

The  
**new**  
**AUSTIN**  
**seven**



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In recent years there has been a significant trend in the development of small cars. As one of the world's largest manufacturers of small and medium sized cars, the British Motor Corporation have now, after intensive research, produced an entirely new concept in small car design.

In times past, a small car was designed as a cheap expedient to reach the person who could not afford to buy or run a bigger car. However, to negotiate to-day's congested streets in the cities of the world, the small car has become a necessity. It is for this reason that B.M.C. designers have concentrated their efforts on producing a car of compact exterior dimensions, yet with maximum room and comfort *inside* for four adults. How well they have achieved their objective, and how many revolutionary new features have been evolved in so doing, can be judged from a careful examination of the end product — the incredible new Austin Seven.



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## The whole world demands this incredible new AUSTIN seven



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In order to make full use of the room within the body of the Austin Seven, the wheels have been positioned as near the four extremities as possible, which also allows the use of a wider-than-normal track. Because of this, and being smaller than conventional wheels, they take up much less space inside the car.

What of riding comfort? The use of small wheels, combined with a relatively short wheelbase and wide track, necessitated a complete break-away from the traditional methods of suspension. Here again the Austin Seven scores . . . because rubber has been so ingeniously used to absorb road shocks, and tested with such phenomenal success that it provides the means of all-round independent suspension. These, then, are the secrets of the incredible stability and safe, comfortable riding of the Austin Seven — many features usually found in larger and more expensive cars but now proudly offered in this amazingly low-priced, top-quality newcomer from Austin of England.

**pert and lively new  
AUSTIN seven**



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Trim and smart in appearance, this pert little saloon is available in basic or de luxe form.

Among the additional items of exterior equipment, on the de luxe Austin Seven there are chromium wheel embellishers, bright plastic finishers to the lower panel sills, and opening rear quarter lights. Bright plastic surrounds are also inset to windscreen

and back window mouldings, while chromium plating replaces the paint

finish of the rear number plate lamp and petrol filler cap.

There is a choice of three exterior paint finishes — Tartan Red, a rich distinguished

colour; Speedwell Blue, a pastel shade very popular with the ladies; and Farina Grey, well known for its hard wearing qualities. Seat covers in the

basic saloon are completed in heavy-weave grey cloth, while dual-tone red-and-mottled-grey vinyl-treated fabric is used for de luxe models. Inside

and out there are many more exciting and exclusively designed details to commend

the latest Austin Seven — destined to be even more widely acclaimed than

its famous line of forbears which started as a dream of the late Lord Austin in 1921.

Comfort, stability and performance . . . docility when you want it, speed and acceleration when you need it! All these virtues are inherent in this entirely new Austin Seven.

Its controls are very conveniently positioned and easily manageable, while the compactness of its overall dimensions are such that it can be manoeuvred with the utmost dexterity by the most inexperienced driver. Parking in confined spaces is simplicity itself, because the design of the steering arrangement allows this 10 ft. (3.04 m.) car to be



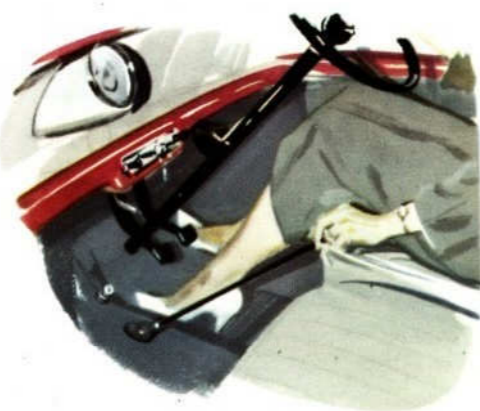
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parked in a space of less than 12 feet (3.7 metres)!

On the road, the Austin Seven has such a phenomenally good power/weight ratio that its performance has to be felt to be believed. Well over 50 m.p.g. is obtainable, and the superb method of all-round independent suspension permits a safe, maximum speed in the upper 70's! The absence of a propeller shaft running fore and aft greatly reduces transmission noise — to the passenger's comfort.

