

Brand Sparkling NEW ... the

BIG AUSTIN A40



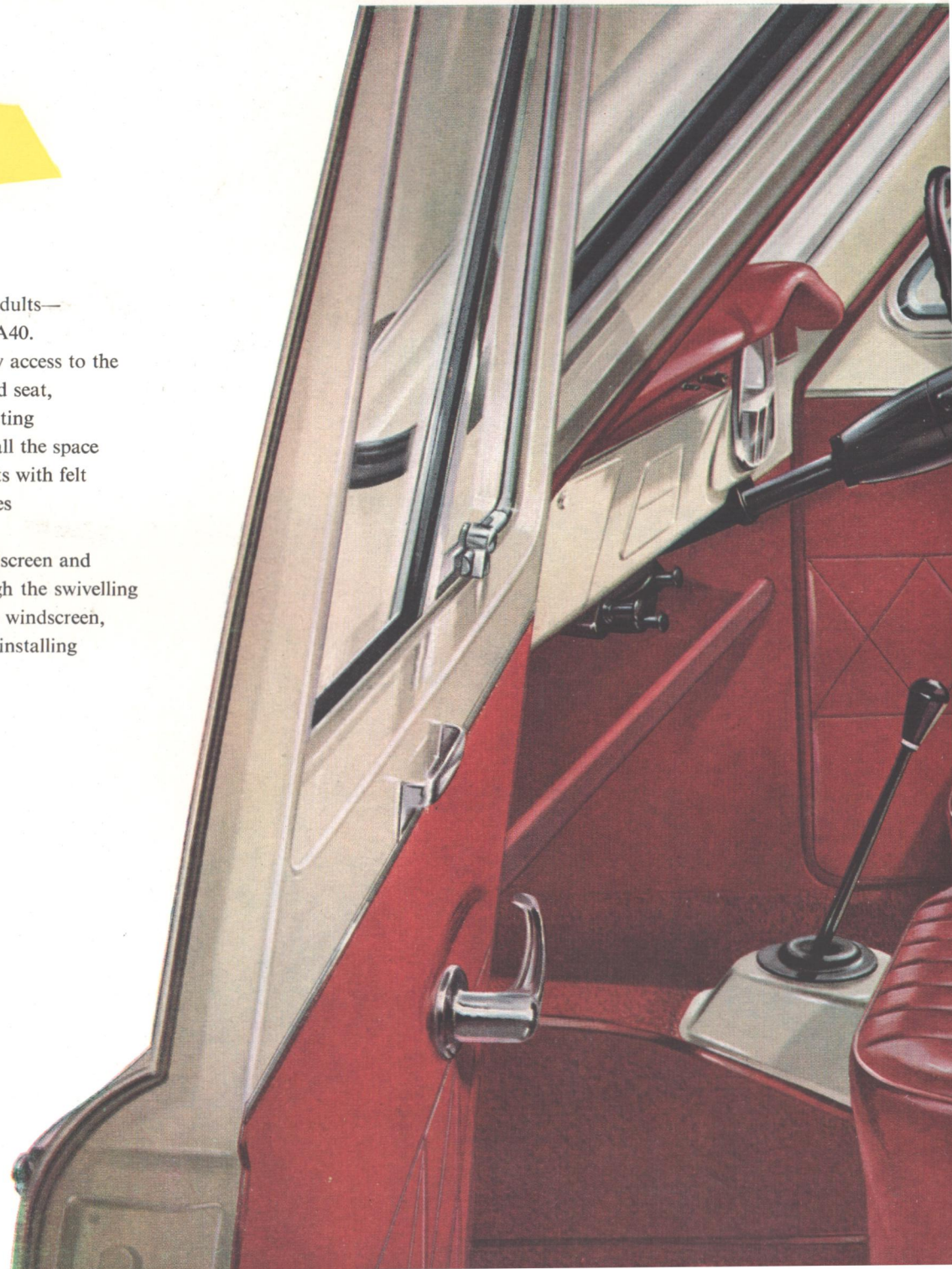
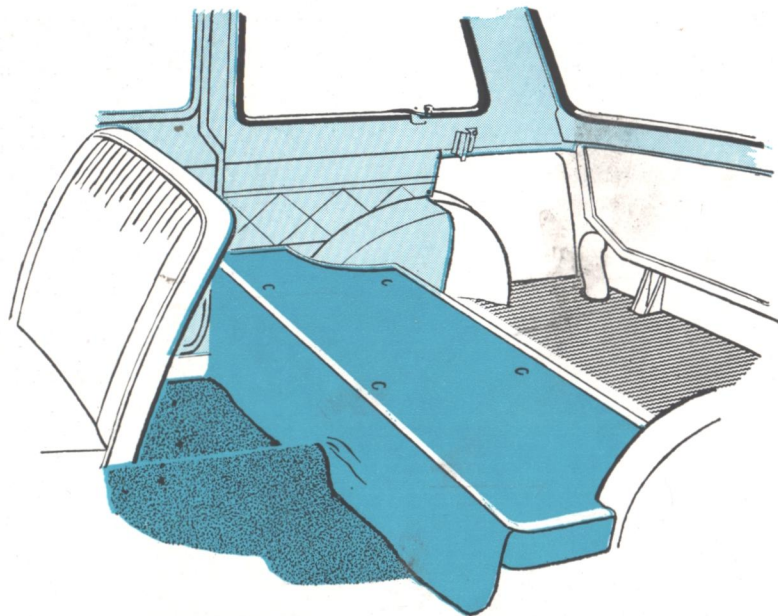
..with the **BIG** interior...

