
DAILY MIRROR	FP
NEWCASTLE HERALD	11" x 5
S.M. HERALD	14" x 7
DAILY TELEGRAPH	Full
NEWCASTLE HERALD	11" x 5
DAILY SUN	FP
VICTORIA:	
AGE	14" x 7
HERALD	14" x 7
SUN NEWS PICTORIAL	FP
AGE	14" x 7
SUN NEWS PICTORIAL	FP
SOUTH AUSTRALIA:	
ADVERTISER	FP
"	11" x 5
"	11" x 5
WEST AUSTRALIA:	
WEST AUSTRALIAN	11" x 5
"	11" x 5
"	11" x 5
TASMANIA:	
HOBART MERCURY	14" x 7
"	11" x 5
LAUNCESTON EXAMINER	FP
HOBART MERCURY	14" x 7
"	11" x 5
LAUNCESTON EXAMINER	FP



MAKE WAY FOR AUSTIN FREEWAY! POWERED BY THE 'BLUE STREAK' SIX

** the A11 Australian engine*

price \$1000 including purchase tax

MADE BY AND FOR AUSTRALIANS - A PRODUCT OF THE BRITISH MOTOR CORPORATION OF AUSTRALIA PTY. LTD.

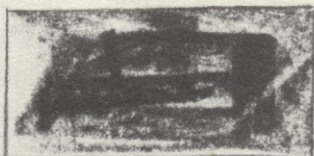
... INTO NEWSPAPER SPACE

follow-up advertisements continue the launching theme of the Austin Freeway "Blue Streak" Six.

You can't afford to relax! The story of the Austin Freeway "Blue Streak" Six soars ahead, carries news of its power and performance all over Australia. Now is the time for YOU to begin tee-ing up your own campaign to gain best benefits.



MAKE WAY FOR
AUSTIN FREEWAY
POWERED BY THE AUSTRALIAN
"BLUE STREAK" SIX



**AUSTIN
FREEWAY**

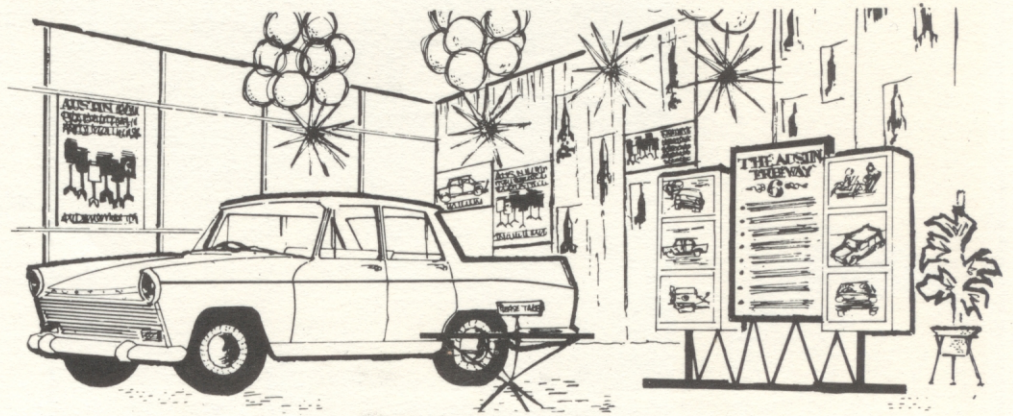
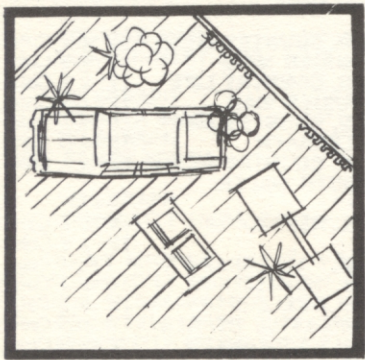
Media	Size
QUEENSLAND:	
QLD. COUNTRY LIFE	14" x 7 Cols.
COURIER MAIL	11" x 5 Cols.
QLD. COUNTRY LIFE	14" x 7 Cols.
COURIER MAIL	11" x 5 Cols.
QLD. COUNTRY LIFE TELEGRAPH	14" x 7 Cols.
QLD. COUNTRY LIFE	11" x 5 Cols.
QLD. COUNTRY LIFE	11" x 5 Cols.
NEW SOUTH WALES:	
S.M. HERALD	14" x 7 Cols.
S.M. HERALD	11" x 5 Cols.
DAILY TELEGRAPH	Full Page
S.M. HERALD	11" x 5 Cols.
DAILY TELEGRAPH	11" x 5 Cols.
NEWCASTLE HERALD	11" x 5 Cols.
DAILY TELEGRAPH	11" x 5 Cols.
S.M. HERALD	11" x 5 Cols.
DAILY TELEGRAPH	11" x 5 Cols.
S.M. HERALD	11" x 5 Cols.
NEWCASTLE HERALD	11" x 5 Cols.
VICTORIA:	
AGE	14" x 7 Cols.
SUN NEWS PICTORIAL	11" x 5 Cols.
AGE	11" x 5 Cols.
SUN NEWS PICTORIAL	11" x 5 Cols.
AGE	11" x 5 Cols.
SUN NEWS PICTORIAL	11" x 5 Cols.
AGE	11" x 5 Cols.
SOUTH AUSTRALIA:	
ADVERTISER	11" x 5 Cols.
ADVERTISER	11" x 5 Cols.
WESTERN AUSTRALIA:	
WEST AUSTRALIAN	11" x 5 Cols.
TASMANIA:	
LAUNCESTON EXAMINER	11" x 5 Cols.
HOBART MERCURY	11" x 5 Cols.
LAUNCESTON EXAMINER	11" x 5 Cols.

BRIGHTEN YOUR FIRMAMENT

get your showroom ready for the big new Star!