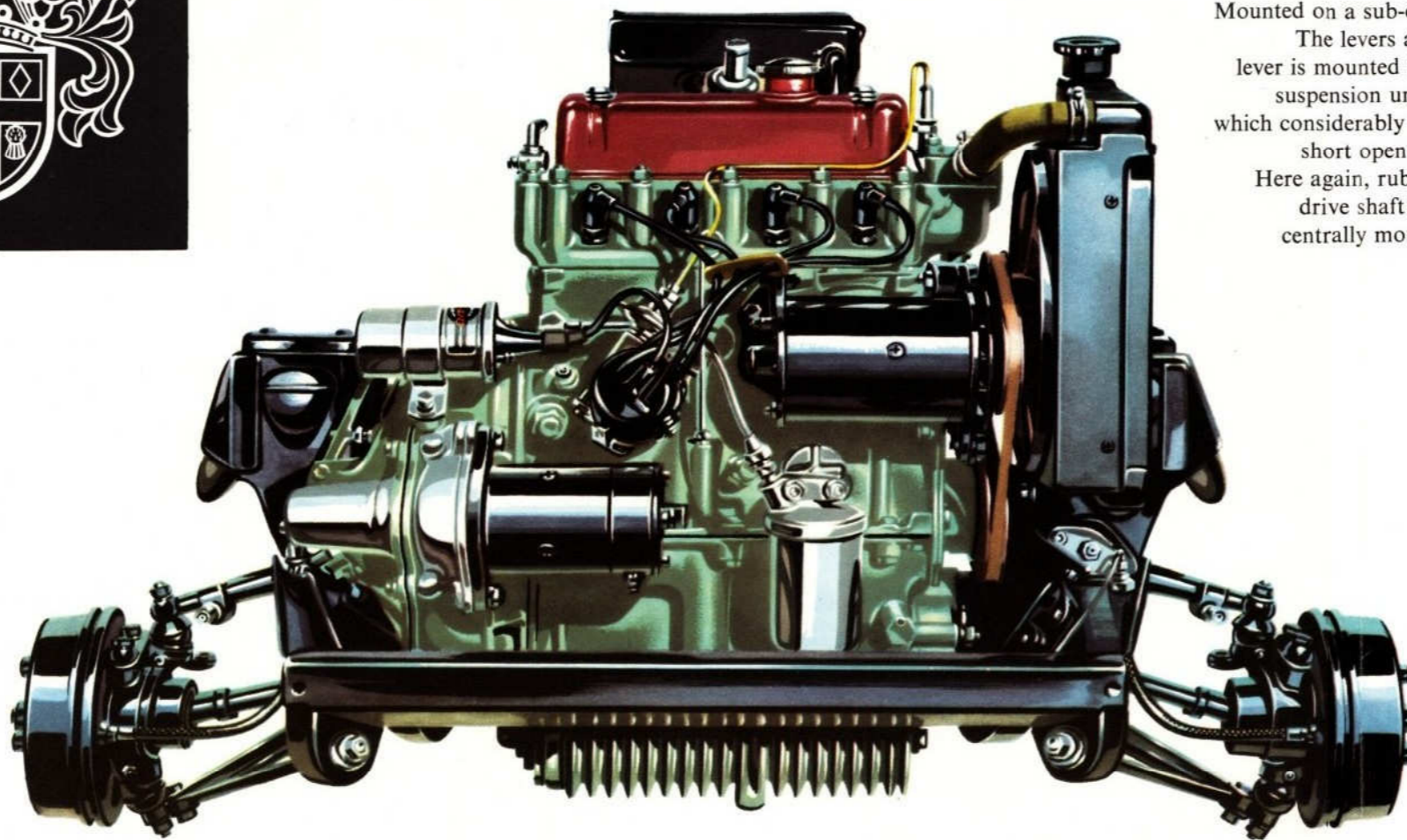
Safety has played an important part in the development of the latest Austin Seven. Front wheel drive, rack and pinion steering, hydraulic shock absorbers and powerful four-wheel hydraulic brakes all play their part in providing the motorist of to-day with corner-fast grip-tight road-holding, and self-confidence aspiring from the knowledge that rapid, positive stopping-power is available at all speeds.