Pleasant, contemporary styling and really comfortable seating for four adults—that is the designer's unquestionable achievement within this brilliant Austin A40.

Both front seats are independently adjustable and tilt forward for easy access to the rear. Here, you will find an extremely comfortable, softly cushioned seat, which will accommodate two people with room to spare. There is also an interesting arrangement whereby the squab of the rear seat folds forward permitting all the space behind the front seats to be used for carrying extra luggage. Fitted rubber mats with felt underlays on the floor and best quality vinyl treated fabric completes the strikingly smart trim.

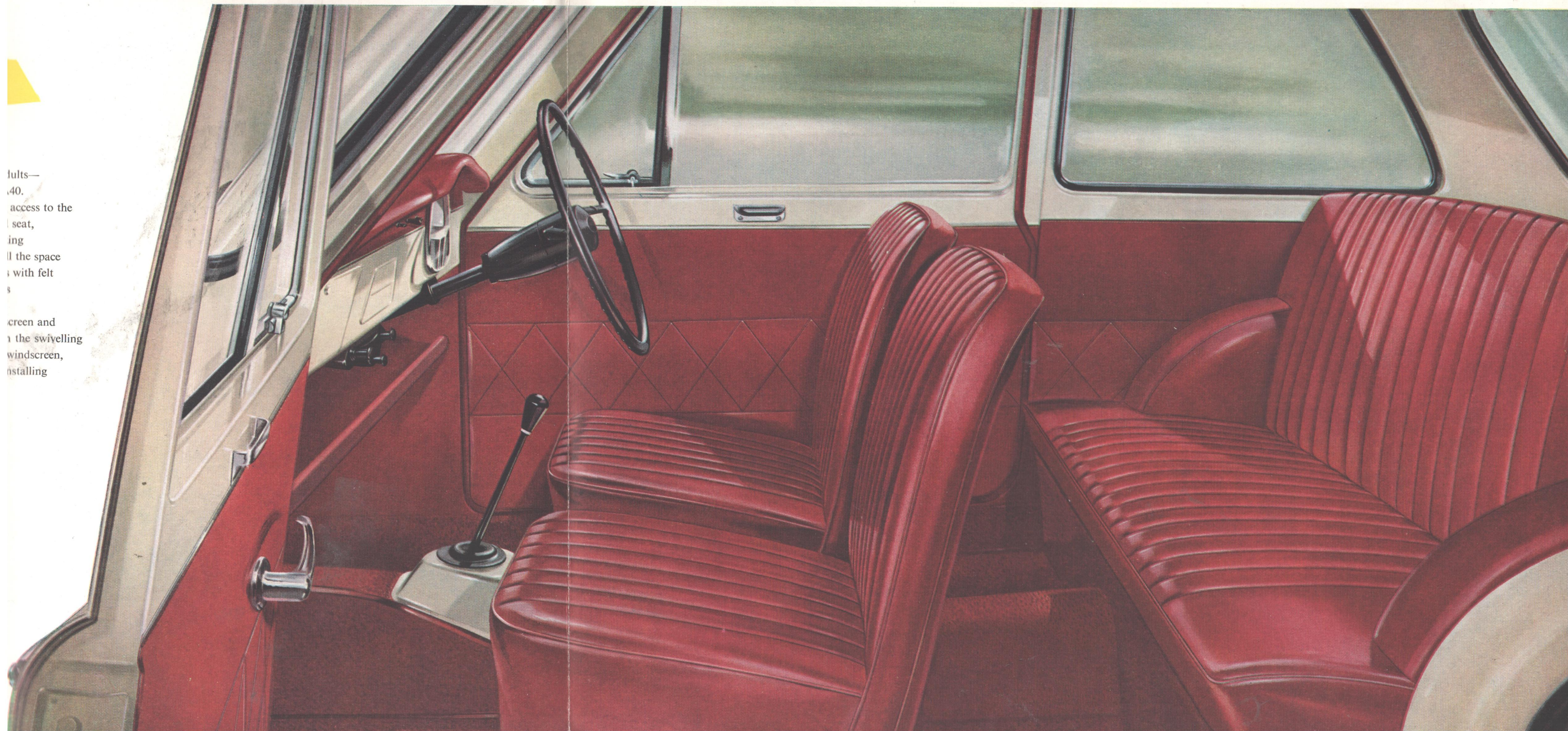
The spaciousness of the interior is accentuated by the wide, curved windscreen and rear window, and the deep side windows. Ample fresh air can be drawn through the swivelling louvres in the door windows and through an intake grille just forward of the windscreen,

high above the fumes of preceding traffic. Provision is also made for installing a heater/demister and hinged rear windows, at extra cost.



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... and **BIG** advantages – it costs so little !

Exciting to drive!

Brilliant in appearance and performance and styled by Farina of Italy, this new Austin A40 is a most attractive investment and starts a new trend in motoring fashion. Initially low in cost, it is easy and cheap to maintain, but nevertheless built to the same stringent standards that one expects from Austin.

You will be thrilled with its handling qualities. Visibility all round is excellent—there is no difficulty in manoeuvring this car, however restricted the space may be. Step inside and see just how big the interior really is—how comfortable and relaxing the ingenious design has made it.

And on the road, note also the quietness of the ride, the absence of dust and draught—for the body of this car has been extensively sealed, and insulated against road noise.

You cannot lock yourself out of the A40! Both doors and windows can be locked from inside and outside, but the design is such that the doors cannot be slam-locked from outside.

Whatever your choice of colour and interior trim there is certain to be a pleasing combination to suit your taste, for the range is wide, being carefully matched and selected by colour experts.

