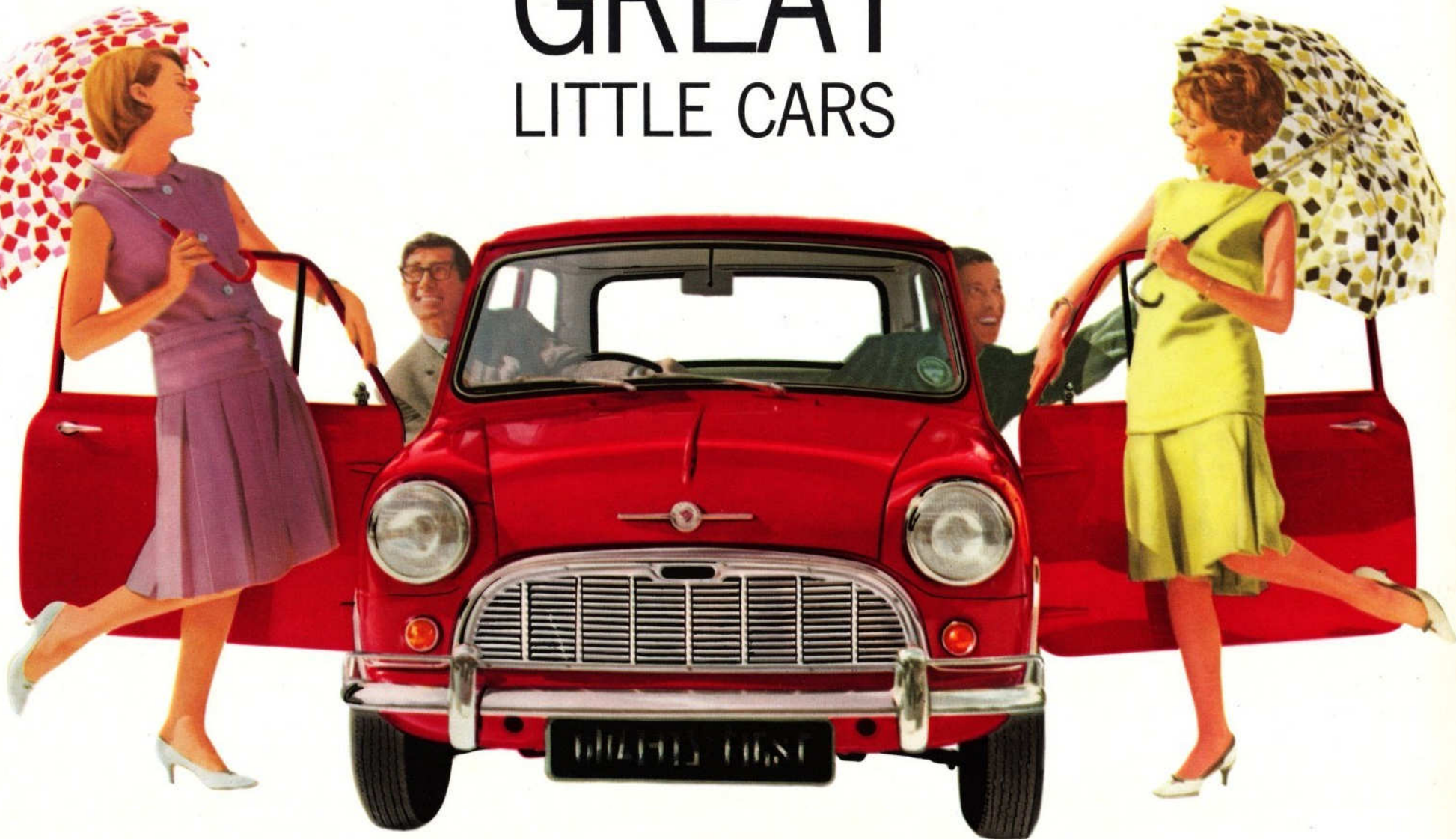


GREAT LITTLE CARS



MORRIS
MINI-MINORS

MinipassionMini.com



GAY

happy-go-lively cars

... catching today's mood

Gay's the word for these great-hearted little marvels. For their bright, exciting colours. Trim, eye-catching lines. Brilliant attractive interiors. They're so pretty . . . yet so practical.