## New design features

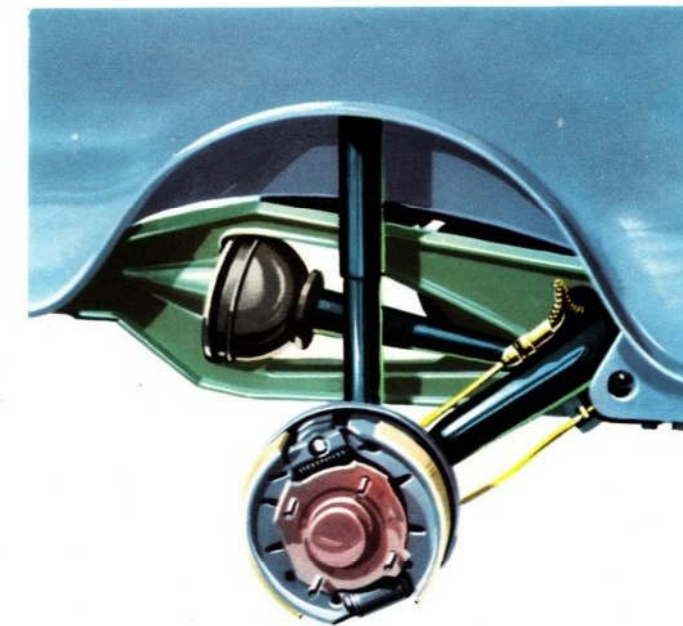
See from this cross-section of the new Austin Seven how ingenious design has made full use of all the available space within its contours. Note, too, the absence of vulnerable components projecting below the chassis members. The transversely mounted 848 cc. overhead valve engine is based largely on the now world famous 'A' series B.M.C. engine. A revolutionary innovation is the inclusion of the four-speed synchromesh gearbox and final drive differential in its sump, which produces such an amazingly small power-pack.

Engine assembly and front suspension units are mounted on a separate chassis sub-frame and, together with a similar construction for the rear suspension units, is mounted to the integrally constructed body at only eight points! Servicing and maintenance on this car really has been reduced to the minimum. Many, many hours of testing and proving of prototypes have gone into the production of the latest 'Seven,' and the use of only best quality materials and workmanship ensures the dependability that one expects from an Austin.



