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the superb



SERIES

MGA



it's their kind of car

sell it to them now

success story

in the world of sport



SERIES

MGA

Announced in September 1955, the phenomenally successful 'MGA' has, in nearly three years, won hundreds of awards in rallies, trials, and concours d'élégance in all parts of the world. Its combination of looks, performance, quality, and rugged dependability have endeared it to thousands. Here are just a few of the success highlights, starting with the prototype at Le Mans.

EX182—the 'MGA' prototype built for the 1955 Le Mans. Two models completed this 2,000-mile race (248 laps at 86.17 m.p.h. and 230 laps at 81.97 m.p.h. respectively).

Liège/Rome/Liège 1956—Best British Performance. Winner of Newcomers' Cup. Second in Team Prize. Second Ladies' Prize.

Mille Miglia 1956—First Ladies' Prize, Coupe des Dames, Fourth in Price Category, Fifth International Sports.

Alpine Rally 1956—First Ladies' Prize, Coupe des Dames, Coupe des Alpes, Third in Class.

Liège/Rome/Liège 1957—Winner of Coupe des Dames for first time ever by a British crew.

... plus many other consistent successes at Sebring, Nürburgring, Le Mans, and the T.T. at Dundrod.

42,000,000-dollar Harvest

There is hardly a country, outside Iron Curtain territories, that does not have its complement of 'MGA' enthusiasts, but the greatest success of all has been achieved in the U.S.A., where over 30,000 'MGA's have already been sold. Indeed, this model can claim to be one of the greatest, if not the greatest, single dollar-earner produced in the United Kingdom. Its total earnings to date are in excess of 42 million dollars and are still rising fast.



M.G. (Series MGA) Open Car—Today's brilliant upholder of the M.G. tradition for sports-car motoring at its best. A sleek, smooth, well-appointed two-seater. Fast, safe, and sound from bumper to bumper. The car for the young executive or the executive who is young in heart.



M.G. (Series MGA) Coupé—The joys of sports-car motoring combined with the quiet and comfort of a saloon. This coupé, with its all-steel roof and panoramic windscreen and rear window, is a deservedly popular model with those who like to motor fast in all kinds of weather. It gives *him* the motoring he loves and *her* the comfort she demands.



Twin Cam M.G. (Series MGA)—Just announced, this race-bred version of the open two-seater is all set to give the competition driver the finest value-for-money machine that it has ever been his good fortune to acquire. Maximum speed around 120 m.p.h. with acceleration from 0 to 100 m.p.h. in the order of 31 seconds, plus disc brakes all round for perfect control. Only M.G. could have produced such a car at such a low price.



compare the 'MGA'

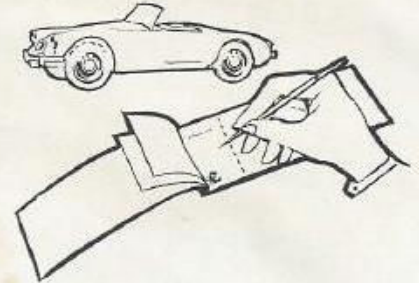
on lineage

The 'MGA' has few competitors on price. Considering that it is a fully engineered sports car, beautifully finished and equipped, its price is remarkably low. Remember also that it is fully backed by the might of the British Motor Corporation, of B.M.C. Service Ltd., and the world-wide network of Nuffield franchise holders. Purchase of an 'MGA' is a sound investment.

The 'MGA' embodies in its design the vast amount of engineering experience gained in the production of highly successful sports cars over a period of 35 years.

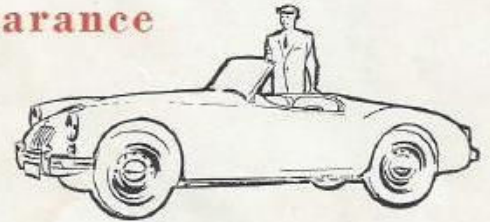
During that period various models of the marque have held world records in their class, and in August 1957 M.G. EX181 broke the 18-year-old International Class F Flying Mile Record of 203 m.p.h. held by M.G. EX135 by completing the Flying Mile at 245 m.p.h.

Proof, if proof is needed, of the high standard in design, quality, and workmanship reflected in the current 'MGA'.



on appearance

While looks must always be much a matter of personal opinion, few will deny that the 'MGA' has a smooth and well-integrated appearance. It is not an assembly of bits and pieces. Remember also that the 'MGA' has an all-steel body which is immensely strong, is well protected against corrosion, and is available in a full range of colours and trim. A noteworthy feature of the coupé model is that the domed roof is fully welded to the body and is not just an attachment.



on performance

The 'MGA' sells as a sports car, which is a rather different proposition from a racing car, and this factor must always be borne in mind by the salesman if his customer inclines to accept or reject on performance figures alone. This is not to say that 'MGA' performance is not good, but merely to emphasize that it is **SAFE** performance, necessary in a car that is built and sold at the rate of hundreds a week.

On a production basis the main competitor to the 'MGA' is undoubtedly the Triumph T.R.3. The latter has the larger engine and is therefore able to return slightly better figures, as the *Motor* road tests show.