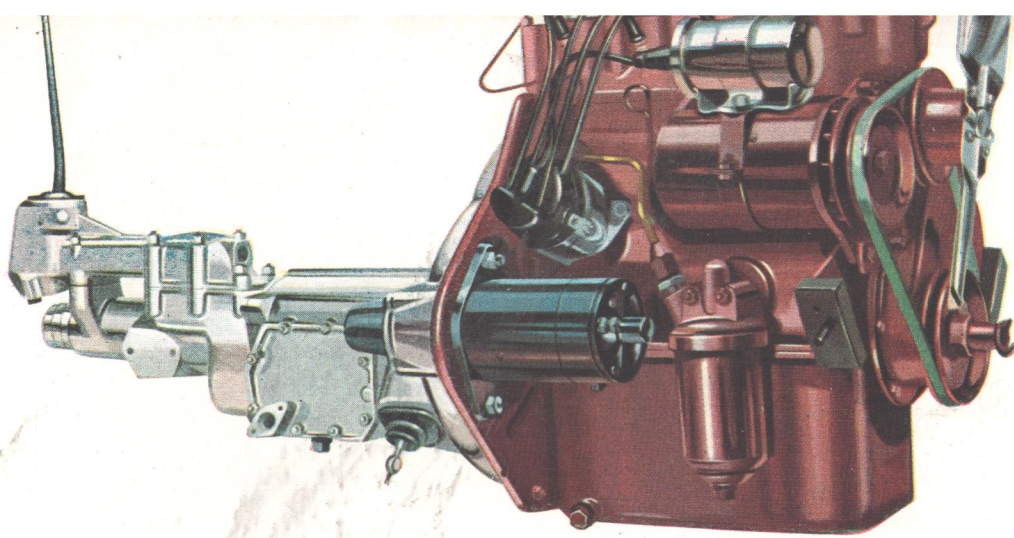




L E A D

A	B
6 ft. 11½ in. (2-12 m.)	2 ft. 10 (0-86)
I	J
1 ft. 5 in. (0-43 m.)	Max. 3 f (0-94) Min. 2 f (0-84)
Q	R
3 ft. 4½ in. (1-02 m.)	3 ft. (0-94)





Powerful overhead valve engine

Here is a unit that has already proved itself capable of hard work and sparkling performance. The B.M.C. four-cylinder 'A' series engine develops 34 b.h.p. to provide the Austin A40 with a top speed a little in excess of 70 m.p.h. And yet, driven at normal 30-40 m.p.h. cruising speeds it is still possible to better 50 miles per gallon of fuel!

A four-speed gearbox with the lower ranges planned to give brisk acceleration enables you to overtake with safety and confidence. The change speed lever is short, set well back for easy and positive manipulation.