## Front suspension

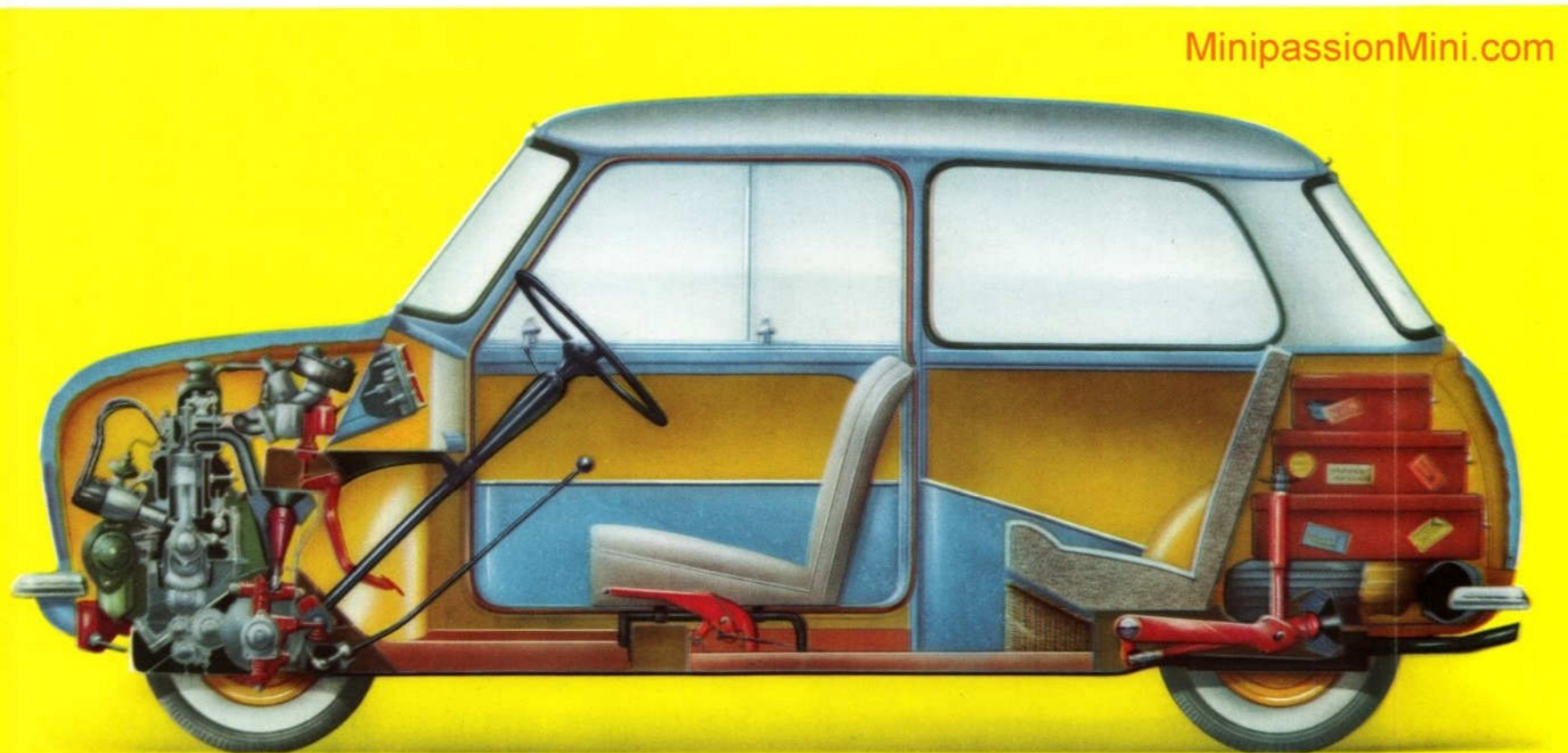
Mounted on a sub-chassis member, the independent front suspension units have swivel axles mounted on ball joints. The levers are of unequal length — a feature designed to prolong the life of front tyres — and above each top lever is mounted the ingenious rubber "spring," and hydraulic shock absorber. Fore and aft location of suspension units is rigidly achieved by tie rods. Rubber is extensively used for mounting the suspension units, which considerably reduces the necessity for routine maintenance. Power is transmitted to each front wheel by a short open drive shaft from the final drive differential enclosed with the gearbox in the sump of the engine. Here again, rubber plays a leading part, because it has been chosen as the medium for the universal joints in each drive shaft! The four-speed gearbox has synchromesh engagement on second, third and top gears, and a centrally mounted gear lever is linked to the selector forks, for delightfully positive gear changing.