	'MGA' Coupé	Triumph T.R.3
Engine	4-cyl. 1489 c.c.	4-cyl. 1991 c.c.
Maximum b.h.p.	72 at 5,500 r.p.m.	100 at 5,000 r.p.m.
Maximum speed	103.8 m.p.h.	107.1 m.p.h.
Acceleration 0-30 m.p.h.	5.0 sec.	*4.6 sec.
0-50 m.p.h.	10.8 sec.	*8.9 sec.
0-80 m.p.h.	32.1 sec.	*20.7 sec.
Fuel consumption—steady 40 m.p.h.	47 m.p.g.	41 m.p.g.
steady 50 m.p.h.	43.2 m.p.g.	38 m.p.g.

* With overdrive.

Nevertheless, 'MGA' performance is thrilling enough to satisfy most enthusiasts, and although the T.R.3 shows up a little better on acceleration through the gears, this is probably due in some part to the overdrive fitted to the car tested. (Incidentally, the twin cam 'MGA' will return performance figures which will make the T.R.3 seem slow by comparison.)

The 'MGA' certainly scores over the T.R.3 in supplying leather upholstery for contact surfaces as standard, the latter having leathercloth. The 'MGA' turning circle is also better at 29½ ft. against 33 ft. and the optional heater on the 'MGA' is the fresh-air type against a recirculating unit on the T.R.3. The 'MGA' Coupé also has fully winding door windows as against sliding windows and door flaps on the T.R.3 Hardtop. Head room is also greater at 3 ft. 2 in. against 3 ft. 1 in.



To conclude, here is the *Motor* summing up of the 'MGA' as a whole: 'Moderately priced, economical to run and maintain, remarkably fast, exceptionally safe and above all a constant pleasure to drive and be driven in... it has established itself as the most popular sports car in the world.'

it's
their
kind
of car



sell it
to them
now

winning features

ENGINE

- (1) B.M.C. 'B' Series, 4-cyl., 1489 c.c.
- (2) B.H.P. 72 at 5,500 r.p.m.
- (3) Torque 80 lb. ft. at 3,800 r.p.m.
- (4) Compression ratio 8.3 : 1.
- (5) Twin S.U. carburetters.
- (6) 10-gallon fuel tank.
- (7) Full-flow oil filter.
- (8) Centrifugal pump circulation with thermostat.
- (9) Pressurized radiator.
- (10) Vacuum and automatic ignition control.

CLUTCH

- (11) Dry, single plate, 8 in. diameter.
- (12) Hydraulic actuation.

GEARBOX

- (13) Four speeds and reverse.
- (14) Synchronesh on second, third, and top.
- (15) Remote-control lever.

REAR AXLE

- (16) Three-quarter-floating.
- (17) Hypoid final drive.
- (18) Ratio 4.3 : 1 (4.55 : 1 alternative at extra cost).

STEERING

- (19) Rack and pinion.
- (20) Spring-spoke, clear-view steering wheel, 16½ in. diameter.
- (21) Turning circle, left 28½ ft., right 29½ ft.

SUSPENSION

- (22) Independent front coil spring.
- (23) Semi-elliptic rear spring.
- (24) Hydraulic shock absorbers front and rear.

FRAME

- (25) Box section and strongly cross-braced.
- (26) Swept outside seating positions and over rear axle to give low centre of gravity.

BRAKES

- (27) Lockheed hydraulic.
- (28) Two-leading-shoe front.
- (29) Brake-drum diameter 10 in.
- (30) Total brake-shoe area 134.4 sq. in.
- (31) Central hand brake lever with push-button ratchet.

WHEELS AND TYRES

- (32) Disc-type wheels with wire spoke optional at extra cost.
- (33) 5-60—15 tyres.

ELECTRICAL

- (34) Twin batteries, 12-volt 51 amp.-hour capacity.
- (35) Double dipping headlamps with block lenses.
- (36) Foot dipping switch.
- (37) Twin stop/tail lamps with reflectors.
- (38) Flashing direction indicators, self-cancelling.
- (39) Twin self-parking windscreen wipers.
- (40) Panel lamp with rheostat switch.
- (41) Map-reading lamp.

INSTRUMENTS

- (42) Large speedometer with decimal trip recording.
- (43) Large rev. counter.
- (44) Oil pressure, fuel, and water temperature gauges.
- (45) Ignition, headlamp, and direction indicator warning lamps.

COACHWORK

- (46) All-steel open two-seater or alternative coupé.
- (47) Enclosed rear luggage compartment.
- (48) Adjustable individual seats.
- (49) Leather upholstery and foam-rubber cushioning.
- (50) Floor carpet.
- (51) Safety glass throughout.
- (52) Folding waterproof hood with large rear window on open car.
- (53) Two detachable sidescreens on open car.
- (54) Fully winding windows on doors of coupé.
- (55) Map pockets in doors.
- (56) Remote-control locks for bonnet and luggage compartment.
- (57) Padded safety roll on fascia.
- (58) Sturdy bumpers with over-riders front and rear.
- (59) Choice of five colours and trim.

EXTRAS INCLUDE

- (60) Fresh-air-type heater and demister.
- (61) Radio.
- (62) Telescopic steering column.
- (63) Wire wheels.
- (64) Whitewall tyres.
- (65) Twin horns.
- (66) 5-90—15 road speed tyres.
- (67) External luggage carrier.
- (68) Fog lamps.
- (69) Windscreen washer.
- (70) 4.55 : 1 rear axle.
- (71) Wing mirror.
- (72) Overall tonneau cover for open car.

ISSUED BY THE
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THE NUFFIELD ORGANIZATION, COWLEY, OXFORD