It's a dazzler, this new Austin Freeway "Blue Streak" Six, a Star of Good Omen for a great sales scoop! It deserves a bright, colourful showroom to show its brilliance, so take a look NOW at the space you'll assign to it. Perhaps add some paint, polish or smart new furniture. BORROW any items to aid your display. Local stores will gladly help if you give them a credit card on display ("Table from Blank & Co." etc.). Make sure you have lots of Austin Freeway eye-catchers* around, like streamers, posters, and a Display Stand where Austin Freeway catalogues and other literature can be stacked. Leave Austin Freeway catalogues lying open at pages showing special features. And don't forget the flowers. Kept fresh and attractive, they add an enviable dash of luxury. Follow this suggested layout to show your Austin Freeway "Blue Streak" Six in your showroom.

* Check display insert carefully.



EYE-CATCHING WAYS TO START SALES SKYWARDS

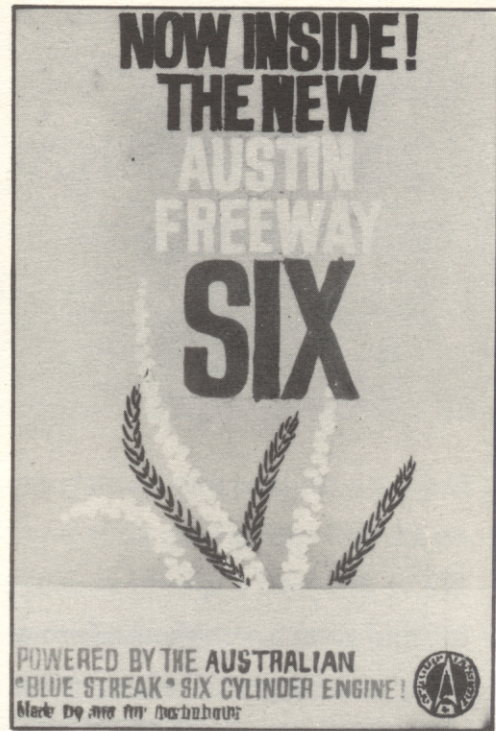
decorative showroom aids tell your
Austin Freeway "Blue Streak" story . . .
bring in your prospects.

YOUR Showroom may well be the first in your district to display the Austin "Blue Streak" Six, and it's important that it make a definite impact and creates a dramatic impression for you. In your display remember that the car is your focal point, so be sure it's shown to the very best advantage. Light up the interior, keep it well polished and always spotless. Focus a spotlight on it. Close to the car (which looks all the better if you can arrange a dais for it) place a sign-written board listing all the main features. The Austin Freeway "Blue Streak" Six has a prestige air about it. Play this up.





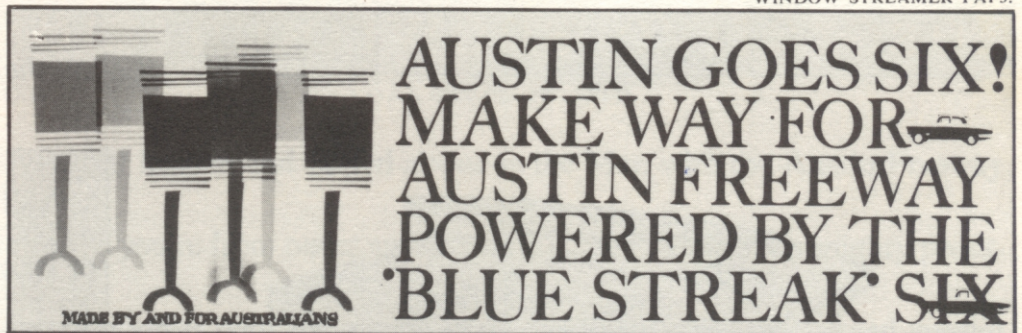
POSTER PAF2



POSTER PAF1



WINDOW STREAMER PAF3



We have planned exciting, colourful display pieces to make your task easy. Each one has a modern contemporary look about it and your display is guaranteed to look as eye-catching as any you've seen for years. Use lots of BMC emblems. Have a smart desk and chairs placed prominently with lots of prospect cards ready (you'll need them if your display is good). But, above all, get moving NOW. Order the poster and streamer shown above and showroom aids listed, as quickly as you can . . . from your State Distributor, Regional Manager or Zone Supervisor.

ADDITIONAL SHOWROOM AIDS.