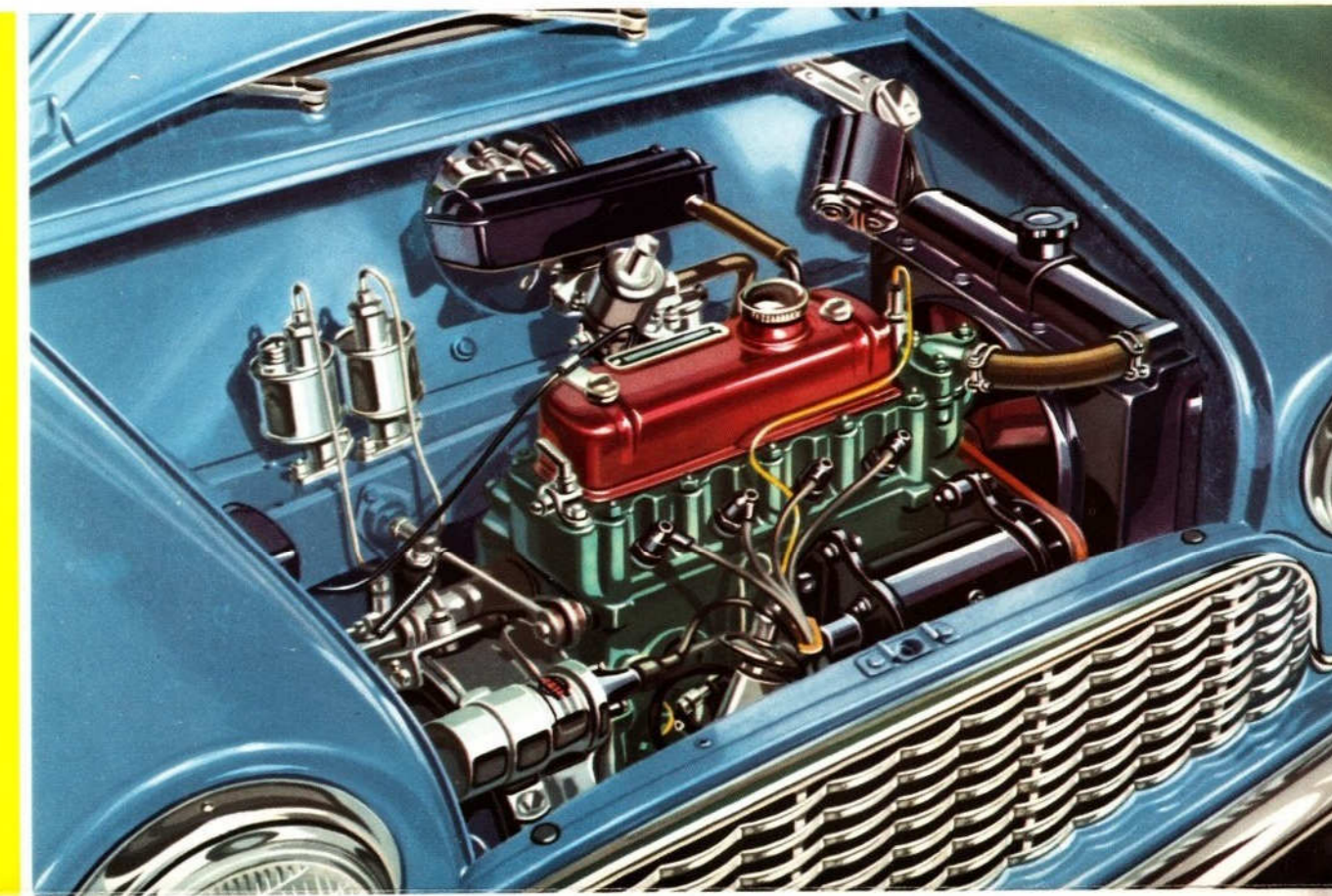
## Rear suspension

Trailing tubular levers have been employed in the independent rear suspension. The rubber 'springs' are controlled by hydraulic shock absorbers and the trailing arms carry the stub shafts for the wheel hubs.

Four-wheel hydraulic brakes, with leading and trailing shoes, are controlled by pendant pedal, but for parking purposes the handbrake is mechanically connected to the rear wheels.



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## Spacious interior

Each of the two front seats tips forward to give easier access to the wide rear seat.

The driver's seat is adjustable on slides and in de luxe saloons the front passenger's seat can also be adjusted to suit its occupant.

In a car of such modest dimensions, it is a masterly achievement of styling that as much room — for head, legs, and elbows! — has been provided within the Austin Seven as in many cars of much bigger exterior dimensions.

# seven



## Luggage capacity

The amount of luggage that can be stowed within the Austin Seven is simply astounding! The 5½-cubic feet (0.16 m.) of space in the luggage boot is augmented by a drop-down lid, that serves as an additional carrying platform. For this purpose the number plate has been hinged to the lid so that it remains visible when the boot is open. The luggage compartment can be locked when not in use.

Even more luggage can be carried within the car itself, parcel shelves, companion boxes, and door pockets being neatly and cleverly designed to provide extra storage space without impinging upon the passengers' comfort.