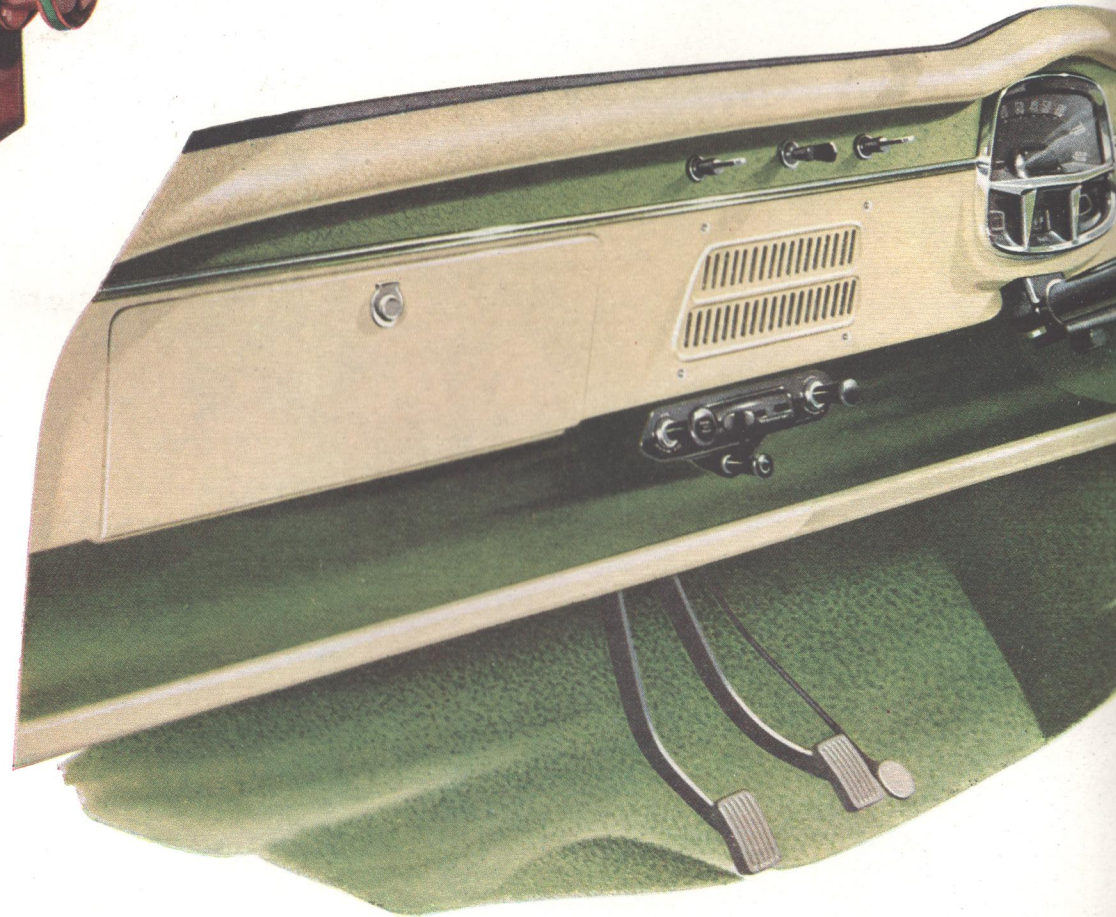


Hydraulic brakes

You can be sure of these brakes at all times, because apart from being of slightly larger diameter than the rear, the front brakes have two-leading-shoe action.

Cleanly styled fascia

All you need to know contained in one single instrument unit placed immediately in front of you! Warning lights, speedometer and fuel gauge are easily read through the two-spoke steering wheel and the rest of the hand and pendant foot controls are comfortably positioned within easy reach. The fascia top is trimmed to reduce screen reflections and an ashtray is centrally placed for the use of the front occupants. There is a closed glove compartment on the passenger's side of the fascia and a full-width parcel shelf runs beneath.