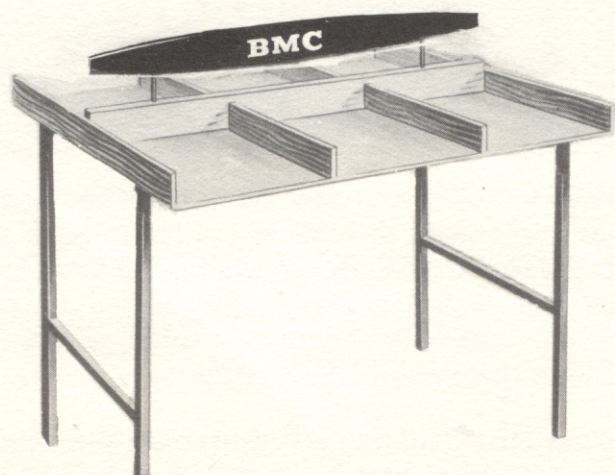
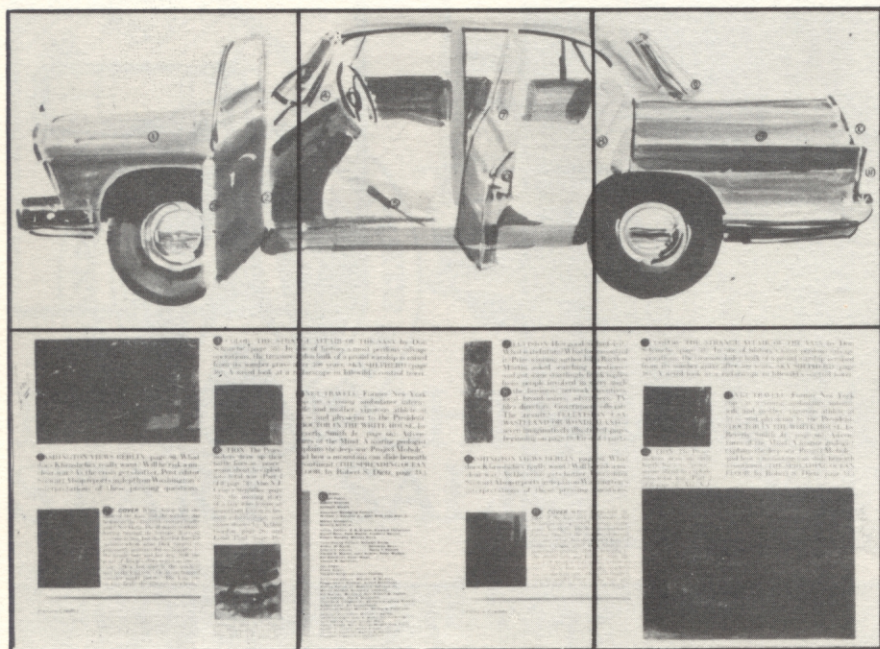
- "Blue Streak" Balloons • Illuminated Display Stands • Children's T-Shirts with Blue-Star Emblem
- Silk-Screen Car Cushions • Streamers • Silk Banners • Mobiles • Wonderful new background "Blue Streak" Fabric.

KEEP YOUR CUSTOMERS ON COURSE... with this catalogue

Buying a car is as important to some people as launching a satellite is to others, so remember this and do all you can to help your prospects reach the Austin Freeway "Blue Streak" Six decision.

We've designed a special catalogue that makes fine reading. It's profusely illustrated in artistic colouring and gives a wealth of information. Have lots of these catalogues ready for immediate distribution. They make a grand talking point and your customer will like to take one home so that the family can

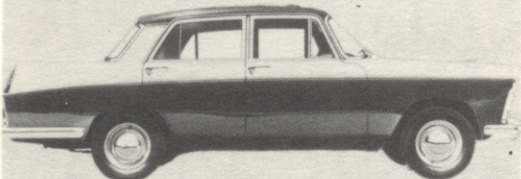
see it. This is important. Your sale is usually made or lost in your customer's home, and all his family will like reading THIS catalogue. It does a fine job of silent selling, too, so hand it out with confidence. You'll want to keep your supply of folders clean and fresh, and what better way than with this BMC Display Stand? We supply these as a "package deal" or as a do-it-yourself kit. They're very easy to make up. They're not expensive, but their sales-power is undeniable.




HOW TO MAN YOUR OWN SATELLITE

dealer ads put you
personally into your Austin
Freeway "Blue Streak" Advertising.


DEALER



AUSTIN GOES SIX
MAKE WAY FOR THE AUSTRALIAN
'BLUE STREAK' SIX!



**AUSTIN
FREEWAY**



8" x 3 COLS. DEALER ADV. AF3.83

DEALER



**MAKE WAY FOR
AUSTIN FREEWAY
POWERED BY THE AUSTRALIAN
'BLUE STREAK' SIX**



**AUSTIN
FREEWAY**

6" x 3 COLS. DEALER ADV. AF2.63

Get into orbit . . . fast! Get yourself known and talked about as the Man with the Austin Freeway "Blue Streak" Six (sounds as though you're from outer space yourself, but actually it's mighty profitable). Tie-in your own name and address with the nation-wide campaign. We've planned special advertisements all ready for you to use. All you do is ask your local paper to set your name and address in the blank space—and you're in business! If you'd care to do some ad planning yourself, we've separate stereos, too, that you'll find helpful, and effective. Place your order NOW with your State Distributor, Regional Manager or Zone Supervisor and be ready for the big take-off!



RADIO KEEPS UP A TWO-WAY COMMUNICATION

. . . tells your sales story
brings prospects to your Showroom.

Use the ether . . . send your message through space! Reach your customers wherever they are. We've planned radio commercials in lengths of 25, 50 and 100 words, ready to be broadcast "live" over your nearest radio station. There's provision made for your own name and address to be included as the local dealer, so all YOU have to do is just book the time with the station you prefer. Samples of the various lengths are shown below. Order the full set from your Distributor.

Make way for AUSTIN "FREEWAY"! . . . Powered by the great Australian "Blue Streak" engine . . . six cylinders of rocketing power. Drive the new Austin Freeway NOW . . . at (Dealer's name)

Austin goes SIX! . . . See the new Austin "FREEWAY," the six-cylinder car powered by the Australian "Blue Streak" engine. Admire the Freeway's dramatic front end, sparkling duo-tone colours and many luxury extras . . . including heater and fresh air unit, windscreen washers and cigarette lighter. Drive the Austin FREEWAY SIX . . . now . . . at (Dealer's name)

AUSTIN GOES SIX! . . . Make way for Austin FREEWAY powered by the brilliant Australian "BLUE STREAK" SIX engine.


Long, low, lovely, the Austin FREEWAY gives a superb performance, unrivalled by any SIX in its class . . . and it's one of the smartest cars on the road. The glamorous Austin FREEWAY has a distinctive front end and streamlined tail fins . . . and it's fitted with many luxury extras, too—heater and fresh air unit, cigarette lighter, windscreen washers, duo-tone interior furnishings and duo-tone finish—all at no additional cost. For power, performance, PLUS economy and high re-sale value, see the Austin FREEWAY . . . NOW . . . at (Dealer's name)

Specially-cut discs of dramatised announcements are also available. Order now.