These amazing Mini-Minors drive like a dream. Corner like cats. Watch them at speed . . . with four weighty adults. In traffic—weaving their way where other cars can't. At the lights—rarin' to go. And see how much luggage they carry. Now. Look at the people who drive them. They're 'up to the minute'. They're going places fast—and enjoying every moment.



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... solving today's problems

The problem. Getting around. Quickly. Easily. Inexpensively. The answer: these nippy, go-anywhere Mini-Minors. Shopping. Going to the movies—to a theatre. Visiting friends. Lovely long motoring holidays. These mercurial Mini-Minors take it all in their stride. Room for Mother, Father and three children. Or four adults with lots of luggage. The problem of petrol: solved completely with the Mini-Minors' magnificent economy—up to 50 m.p.g. Parking presents no problem either. These manageable Mini-Minors slip into gaps other cars can't. No wasteful, low-gearing around the town. You're in.



These challenging Mini-Minors

**ARE YEARS AHEAD OF
THEIR TIME!**



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Basic Saloon



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Super De-luxe Saloon



THEY'RE TAILORED INSIDE
LIKE A CONJUROR'S HAT

How is it done—this wizardry on wheels? This miracle of space and comfort? Placing the engine "East-West" across the frame with front-wheel drive has given these brilliant Mini-Minors unbelievable extra interior space; astounding comfort.

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Mini-miles are marvellous

Mini-miles! The new yardstick for modern motoring. Mini-miles are cheaper, faster, brighter. More enjoyable. Seem shorter too. And you can pack more into every gallon of petrol you buy.

Mini-miles are so cheap, less than 2d. each, including petrol, oil, tyres and servicing! This works out at less than 1/3d. per person per Mini-mile with four up.

Mini-miles roll off the clock fast. One a minute, without hurrying. 70 m.p.h. with no fuss at all.

Mini-miles pass in big-car comfort. With superb relaxation for four. A big four too. There's heaps of room for lanky legs and broad shoulders—for lots of luggage and parcels.

Mini-miles are everywhere. In town. In the country. Up hill. Down dale. On the fast motorways. In quiet lanes. Wherever motoring is possible.

Mini-miles are safe miles. Front wheel drive gives limpet-like road holding. Snow, ice, whatever the conditions it's safer in a Mini.

Mini-miles end in simplest-ever parking. An 11 ft. 6 in. gap and you're in. Without a care in the world.

Be Mini-minded! Start Mini-miling now and enjoy motoring the modern way.

MORRIS MINI-TRAVELLER takes all!

Another wonderful version of the Mini-Minor... the Mini-Traveller. The same fantastic performance, economy and compactness plus the extra roominess of a Traveller. Wide, rear-opening doors. Fold the rear seats forward and there's still more room! Here's the vehicle that's never out of work—taking the children to school, Mum to the shops, the whole family on holiday. Ask for special folder.