## Wide opening doors

The doors are hinged at their forward edges, to swing open wide, permitting easy entrance. Each half of the sliding windows can be independently adjusted for ventilation or hand signalling, and they can be securely fastened when the car is left unattended. At the bottom of each door is a wide pocket for personal luggage. The fascia contains a single instrument, which nevertheless conveys all the information needed when driving the car. Beneath is a full-width parcel shelf, in the centre of which is a panel containing all necessary switches and controls.

## Engine accessibility

The wide bonnet opening permits exceptional accessibility to the major mechanical components. S.U. carburetter, tappets, radiator, distributor, dynamo, sparking plugs, hydraulic reservoirs, clutch adjustment — in fact, almost everything of a mechanical nature needing periodical attention is there beneath the bonnet.

Ingenious design, enabling the Austin Seven to be serviced at no more inconvenience than the raising of its bonnet-top!

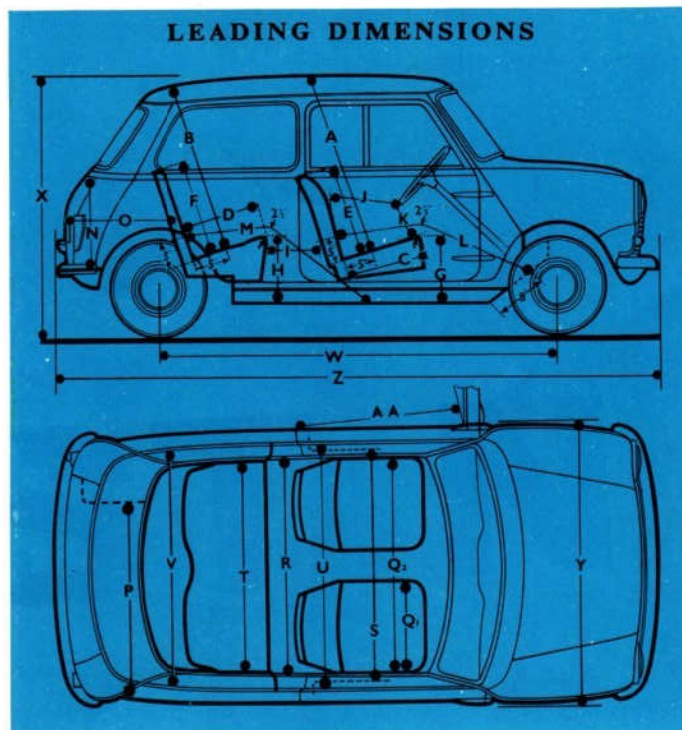


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# Specification



The goods manufactured by the Austin Motor Company Limited are supplied with an express Warranty, which excludes all warranties, conditions and liabilities whatsoever implied by Common Law, Statute or otherwise. Prices. The Company reserves the right to vary the list prices at any time. Specification. The Company reserves the right on the sale of any vehicle to make before delivery without notice any alteration to or departure from the specification, design or equipment detailed in this publication. Such alterations are likely to occur at any time.



AA 2 ft. 8 in. (0.81 m.)	A 3 ft. 1 1/2 in. (0.95 m.)	B 2 ft. 10 1/2 in. (0.88 m.)	C 1 ft. 6 in. (0.46 m.)	D 1 ft. 5 in. (0.43 m.)
E 1 ft. 7 in. (0.48 m.)	F 1 ft. 8 in. (0.51 m.)	G 1 ft. 1 1/2 in. (0.34 m.)	H 1 ft. 1 in. (0.33 m.)	I (max.) 0 ft. 11 1/2 in. (0.29 m.)
I (min.) 0 ft. 7 1/2 in. (0.19 m.)	J (max.) 1 ft. 4 1/2 in. (0.42 m.)	J (min.) 1 ft. 0 1/2 in. (0.32 m.)	K 0 ft. 6 1/2 in. (0.17 m.)	L (max.) 3 ft. 7 1/2 in. (1.10 m.)
L (min.) 3 ft. 5 in. (1.04 m.)	M (max.) 3 ft. 8 1/2 in. (1.13 m.)	M (min.) 3 ft. 2 1/2 in. (0.98 m.)	N 1 ft. 6 in. (0.46 m.)	O 1 ft. 10 in. (0.56 m.)
P 3 ft. 2 in. (0.97 m.)	Q1 1 ft. 8 in. (0.51 m.)	Q2 3 ft. 7 1/2 in. (1.10 m.)	R 3 ft. 5 in. (1.04 m.)	S 3 ft. 9 1/2 in. (1.16 m.)
T 3 ft. 5 in. (1.04 m.)	U 3 ft. 10 in. (1.17 m.)	V 3 ft. 8 1/2 in. (1.13 m.)	W 6 ft. 8 in. (2.03 m.)	X 4 ft. 5 in. (1.35 m.)
Y 4 ft. 7 1/2 in. (1.41 m.)	Z 10 ft. 0 1/2 in. (3.05 m.)	Boot Cap'ty 5 1/2 cu. ft. (0.16 cu. m.)	Track (Front) 3 ft. 11 1/2 in. (1.21 m.)	Track (Rear) 3 ft. 9 1/2 in. (1.16 m.)