PUT THE POSTMAN ON YOUR CREW

He can play a big part, the postman. He can take your message direct to the very people you wish to tell about the Austin Freeway "Blue Streak" Six. Wonderful what a man-to-man talk will do, and we've prepared a "newsy" letter for posting to your V.I.P. clients all ready for typing on to your own letterhead, with your personal signature.

Austin Freeway "Blue Streak" Six features on our new post cards, too . . . just the right size for slipping into every letter leaving your office. Handy for giving out to customers at your service station, too. And don't forget about the birthday cards. We have these for you to send out to customers on the first anniversary of the purchase of their new car. It's a nice idea.



DEALER NAME
AND ADDRESS IN BLOCK CAPITALS

Dear Mr.

AUSTIN GOES SIX! . . . And that could mean a whole new life of motoring for you. The new AUSTIN "FREEWAY" is Australia's most exciting SIX . . . the car that won't be outrun, outclassed or outcornered by any other car in its class.

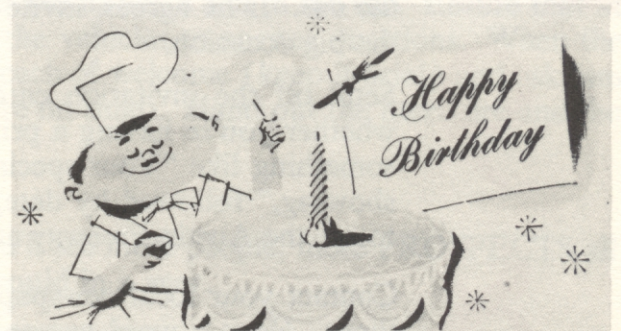
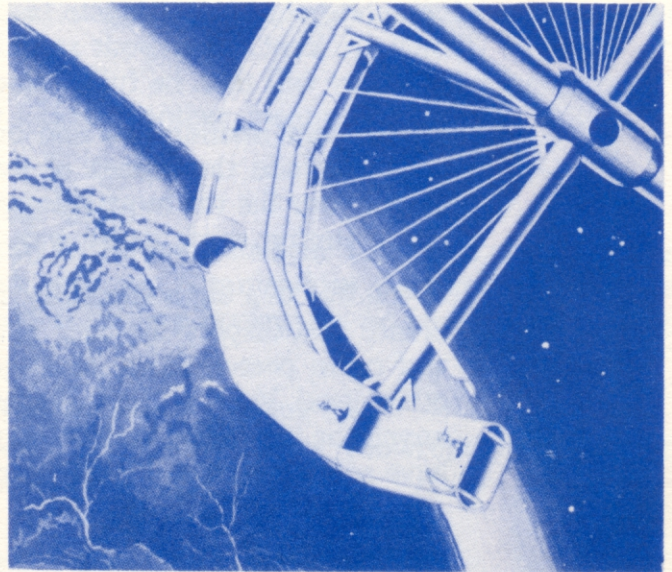
And Austin goes SIX - in style! The Freeway is a long lovely car with flashing duo-tone colours, rust-protected by the famous Batadin process, with a baked enamel finish to stay bright and undimmed. Its rocketing power comes from the punch-packed Blue Streak Six, the Australian engine with 2,433 c.c.'s of 80 b.h.p. developed from the famous "B" series B.M.C. classic, a racing performer on the world's greatest tracks.

INSIDE, the FREEWAY is fitted with luxury extras at not a penny extra cost. Additions like the heating and fresh air unit, cigarette lighter, windscreen washers and a choice of five modern colour combinations make the Freeway a pleasure to drive - and own.

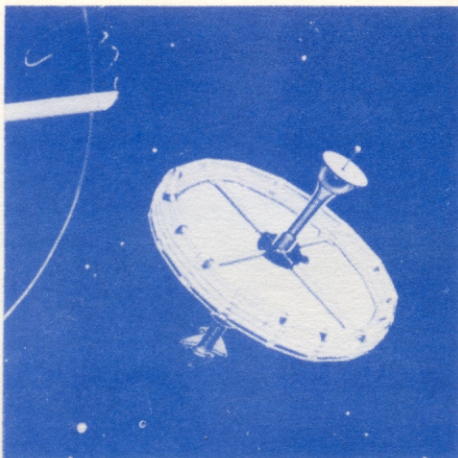
Come along for a test drive. You'll find the 3-speed gear box fast and immediate . . . and you'll soon see the Freeway's performance can't be bettered by any car in its class. We look forward to seeing you at the Showroom.

Yours faithfully,

AUSTIN • MORRIS • WOLSELEY



BIRTHDAY CARD



**MAKE WAY FOR
AUSTIN
FREEWAY!**



POWERED BY THE "BLUE STREAK" SIX

COUNTDOWN!

14

The big take-off draws near! NOW is the time for you to check on everything to make your launching a success. Here are 14 steps to take before you get to the launching pad. Follow them closely and success will be "astronomical." Better take a look at your own "space-ship" first . . . your showroom. If it needs a little modernising or colouring-up, now is the time to see to it.

13

Hold a meeting of all your staff who come into the release plan. Give them the full story. Confide in them. Impress upon them the importance of secrecy. Go over your complete plan and delegate tasks to them. Put deadlines on the tasks and make sure they are kept. Give your sales staff all the sales literature with instructions to study it. They will then be fully "clued-up" on Announcement Day.

12

Revise your mailing lists and bring them up to date. If you haven't any, start them now. Include the names of everyone who might be interested in a new car—the longer your list the more sales you'll make! And get the typing of the envelopes for the invitation cards under way.

11

If you live in a big community, it's a good idea to hold a private pre-showing the night before you display the car. Invite present BMC car owners, good prospects, press and radio personalities, local government authorities, your local M.P., and all the other local V.I.P.'s. Pick the biggest V.I.P. as your guest of honour . . . have him unveil the car. This preview or party should be a gala occasion. Serve refreshments, have soft background music—really turn it on!

10

Make a personal approach to the person you wish to act as guest of honour to unveil the car. If he agrees, invite him to bring his wife and a few special friends along to the big occasion.