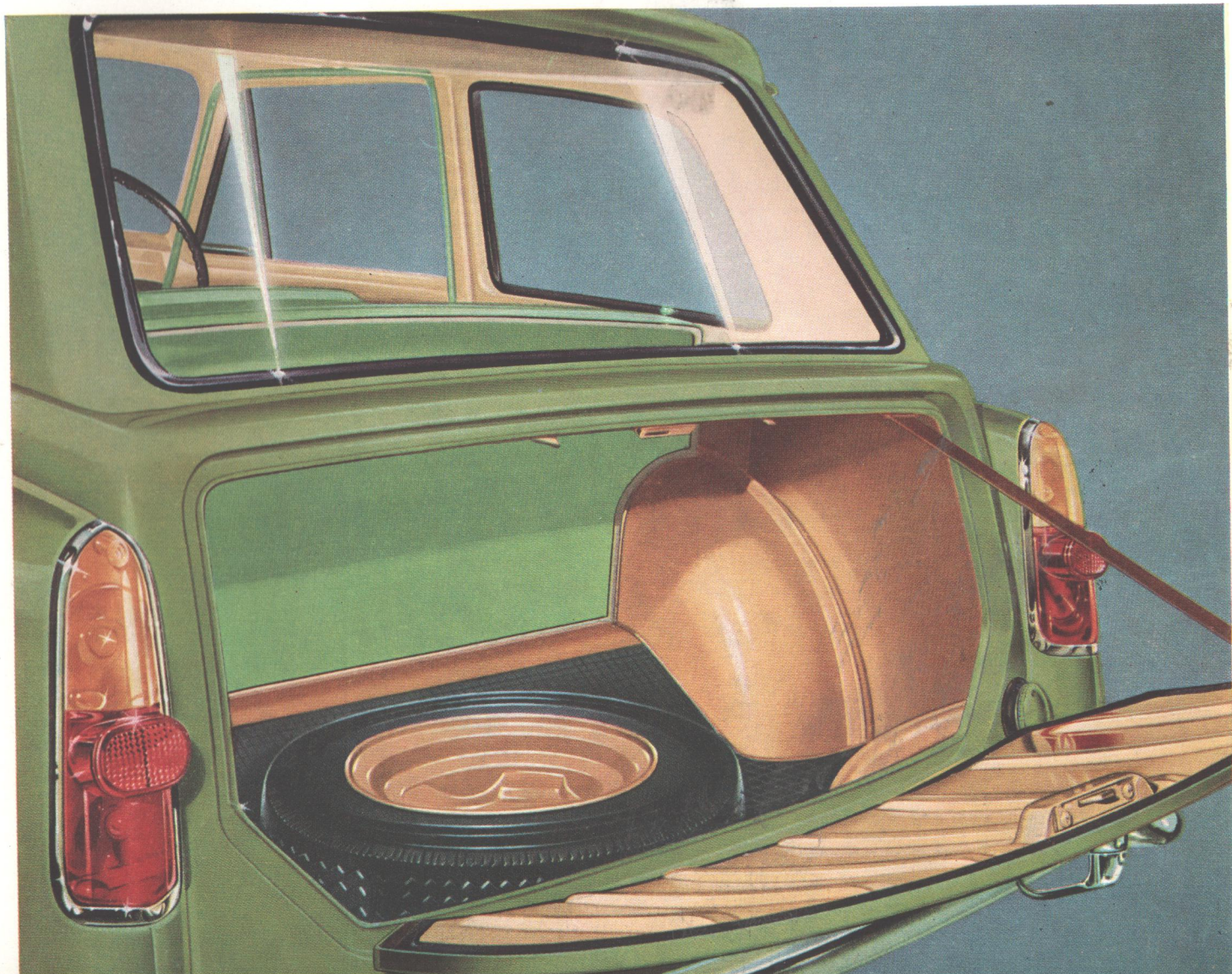


Take

Large by any standards, the luggage capacity is increased by folding down the front seats, providing a considerable amount of luggage for four passengers. The amount of luggage for four passengers is considerably increased by folding down the front seats.

at-you-please luggage boot

partment behind the rear seat will hold a considerable
ts. With only two occupants, luggage space can be
squab forward. The spare wheel is retained on the
floor of the boot, which is lined with a rubber mat.



SPECIFICATION

0031

ENGINE: In-line 4-cylinder, O.H.V., three bearing counterbalanced crankshaft. Bore 2.478 in. (62.9 mm.). Stroke 3 in. (76.2 mm.). Cubic capacity 57.82 cu. in. (948 c.c.). Maximum b.h.p. 34 at 4,750 r.p.m. (SAE 38.5 at 5,000 r.p.m.). Maximum torque 50 lb. ft. at 2,000 r.p.m. Compression ratio 8.3 : 1 (7.2 : 1 is available if required).

Fuel System: Zenith downdraught carburetter. A.C. type Y mechanical petrol pump. Oil bath air cleaner. Tank capacity 6 gallons (27.28 litres).

Lubrication System: Full pressure feed, wet sump. Gear or vane type pump driven from camshaft. Full-flow external oil filter with renewable element. Sump capacity 6 pints (3.408 litres) plus 1 pint (0.57 litre) for filter.

Ignition System: Coil and distributor with auto and vacuum control.

Cooling System: Pressurised radiator with pump, fan and thermostat. Capacity approximately 8½ pints (4.83 litres).

MECHANICAL:

Clutch: Single dry plate 6½ in. (15.88 cm.) diameter. Hydraulically operated by pendant pedal.

Gearbox: Four-speed synchromesh on second, third and top speeds. Ratios—first 3.628; second 2.374; third 1.412; top 1.00; reverse 4.664 to 1. Remote control gear lever centrally placed on floor. Oil capacity approximately 2½ pints (1.33 litres).

Propeller Shaft: Open with needle roller bearing universal joints. Sliding splines in gearbox.

Rear Axle: Hypoid, three-quarter floating, banjo type. Ratio 4.55 to 1 (9/41). Oil capacity approximately 1½ pints (1 litre).