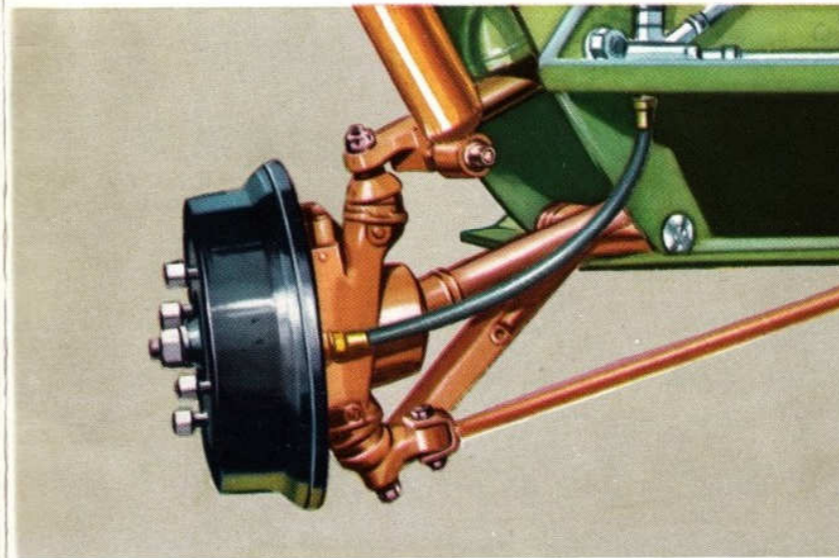
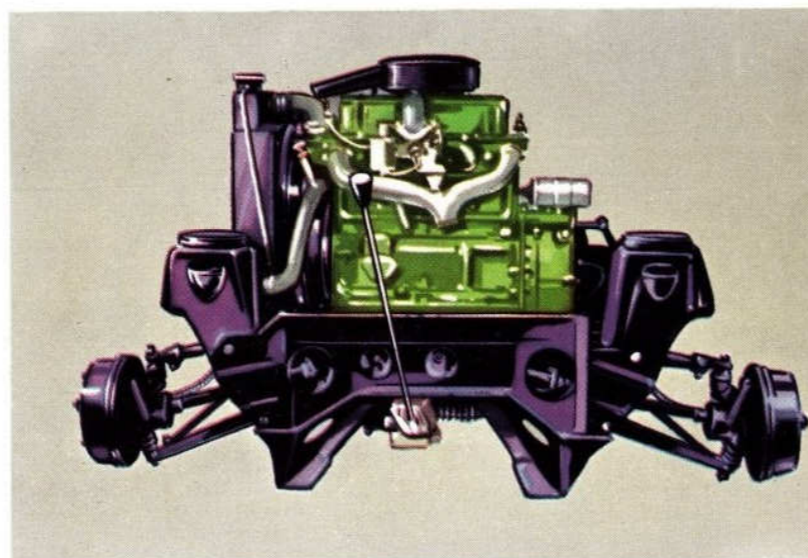
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Big-car motoring with fantastic economy!

70 M.P.H.
4-seater comfort
and up to
50 M.P.G.

Almost all the mechanical parts of a Mini-Minor are embodied in the amazing unit shown below. Only 18 inches of the whole length of these great little cars are taken up by engine, clutch, gears, differential and transmission. Gears and differential are inside the sump! This incredible engineering achievement gives undreamed-of extra room and comfort as well as greatly increased space for luggage.

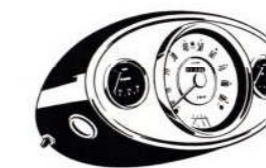
Front-wheel drive gives so much more room inside. In many cars a transmission shaft runs from front to rear, ending in a differential hump in the back axle. In these brilliant Mini-Minors genius and common-sense have produced a revolution in effortless motion and interior comfort. The Mini-Minor is the first fundamental change in motor-car design for years.



Mini-motoring in maximum luxury—

Super De-luxe

You'll go for the Super De-luxe Mini-Minor! Go for its glamour. Its luxury comfort. The way it delights and attracts the eye with its bright modern grille, modern styling, gay colours with super-smart white-wall tyres as an optional extra. It's super inside too! New design seating, more luxurious finish. Special sound-deadening for day-long quiet. This Super De-luxe Mini-Minor is the perfect car for the fastidious, for the family which wants Mini-motoring in the Grand Manner, with the same remarkable economy—up to 50 miles per gallon.



The attractively styled, oval-shaped instrument panel of the Super De-luxe Mini-Minor includes an easy-to-read oil pressure gauge and speedometer as well as a temperature gauge.



The Super De-luxe Mini-Minor is one of the few cars to wear white-wall tyres (optional) with distinction. These tyres give this super smart car the debonair look you'll love.

MORRIS MINI-COOPER for the fast lane!