9

Send off the invitation cards to your printer. The same basic card can be used, whether you're having a private preview or a general showing. For the former say something like "Your special invitation to see the Austin Freeway at a private pre-showing," followed by date, time and place. For the latter "Your special invitation to see the Austin Freeway at its first public showing, at . . . your address.

8

Contact your local newspaper, radio station and theatre and book your space and times. Have a word personally with your newspaper editor and discuss the possible news coverage of the release.



14 INSTRUCTIONS FOR "BLUESTREAK" ASTRONAUTS

We cannot emphasise enough the importance of following this day-to-day diary

7
6
5
4
3
2
1

Get your display material organised. Order any special signs you may need from your local signwriter. Make sure you have stands—in good condition—for your posters. Take down any old posters and decorations. Check your showroom lighting for adequacy. If you feel some floodlights, spotlights or indirect lighting would help the overall effect, get them right away.

Check and make sure that invitation cards come in from the printer. Chase up the envelope typing. You should send out all the cards so that your guests get them at least a week before the big day.

You've a busy last week coming up. Hold another meeting to check plans and progress.

Send your stereos off to the paper, your slides to the theatre and your acetates or copy to the radio station. Line up a photographer to cover your special preview. Check with any organisations co-operating with you in stunts and see if they need any help in moving equipment or arranging anything.

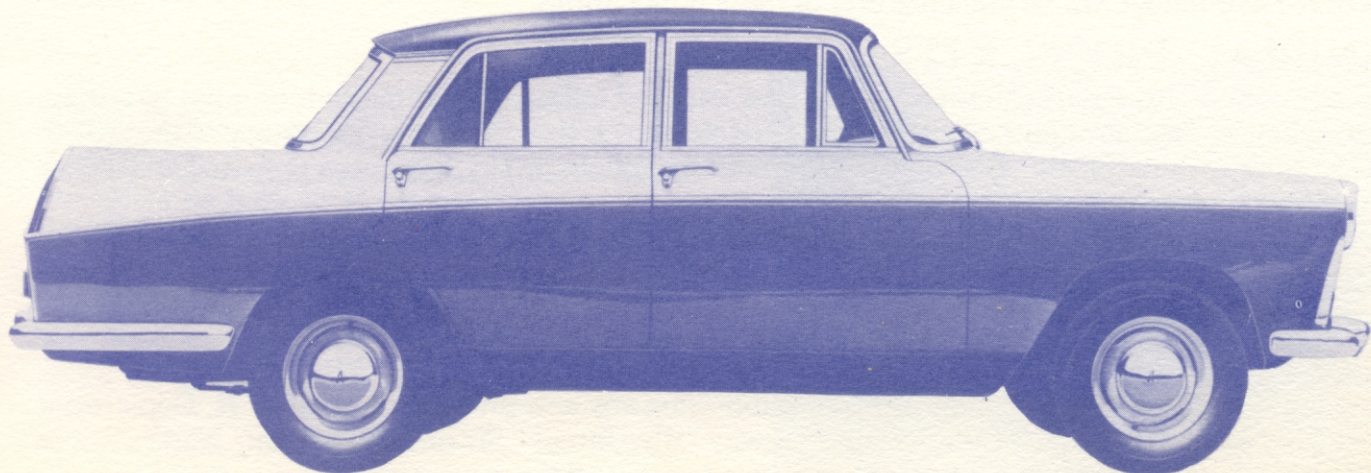
Make this showroom material day. Get someone cracking on organising the posters, streamers, etc. Screen out your showroom windows if possible, while you actually hand the material.

Your private pre-showing. Personally welcome all your invited guests. Take the names of everyone who would like a run in the car. Ensure that at least one salesman is constantly beside the vehicles to answer questions. When the guest of honour arrives, make a brief speech of welcome (keep it brief) and ask him to unveil the car (and try to get him there on time). Hand out the literature and the novelties. Be generous with them.

The big day!

This is a really big chance for you—you'll see more people, more PROSPECTS all at once in one day, than you normally would in a year.

Greet as many people as possible PERSONALLY and thank them for coming. Show courtesy now and you'll reap goodwill the whole year through!



PUBLIC RELATIONS

This is one of the biggest helps in ANY kind of launching . . . the help you get from Public Relations. It's just like having your own publicity agent, and it can work wonders . . . turns your audience into prospects and prospects into customers. Our Public Relations Department has been doing great things with the Austin Freeway "Blue Streak" Six, and its publicity is being spread far and wide. We tell the story, show the pictures, give the interviews, arrange the news flashes all round Australia. You'll see press articles, radio bulletins, TV and theatre newsreels all used to the greatest effect



ANNOUNCEMENT PRESS KIT

Already we've had national press conferences for 50 motoring editors from all States, and they've been told the story of the Austin Freeway "Blue Streak" Six and its development as a truly Australian six-cylinder car.

NATIONAL MOTORING JOURNALS

National Motoring Journals will be featuring the new Austin Freeway "Blue Streak" Six in issues appearing about the time of the official release. Colour covers, and extensive reports of the development of the new model will be main features of these publications.

GENERAL PRESS KITS

Press kits containing articles announcing the new car, and telling of its thousands of miles of testing, construction, the background story behind its development, technical data and a history of the growth of BMC in Australia, plus a comprehensive selection of photographs, have been prepared and will be released to all media throughout Australia.

This car is news! And so, apart from the motoring press, the general news pages have not been overlooked. Special articles aimed at enticing news editors to feature the release of the Austin Freeway also will be included in the press kits.

TELEVISION

Television is one of the most potent forms of publicising any new product. And the P.R. Department is arranging a wide coverage of the Austin Freeway "Blue Streak" Six on this medium. News sessions will be provided with film showing all the glamour features of this new model.

keeps you in the news

RADIO

Radio still is an excellent publicity media. Special arrangements have been made for radio roundsmen to interview BMC personnel concerned with the development of the new car. Tapes of interviews recorded at the factory also will be circulated among inter-state, metropolitan and country radio stations.