Overall Gear Ratios: First 16.51, second 10.80, third 6.43, top 4.55, reverse 21.22.

Road Speeds at 1,000 r.p.m.: First 3.93 m.p.h., second 6.00 m.p.h., third 10.10 m.p.h., top 14.26 m.p.h.

Steering: Cam and peg with ratio of 12 : 1. Two-spoke 16½ in. (0.43 m.) diameter steering wheel. Turning circle approximately 35 ft. 0 in. (10.67 m.).

Suspension: Front—Independent with wishbones, coil springs and shock absorbers. Rear—semi-elliptic, rubber bushed leaf springs with shock absorbers. Lever type hydraulic shock absorbers.

Brakes: Foot—pendant pedal operating two-leading-shoe hydraulic on front, hydro-mechanical on rear. Hand—centre pull-up lever operating on rear wheels through compensator. Front—diameter 8 in. × 1½ in. wide, rear—diameter 7 in. × 1½ in. wide.

Road Wheels: 13 in. × 3½ in. pressed steel ventilated disc, with four nut fixing, fitted with 5.20—13 four-ply tubeless tyres.

ELECTRICAL: 12-volt, 38 amp/hr. capacity battery at 10 hour rate (43 amp/hr. at 20 hour rate). Double dipping headlamps (to suit any Export requirements), with hand operated dip-switch on steering column. Sidelamps combined with front amber flashers. Twin stop/tail lamps with red reflectors and separate amber flashers combined in one unit. Rear number plate lamp. Twin windscreen wipers. Single wind-tone horn. Combined ignition and starter switch.

INSTRUMENTS: Single instrument cluster includes speedometer with total mileage recorder, petrol gauge, warning lamps to indicate no dynamo charge and headlamp high beam position and flashing warning lamp to show indicators working. Concealed instrument illumination.

BODYWORK: Two-door, four-seater, four-light saloon of all-steel unitary construction. Doors hung on concealed hinges at forward edges, push button exterior handles fitted with private locks. Both doors can be locked from inside, but the arrangement is such that the car cannot be locked if the key is inadvertently left in the ignition switch. Each door has swivelling ventilating louvre and balanced type toughened glass windows. Wide, curved toughened glass windscreen and full-width toughened glass rear window. Stainless mouldings run along doors and front wings, and chrome bumpers are fitted front and rear. Separate front seats are adjustable and tilt forward to give access to the rear. Front seat cushions of foam rubber and squabs of rubberised hair. Rear seat cushion and squab have spring cases. Luggage compartment behind rear squab is enclosed by vinyl treated fabric cover which can be unclipped enabling the squab to fold forward so that all space behind front seats is available for luggage if required. Spare wheel and tyre in vinyl treated fabric cover lies flat on floor of luggage compartment which is normally accessible through rear, lockable lid. Entire interior trim is in vinyl treated fabric, including top surface and crash roll of fascia panel. Single instrument cluster positioned immediately in front of driver, closed glove-box included on passenger side. Recessed ashtray fitted on top of fascia panel and full width parcel shelf runs beneath. Provision for heater/demister or fresh air system and radio to be built in if required. Bonnet lock controlled from inside car. Sun visor and interior mirror for driver. Floor, including luggage compartment and back of rear seat squab, fitted with rubber mats. Approximate unladen weight 14½ cwt. (737 kg.). Available colours: Farina Grey with Red or Blue or Tan Trim; Tartan Red with Black Trim; Horizon Blue with Blue Trim; Sutherland Green with Grey Trim; Ocean Blue with Grey Trim; Black with Red or Blue or Grey or Tan Trim.

Availability: Right- or left-hand steering. The above specification covers Home and Export basic saloons. A de luxe saloon is also available which includes stainless window surrounds, opening rear windows, bumper overrides and passenger's sun visor.

Optional Extras: Basic and de luxe saloons: Radio, heater and demister or fresh air unit. (Six-ply rated tyres and laminated windscreen are alternatively available for Export markets.)

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