If you are performance minded—if you are a real, get-up-and-go enthusiast—if you like fast get-aways—here's your car! The thrilling Morris Mini-Cooper! Ask your Morris dealer about it now. He'll tell you about its twin carbs, 997 c.c. power unit with its special head and crankshaft. Special first and second gears too! About its disc brakes, speedo calibrated to 100 m.p.h. and a lot more besides including duotone styling and the super smart luxury you've seen in the Super De-luxe Mini-Minor. Yes, this Morris Mini-Cooper has certainly got everything. A special, fully informative folder is available at your Morris dealer. Ask for a copy.



Remember how you used to long for places to put things? Here's the complete answer. Look at these cunningly contrived door pockets. Maps, handbags, books, flasks, packets. There's no end to the extra stowage space you get everywhere in these astonishing Mini-Minors.

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Now perhaps you'll realise how much rear-seating space these Mini-Minors offer. Plenty of room for three children on the big broad back seat. And there are more stowage spaces on either side and underneath the rear seat too. Doors are big, wide, easy-to-enter.

MinipassionMini.com



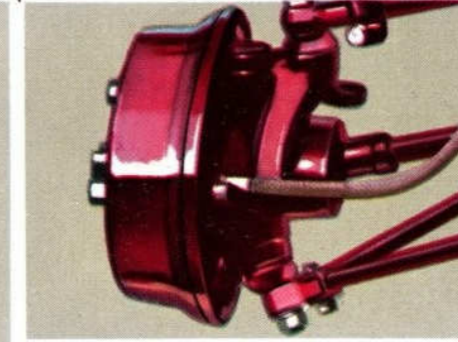
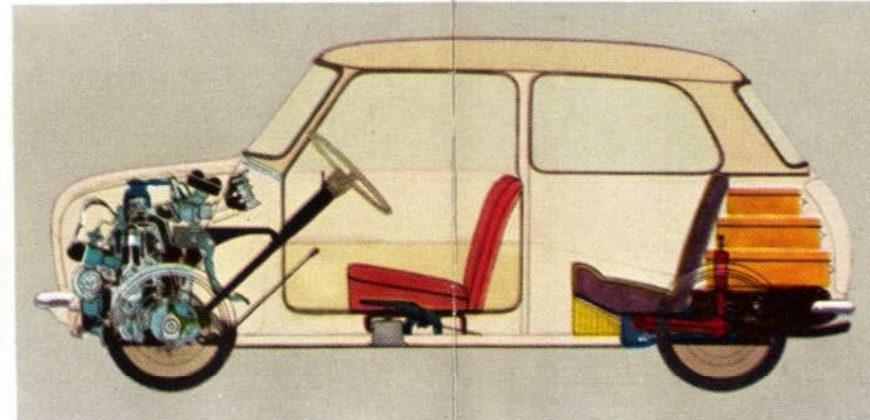
Advanced upholstery techniques give untiring comfort. Soft moulded contours are an added safety factor.



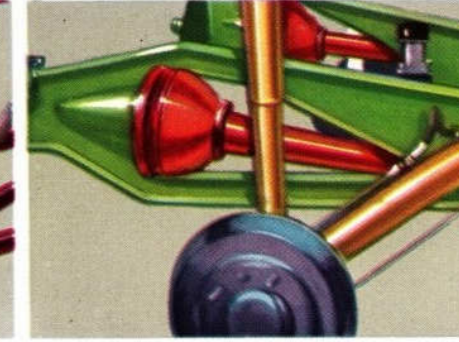
Big, eye-catching, easy-to-read. The Mini-Minor's speedometer keeps reminding you—you're driving a pretty lively car! (The Super De-luxe Mini includes oil pressure and temperature gauges.)



Draught-free fresh air in a moment in a Mini-Minor! Just slide these special windows to open the front or rear ports.



Quality First, all through. Powerful hydraulic brakes pull you up. Promptly. Certainly. These Mini-Minors are really safe family cars to drive.



Four-wheel independent rubber suspension means day-long comfort, a beautifully, effortless ride for driver and passengers.