ROAD TESTS

Road test reports have a tremendous influence on people trying to decide which car they will buy. For this reason every effort is to be made immediately after the release of the Austin Freeway "Blue Streak" Six to arrange road tests with ALL newspapers and journals that carry motoring pages.

DEALER P.R.

As with the Morris Major "Elite," P.R. Department will be providing you with tips on how to develop your own publicity for the Austin Freeway "Blue Streak" Six. You'll also have the special BMC review covering all new models and, from time to time, we will pass on to you ideas that will help you P.R. the new Austin Freeway "Blue Streak" Six.



Brighten the night with special films!

Go to the pictures! Arrange a special film night at your local hall or conduct shows in your own showroom. Tie-in the release of the Austin Freeway "Blue Streak" Six with your own display and entertain your audience with these interesting, up-to-the-minute films. When ordering, please give the name of the films you require, the date, and the length of time you'll need to keep them.

WESTWARD HO. Time 20 minutes. This film is in full colour and is the story of a young couple touring the west of England in a Morris 850.

WIZARDRY ON WHEELS. Time 30 minutes. Another full colour film featuring the Morris 850 on tour through Italy.

LADIES FIRST. Length 750' (in colour). A beautiful colour film of the 1956 Alpine Rally. Atmosphere and scenery are a feature of this film.

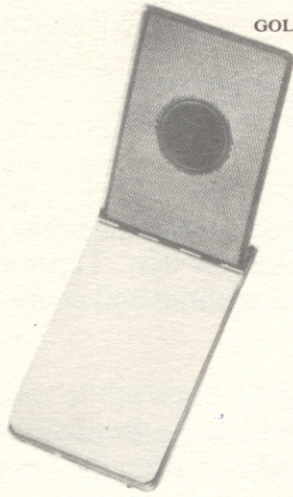
SPORTS CAR OF THE YEAR. Length 400'. A biography of the M.G.A. Twin Cam Two-seater.

M.G. DOES IT AGAIN. Length 555' (in colour). This is an intensely interesting film showing how Stirling Moss created new records with the M.G. Special on the Salt Flats of Utah.

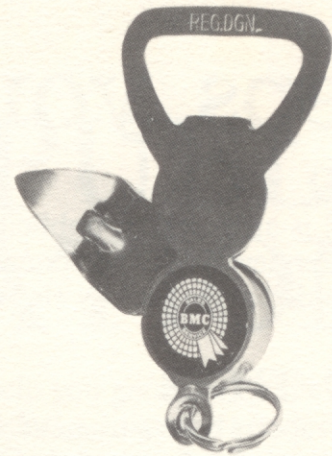
Order this slide by key number from your State Distributor, Regional Manager or Zone Supervisor. Please state image size (normal, CinemaScope, wide-screen or drive-in) when ordering, plus name and address to be featured.



SCREEN SLIDE AF 1.S.



GOLD NOTE PAD

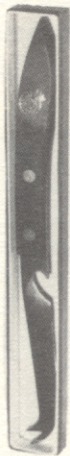


CAN PIERCER BOTTLE OPENER



PICNIC SET

BAR KNIFE



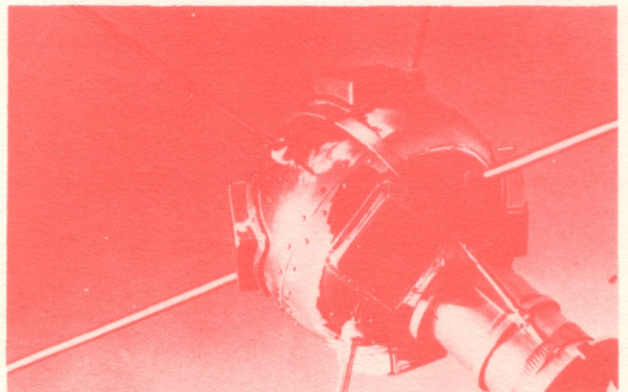
AUSTIN TIE



AUSTIN TIE BAR AND CUFF LINKS

GIFTS TO MAKE ALIENS FRIENDLY . . . sales easy

Aliens cease being aliens and turn into old friends when they begin enjoying the pleasure of owning an Austin Freeway "Blue Streak" Six. But, before they DO decide to own it, there's some ground to be covered . . . and here's how you do it. We've thought up some nice little give-away gifts openly aimed at creating goodwill among your customers. There's a wide choice from key rings to tie bars and quite a sprinkling of good sales ideas for your own showroom. Flags and price cards are really important, too, for your big display. Ask about these from your State Distributor, Regional Manager or Zone Supervisor.



EYE CATCHING AIDS TO AN ASTRONOMICAL ACCESSORY SUCCESS

Like all BMC cars the big new Austin Freeway "Blue Streak" Six is blessed by the fact that even at shortest notice spare parts are always readily available . . . and each one is factory approved. This is important, because even though people don't expect to need new parts with a new car, it gives a nice comfortable feeling to know they're there if you want them.

Accessories, too, are important. Approved BMC Accessories give just that extra air of smartness that everyone recognises at once. Sell accessories with the new car while pride of ownership glows in your customer.

SERVICE PARTS LIST

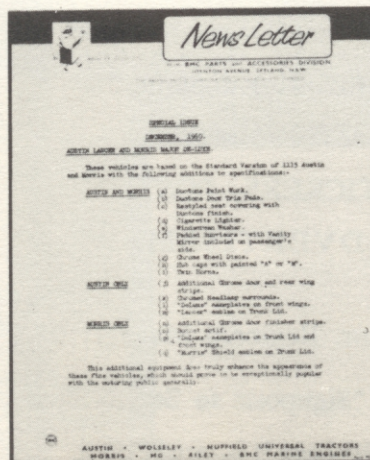
Stocks are ready for you now. Put in your order right away with your State Distributor, Regional Manager or Zone Supervisor.