**ENGINE:** In line, water-cooled, overhead-valve, four-cylinder, three-bearing counterbalanced crankshaft. In unit with clutch, gearbox and final drive. Installed transversely at front of car. Bore 2.478 in. (62.9 mm.); stroke 2.687 in. (68.26 mm.); cubic capacity 51.74 cu. in. (848 c.c.); compression ratio 8.3 to 1; maximum B.H.P. 34 (gross 37) at 5,500 r.p.m.; maximum torque 44 lb. ft. at 2,900 r.p.m. (gross 45 lb. ft. at 3,450 r.p.m.)

**Fuel System:** Single S.U. carburettor, type HS2; S.U. electrical fuel pump type PD, mounted under tank at rear; air cleaner with paper element; petrol tank capacity 5 1/2 gallons (25 litres); fuel filter in pump and fuel tank.

**Lubrication System:** Full pressure to engine bearings, sump forms oil bath for gearbox and final drive; internal gear type pump driven by camshaft; full flow oil filter with renewable element; gauze in sump; magnetic sump drain plug; oil capacity, including transmission, 8 pints (4.5 litres) approximately, plus 1 pint (0.57 litre) for filter.

**Ignition System:** 12-volt coil and distributor with automatic and vacuum control.

**Cooling System:** Pressurised radiator with pump, fan and thermostat; capacity approximately 5 1/2 pints (3 litres), plus 1 pint (0.57 litre) for heater when fitted.

**CHASSIS. Transmission:** Clutch, 7 1/2 in. (0.18 m.) diameter, hydraulic operation by pendant pedal. Gearbox, four speeds with synchromesh on 2nd, 3rd and top; in unit with engine and final drive; central floor gear change lever. Final drive, to front wheels via helical spur gears, universal joints and open shafts; drive casing in unit with engine and gearbox.

Gear Ratios	Gearbox	Final Drive	Overall	Road Speeds at 1000 R.P.M.
Reverse	3.628 to 1	—	13.659 to 1	—
1st	3.628 to 1	—	13.659 to 1	4.086 m.p.h.
2nd	2.172 to 1	—	8.178 to 1	6.825 m.p.h.
3rd	1.412 to 1	—	5.316 to 1	10.499 m.p.h.
Top	1.000 to 1	3.765 to 1 (17/64)	3.765 to 1	14.824 m.p.h.

**Steering:** Rack and pinion; 2 1/2 turns lock to lock; two-spoke 15 1/2 in. (0.40 m.) diameter steering wheel. Turning Circle 29 ft. 6 in. (8.99 m.).

**SUSPENSION. Front:** (includes final drive) — Independent with levers of unequal length. Swivel axle mounted on ball joints. Rubber springs and shock absorbers mounted above top levers. Top levers roller bearing and lower levers rubber mounted at inner end. Fore and aft location by rubber mounted tie rod. **Rear** — Independent trailing tubular levers with rubber springs and shock absorbers. Levers carry stub shaft for hubs which have twin dual purpose bearings. Telescopic hydraulic shock absorbers all round.

**BRAKES. Foot** — All four wheels, hydraulically operated by pendant pedal with leading and trailing shoes all round. 7 in. diameter x 1 1/4 in. wide front and rear. **Hand** — Central pull-up lever which operates on rear wheels.

