



Makinen and Easter brought this Champion-sparked BMC Mini-Cooper 'S' in First Overall at Monte Carlo

Winning the toughest Monte Carlo ever— with Champion spark plugs!

This rugged little Mini-Cooper 'S' conquered everything keen competition and severe storms threw at it to win First Overall in the world's most famous rally . . .

It was a 2700-mile dash head-on into raging mountain blizzards for Timo Makinen and Paul Easter as they piloted their BMC Mini-Cooper 'S' from Stockholm to Monte Carlo. They plunged into heavy snow, rain, sleet and fog—every conceivable condition that could throw them off schedule, off the road, and out of the running. And when they finally reached Monte Carlo—there still lay ahead a special 375-mile "mountain eliminator" run over twisting, icy Alpine roads. The outcome? Of the 237 starting cars—prepared by top rally teams and

driven by the world's finest rallyists—only 22 pushed through to finish! And finishing First Overall were Makinen and Easter in their Champion-equipped Mini-Cooper 'S.'

This victory in the toughest Monte Carlo that rallyists can recall offers more proof that *Champion* spark plugs deliver peak performance—even under the severest engine-punishment of competition! (Champions sparked the winner of First Overall in last year's Monte Carlo, too!) Why settle for less than this kind of peak performance in *your* car? Do as

the world's top competition drivers do. Always specify Champion spark plugs!



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