12 volt headlamps with dipper and separate flashers. Tail-lamp assemblies house rear lights, reflectors and flashers, separately, in one unit.

Sit in and drive these exciting **MORRIS** Mini-Minors—QUALITY FIRST all the way through

SPECIFICATION

ENGINE: Four cylinders. Overhead valves with push-rod and rocker operation. Bore 63 mm. (2.48 in.), stroke 68.26 mm. (2.69 in.), cubic capacity 848 c.c. (51.79 cu. in.). Three-bearing crankshaft; main bearings and connecting rod bearings with renewable liners. Compression ratio 8.3 : 1. Aluminium-alloy pistons. Full-flow renewable-element external oil filter.

COOLING: By pressurized thermostatically controlled system with impeller pump and fan.

IGNITION: Battery and coil. Automatic advance and retard with centrifugal and vacuum control.

CARBURATION: S.U. semi-downdraught type HS2 carburettor fed from rear tank by rear-mounted electric-type fuel pump. Air cleaner and silencer. Fuel tank capacity 5½ Imperial gallons (25 litres, 6.6 U.S. gallons).

TRANSMISSION: Single-plate dry clutch 7½ in. (18.0 cm.) diameter with hydraulic actuation. Four-speed gearbox with baulk ring synchromesh on 2nd, 3rd and top gears. Floor gear change. Combined transmission casing and oil sump below engine crankcase. Transversely mounted power unit with mainshaft in constant mesh with differential assembly mounted on side of transmission casing. Drive transmitted by universal-jointed shafts to the front road wheels. Final drive ratio 3.765 : 1. Overall ratios—first 13.657, second 8.176, third 5.317, top 3.765, and reverse 13.657 : 1.

BRAKES: Lockheed hydraulic fully compensated brakes. Pendente-type pedal. 7 in. (17.8 cm.) diameter brake-drums front and rear with leading and trailing shoes. Simple shoe adjustment which simultaneously adjusts the hand brake. Pull-up lever operates the hand brake on rear drums.

BODY AND CHASSIS UNIT: The mono-construction body incorporates the body shell, floor bulkhead, and wing valances. Full-width bumper front and rear. Deep, well-sprung upholstery. Luggage boot capacity (with lid closed) 5½ cu. ft. (154 m³). Hinged rear number-plate to allow boot lid to be used in open position, providing large carrying capacity.

SUSPENSION: Independent front suspension by rubber cone spring units; upper and lower suspension arms attached to swivel pin hubs by ball joints. Independent rear suspension by rubber cone spring units and radius arms; hydraulic telescopic dampers front and rear.

WHEELS AND TYRES: Ventilated disc-type wheels, with 4-stud fixing. Dunlop 5.20—10 tubeless tyres. Spare wheel housed in luggage boot. Whitewall tyres and Weathermaster tyres (optional on Super De-luxe only).

STEERING: Rack and pinion steering with direct linkage to steering-arms on swivel pins. 1½ in. (40 cm.) diameter 2-spoke steering-wheel with central horn-push. Left- or right-hand steering according to markets (L.H.D. not available in the U.K.). Turning circle 31 ft. 7 in. (9.566 m.). Track—front 3 ft. 11 ½ in. (1.206 m.), rear 3 ft. 9 ½ in. (1.164 m.).

ELECTRICAL EQUIPMENT: High-output dynamo with compensated voltage control; 12-volt 34-amp-hr. battery (at 20-hr. rate); double dipping headlamps with prefocused bulbs; foot dipping switch; parking lights; twin stop and tail lamps; rear reflectors; rear number-plate lamp; instrument lighting; dual-arm windshield wipers; electric horn; flashing direction indicators with automatic cancelling control; parcel shelf lamp; ignition, headlamp main-beam, and flashing signal warning lights. Roof lamp (Super De-luxe and Cooper).

INSTRUMENTS: Speedometer with total distance recorder; fuel gauge; oil pressure warning light. Oil pressure gauge and engine temperature gauge (Super De-luxe only).