**ROAD WHEELS.** Pressed steel, four-stud fixing; 5.20-10, tubeless tyres. Chromium embellishers fitted on de luxe saloon.

**ELECTRICAL.** 12-volt, 30 amp. hr. capacity battery at 10 hour rate (34 amp. hr. at 20 hour rate), located under floor of boot. Double-dipping headlamps with foot operated dipswitch; sidelamps in headlamps with separate

bulb; rear lamps, stop lamps, reflectors and flashers are all combined in single units; rear number plate illuminating lamp; interior lamp over parcel shelf with separate switch mounted in instrument cover; separate front amber flashers, self-cancelling switch under steering wheel with warning light in the end of the lever; twin-blade electrical windscreen wipers; single high frequency horn, with push in centre of wheel.

**INSTRUMENTS.** Speedometer, with fuel gauge and warning lights to show low oil pressure, no dynamo charge and headlamp high beam position. The various switches are mounted on a panel in the centre of the parcel shelf. The starter switch, which is shrouded to prevent accidental operation, is on the floor within easy reach of the driver. Single interior anti-glare mirror.

**COACHWORK.** Four-seater, four-light, two-door saloon, of all steel unitary construction. There is one large combined circular instrument in the fascia with a parcel shelf beneath. The dash lining above the shelf is of painted board on the basic, and vinyl treated fabric covered board on the de luxe model. Separate front seats are adjustable on slides in de luxe saloon, passenger's seat is fixed on basic. A wide seat in the rear has a companion box on either side for personal items; these have internal illumination and ash trays mounted on top in the de luxe model. The cushions are of foam rubber on de luxe model, rubberised hair and polyether overlay on basic. Squabs are of rubberised hair on de luxe, rubberised hair with polyether overlay on basic, while the trim is vinyl-treated fabric on de luxe, and cloth on the basic saloon. There is a parcel shelf behind the rear squab in addition to parcel space under the rear cushion. On de luxe models, a fitted carpet on the floor replaces a rubber mat in basic models. The doors are hinged at their forward edges by outside hinges. Driver's door is locked by a private lock incorporated in the outside handle, while the passenger's door is locked from the inside by a catch in the lock. The doors are opened from inside the car by a cable release along the full width of the door. Door windows have two sliding glasses, each of which can be moved or fixed independently. Luggage compartment in the rear of the body, access being provided by a hinged lid with a locking handle. Rear number plate with its illuminating lamp is hinged to the lid which may be used as an additional luggage platform. Spare wheel and battery are carried on the floor of the boot, which has a rubber mat on de luxe saloons, and the petrol tank is installed vertically on the left-hand side. Chromium plated bumpers front and rear. One sun visor on basic, and two on de luxe saloon. Windscreen washer, heater and overriders fitted on de luxe saloon.

**Optional Extras:** Radio. Basic Saloon only — Heater.

**Export Availability.** The Basic Saloon as detailed above is available for overseas markets. The De Luxe Saloon for overseas markets conforms to the basic specification plus the following items: adjustable front passenger's seat, rear quarter panels covered in vinyl treated fabric, ashtrays and lamps in companion boxes, passenger's sun visor, bright plastic finishers to windscreen, back-light and panel sills finishers, chrome filler cap and rear number plate lamp, hinged quarter lights, windscreen washers, wheel embellishers, overriders. Alternative equipment at no extra cost on basic and Export de luxe saloons — Right or left hand steering; k.p.h. or m.p.h. speedometer; 6 bladed fan; lighting and flasher equipment to suit regulations of different countries. **Optional at extra cost, basic and de luxe** — laminated windscreen; heater; radio; foam rubber seats; vinyl-treated fabric seat covers. **Basic saloon only** — windscreen washer. **De luxe saloon only** — floor carpets with underfelts; vinyl treated fabric covered interior panels; kick protector strips; rubber mat in luggage boot.

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The Austin Motor Company Limited, Longbridge, Birmingham

Austin Motor Export Corporation Limited, Longbridge, Birmingham, England