PARTNER is the BMC colour magazine mailed regularly to 16,000 garages and service stations throughout Australia. The next issue will list our complete range of BMC Accessories for the Austin Six and give a list of parts.

NEWSLETTER gives a complete list of Austin Six Accessories and popular parts. And, don't forget to put out accessories on display in your showroom in your "Blue Streak" setting.

ACCESSORY BROCHURES

Check your Accessory Brochures for additional profit-making lines.





SET YOUR SIGHTS ON SERVICE!

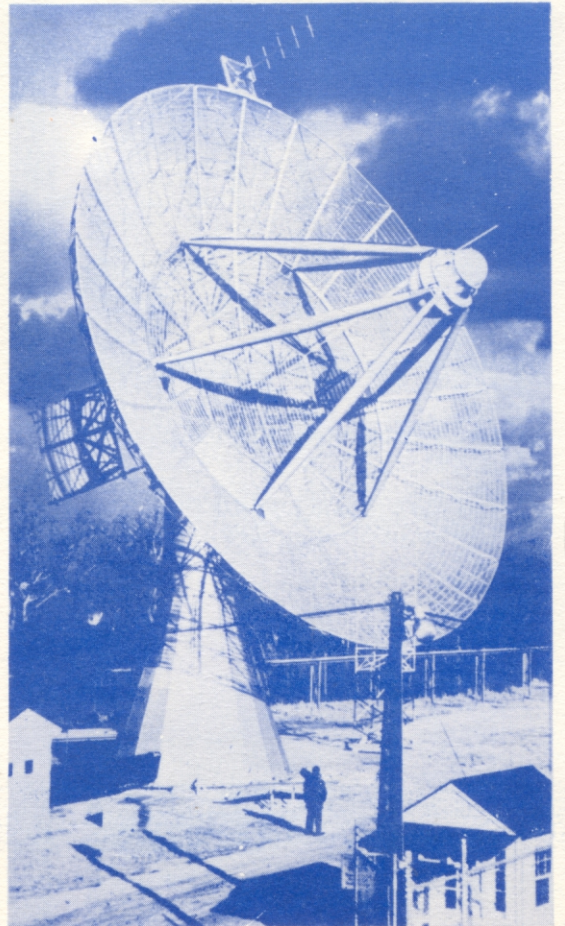
Here's another good way to tie-in your Austin Freeway "Blue Streak" Six advertising and to keep your satellite in orbit! Stage a FREE SERVICE WEEK! This was recently done in various parts of Australia with terrific results. First thing is to offer BMC owners a free inspection and test of their car. Then give them a written report on the condition and safety of their vehicle. In most cases this will result in increased work for your service station. Arrange for some local press advertising and decorate your premises attractively with streamers and appropriate signs. Printed matter is available to help you to success and you can now run your own Service Weeks by using the following material that we've prepared specially:

REPORT FOLDERS, ENVELOPE STICKERS, POSTERS, CONFIRMATION LETTERS, ADVERTISEMENT STEREOS.

Available now from your State Distributor, Regional Manager or Zone Supervisor.

The great new Service promotion book, "Signposts to Service."

Copies are on the way to you now. Read it—use it —profit by it.





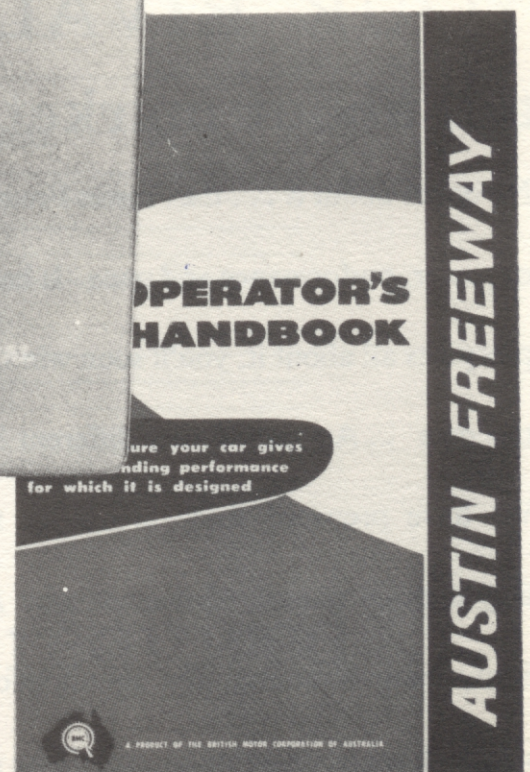
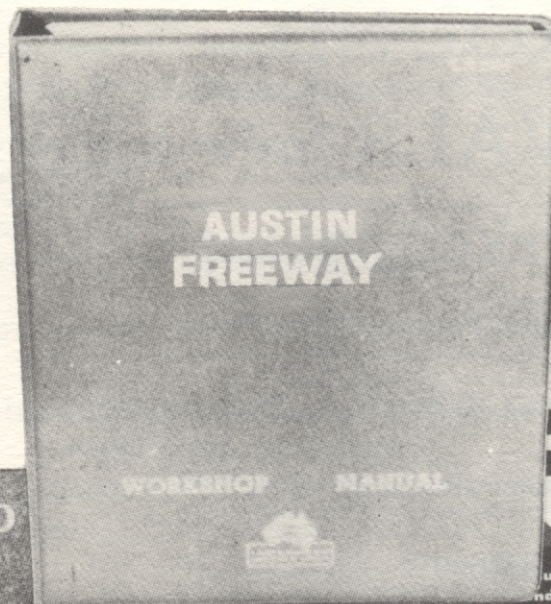
USE THESE CHARTS OF NAVIGATION

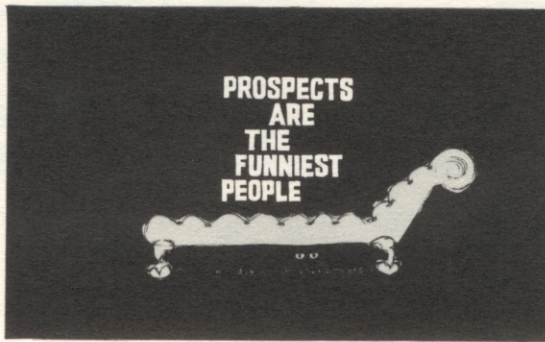
People like to know HOW IT WORKS, so we've prepared these booklets with every aspect of manufacture and fitting covered fully. You can read all about the "behind the scenes" make-up of the Austin Freeway "Blue Streak" Six in these. They're valuable both to you and your customer.