CONTROLS: Windshield wiper switch; windshield washer push; ignition switch; lighting switch; mixture control; parcel shelf lamp switch; instrument light switch; starter switch. (Super & Cooper only) Roof lamp switch. (Cooper only) Combined ignition/starter switch.

VENTILATION: Double sliding windows to each door with press-button-type lock. Heater and windshield-demisting equipment (standard on Super De-luxe).

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GENERAL EQUIPMENT: Safety glass all round; large curved windshield and rear window; windshield washer; driving-mirror; leathercloth upholstery; rubber floor-mats with under-felt; parcel shelf lamp; ashtray; sun visor; separate front seats with adjustment for driver's seat; large parcel trays in front compartment and behind rear squab; large pockets in each door; interior pull cables for door release; companion-boxes at each side of rear seat; washable headlining; provision for fitting Smiths Radiomobile radio; anchorage points for B.M.C. seat belts.

Super De-luxe Model: Fresh-air heater and windshield-demisting equipment; pile-carpet floor covering and rubber mat in luggage boot; adjustable front passenger's seat; hinged quarter-lights; road wheel embellishers; over-riders with tubular extensions; bright sill finishers and bright plastic windshield and back-light surrounds; roof lamp; leathercloth covering to door interior panels, rear quarter-panels, dash linings; passenger's sun visor; chromium-plated petrol filler cap, switch panel bezel and rear number-plate lamp; rear ashtray; extra-heavy underfelt and special insulation.

OPTIONAL EXTRAS: Basic model: Heater and demisting equipment. Super de-luxe and Basic Model: Whitewall tyres.

SELECTED ACCESSORIES: Available from your Distributor or Dealer. Suitcases. Seat Belts. Seat Protectors. B.M.C. Car Polish. Roof Rack. Door Pocket Ashtray. Alpine Horn sets. Interior bonnet release catch. Switch Panel. Felt Comfykit. Rubber Mats. Exhaust Deflectors. Wing Mirrors. Mini Parking Light. Seat Covers. Travel Rugs. Fog and Driving Lamps. B.M.C. Chrome Cleaner.

EXPORT AVAILABILITY. General Equipment: Safety glass all round; large curved windshield and rear window; windshield washer; driving-mirror; bright metal radiator grille; sun visor; ashtray; separate front seats with adjustment for driver's seat; foam seat cushion; large parcel trays front and rear; large pockets in each door; companion-boxes each side of rear seats; washable head lining; provision for fitting Smiths Radiomobile radio; anchorage points for B.M.C. seat belts.

VARIANTS. Basic Model: Single sun visor; non-adjustable passenger seat; rubber mats, front and rear; bright plastic finishers.

Export Model (Extra to Basic): Twin sun visors; hinged quarter lights; chrome petrol filler cap; chrome wheel embellishers; chrome rear light; over-riders front and rear.

Super De-luxe Model (Extra to Export Model): Bright sill finishers; over-riders front and rear with tubular extensions; kicking protectors; extensive sound deadening; ashtrays in companion boxes; roof light; oval instrument panel including temperature gauge and oil pressure gauge.

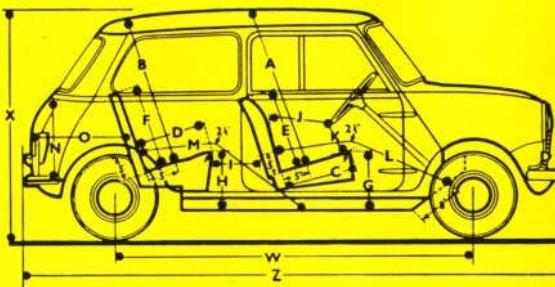
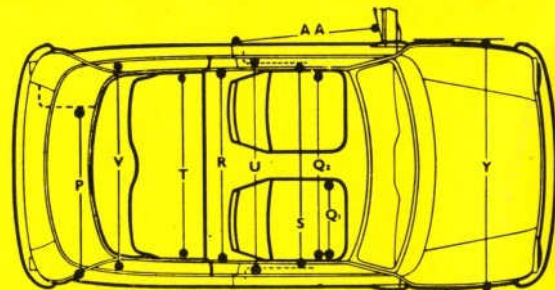
OPTIONAL EXTRAS. Basic Saloon: Heater (fresh-air); heater (re-circulatory); Whitewall tyres; Weathermaster tyres (front); laminated windscreen; over-riders.

Additional extras for Export Saloon: Adjustable passenger seat; carpets in lieu of rubber mats. Additional extra for Super De-luxe: Steering lock.

A towing eye has been fitted to all Export models.

COLOURS:

Model	Body	Upholstery
Mini-Minor	Fiesta Yellow	Powder Blue
Standard and Super De-luxe	Tartan Red Surf Blue Smoke Grey Old English White Almond Green	Tartan Red Powder Blue Blue Grey Tartan Red Porcelain Green
Model	Body	Upholstery
Duotones for Mini-Cooper	Fiesta Yellow/*Old English White Tartan Red/*Black Surf Blue/*Old English White Smoke Grey/*Old English White Old English White/*Black Almond Green/*Old English White	Grey/Powder Blue Grey/Tartan Red Grey/Powder Blue Grey/Dark Grey Grey/Tartan Red Grey/Porcelain Green
	All road wheels—Old English White * Roof colour.	



DIMENSIONS

	English	Metric
Front seat cushion to roof ..	A	3 ft. 1½ in. 0.95 m.
Rear seat cushion to roof ..	B	2 ft. 10½ in. 0.88 m.
Front cushion depth ..	C	1 ft. 6 in. 0.46 m.
Rear cushion depth ..	D	1 ft. 5 in. 0.43 m.
Front squab height ..	E	1 ft. 7 in. 0.48 m.
Rear squab height ..	F	1 ft. 8 in. 0.51 m.
Height of front cushion ..	G	1 ft. 1½ in. 0.35 m.
Height of rear cushion ..	H	1 ft. 1 in. 0.33 m.
Back of front squab to front of rear cushion ..	I	max. 11½ in. 0.29 m. min. 7½ in. 0.19 m.
Steering-wheel to front squab ..	J	max. 1 ft. 4½ in. 0.42 m. min. 1 ft. 0½ in. 0.32 m.
Steering-wheel to cushion ..	K	6½ in. 0.16 m.
Leg room—front ..	L	max. 3 ft. 7½ in. 1.10 m. min. 3 ft. 5 in. 1.04 m.
Leg room—rear ..	M	max. 3 ft. 8½ in. 1.13 m. min. 3 ft. 2½ in. 0.98 m.
Luggage boot height ..	N	max. 1 ft. 6 in. 0.46 m.
Luggage boot depth ..	O	max. 1 ft. 10 in. 0.56 m.
Luggage boot width ..	P	max. 3 ft. 2 in. 0.96 m.
Width of front bucket seat ..	Q1	1 ft. 8 in. 0.51 m.
Overall width of front seats ..	Q2	3 ft. 7½ in. 1.10 m.
Width of rear cushion ..	R	3 ft. 5 in. 1.04 m.
Max. front seat width at cushion level ..	S	3 ft. 9½ in. 1.16 m.
Max. rear seating width at cushion level ..	T	3 ft. 5 in. 1.04 m.
Width over front seat at shoulder height ..	U	3 ft. 10 in. 1.17 m.
Width over rear seat at shoulder height ..	V	3 ft. 8½ in. 1.13 m.
Wheelbase ..	W	6 ft. 8 ⅝ in. 2.036 m.
Overall height ..	X	4 ft. 5 in. 1.35 m.
Overall width ..	Y	4 ft. 7½ in. 1.41 m.
Overall length ..	Z	10 ft. 0½ in. 3.05 m.
Door entry width ..	AA	2 ft. 8 in. 0.81 m.
Unladen weight (approx.) ..		11½ cwt. 584 kg.
Ground clearance ..		6 ⅝ in. 15.73 cm.