The Colour Range Book is yours for the asking. Small enough for your pocket, large enough to give your customers a good idea of colours and quality. A trim selection sheet is also included.

The Driver's Handbook gives full detailed information that is clear and easy to follow. Even the most technical queries are easily looked up.

The Workshop Manual is a great help in your own workshop in tracing and rectifying trouble. The Passport to Service lists all services needed by the new car. You give this valuable and useful booklet to every new owner. It's a great selling feature.





TO RUN RINGS AROUND YOUR RIVALS

new folders

tell about market potential and opportunities

No doubt about it . . . the Austin Freeway "Blue Streak" Six is a dramatic and exciting new car, full of power, performance and pace. It has plenty of talking points, and when you once begin telling your prospects all about it, you'll soon win them over to YOUR market. They'll forget all about competitive cars . . . Austin Six is so different !

We have prepared these brochures to give you a good impetus in your launching. You'll find they contain masses of reasons why Austin Freeway "Blue Streak" Six is such a sure-fire success. Study these booklets. The sound information they contain will work well for you, and once your salesmen are familiar with it, they'll be really knowledgeable.



tear off this order form

ORDER FORM

Please complete the following order form and despatch to Advertising and Sales Promotion Department.

The British Motor Corporation (Australia) Pty. Limited,
Joynton Avenue, Zetland.

NAME _____

ADDRESS _____

SIGNATURE _____

"FREEWAY" PROMOTION MATERIAL

QUANTITY REQUIRED

"Freeway" Catalogues _____
"Freeway" Posters (Poster PAF 1 and Poster PAF 2) _____
"Freeway" Window Streamer (PAF 3) _____
"Freeway" Dramatised Radio Discs _____
"Freeway" "LIVE" Commercials _____
"Freeway" Screen Slide (AF 1.S) _____
"Freeway" Post Cards _____
"Freeway" Follow Up Stereos (AF.3.83) (AF.2.63) _____

"FREEWAY" MARKET DEVELOPMENT MATERIAL

"Freeway" Guide to Prospects Folder _____
"Freeway" Walk Around Sales Guide Brochure _____

"FREEWAY" TECHNICAL PUBLICATIONS

"Freeway" Passport to Service _____
"Freeway" Workshop Manuals _____
"Freeway" Operator's Handbook _____
"Freeway" Colour Range Book _____
"Freeway" Service Parts List _____

SERVICE PROMOTION MATERIAL

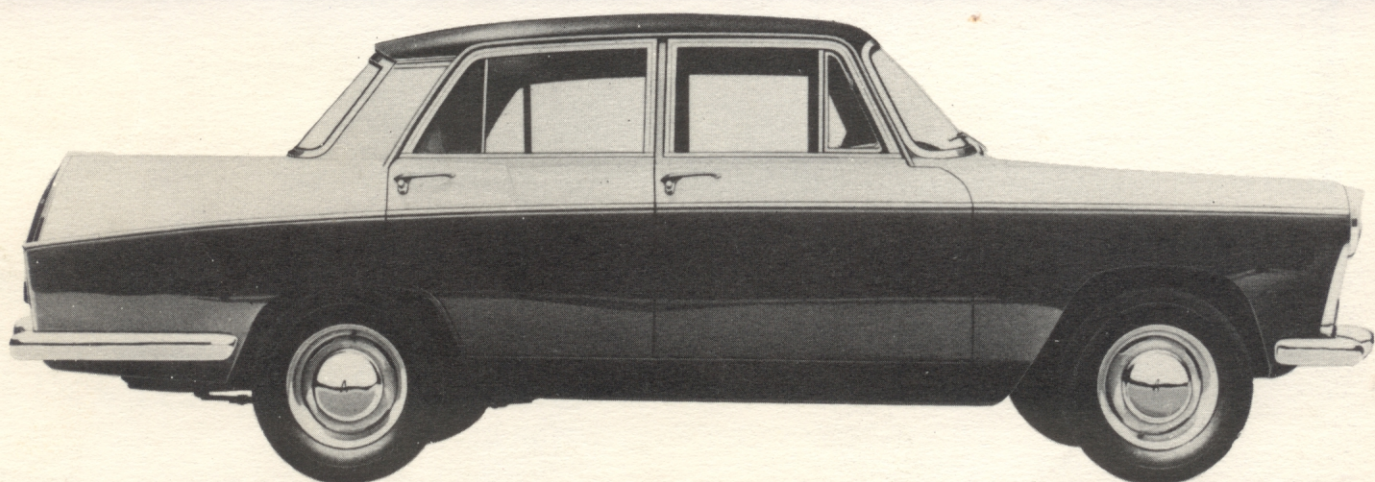
Report Folders _____
Envelope Stickers _____
Posters _____
Letterheads _____
Stereos _____

ADDITIONAL MATERIAL

Happy Birthday Cards _____
Gifts (List Separately) _____
Films (List Titles Required) _____

for the material required

MAKE WAY FOR



AUSTIN FREEWAY

THE BRITISH MOTOR CORPORATION (AUST.) PTY. LTD.

