

**ALEXANDER**  
**CONVERSIONS**

PRESS RELEASE

Not for publication before the 23rd August 1962.

Alexander Engineering Company Limited, the world's foremost manufacturers of performance conversions have great pleasure in announcing their conversions and accessories for the new Morris 1100. As performance figures have been taken by using our fifth wheel which drives its own independent and completely accurate speedometer.

The performance conversions have been designed to equally appeal to the everyday motorist or his wife who look for extra acceleration which promotes greater safety when overtaking and a higher degree of confidence and driving pleasure. The conversion, of course never affects the reliability or docile manners of the car.

With the use of the higher stages of the tune and competition extras these conversions will appeal to the most enthusiastic driver who wishes to enter for competitions etc, but who still demands complete reliability and flexibility from his car when used for normal road work. The conversions are, of course, as with all Alexander products, guaranteed for 12 - months and are only offered to the public after exhaustive tests.

For simplicity of reading we are enclosing a separate specification sheet, and photograph.



.....  
G. Briscoe.  
ALEXANDER CONVERSION SALES.



M O R R I S 1100

STAGE 1.



SPECIFICATION

The cylinder head is modified and air flowed, the combustion chambers are re-shaped and polished. The ports are also modified, gas flowed and highly polished. The compression ratio is raised to 9:1. Two 1 1/4" semi-downdraught S.U. Carburettors are fitted to a scientifically designed cast light alloy manifold with integral balance pipe. This manifold has been designed specially for maximum air flow and efficiency. The carburettors are fitted with twin pancake non-restriction air filters and are completely assembled with all the necessary fuel pipes, throttle and mixture linkages. A set of special double valve springs are fitted to allow higher r.p.m. without valve bounce. The kit is supplied with a new set of all necessary gaskets and two Alexander badges for fitting to the body work wherever the customer wishes.

PERFORMANCE FIGURES OF CAR TESTED

M.P.H.	STANDARD	CONVERTED
0 - 30	5 . 8	4 . 2
0 - 40	9 . 7	7 . 0
0 - 50	15 . 2	10 . 2
0 - 60	22 . 7	14 . 4
0 - 70	39 . 8	21 . 8
MAXIMUM	78. m.p.h.	85 . 7 m.p.h.
MOTOR ROADTEST 22nd August 1962		

WHAT IT WILL COST

Complete set of parts for Alexander "Added performance" conversion - £47.10.0  
or  
Alexander modified head only (on exchange) £19.10.0

A deposit of £15 is charged in addition pending the return, carriage paid, of displaced cylinder head, complete with the valve guides only, carburettor, combined inlet and exhaust manifold, in good condition at our works within 21 days.

FITTING EXTRA

The above conversion is designed for owners of Morris 1100's who wish to obtain the maximum improvement in performance for the minimum cost. This conversion is completely tractable and easy to drive in traffic without any fuss whatsoever and is appreciated by both men and lady drivers alike.

Payment on collection or approved accounts.

M O R R I S 1100

STAGE 11

The cylinder head is extensively modified, completely re-shaped and highly polished. The compression is raised to 9.5:1, larger inlet and exhaust valves assembled with racing valve springs are fitted to the cylinder head. Two 1½" semi downdraught carburettors are fitted on to a specially designed and air flowed manifold. These are fitted with all necessary fuel pipes, throttle and mixture linkages. The whole of the induction system is completely assembled ready for fitting and the kit of parts is supplied complete with a new de-coke set and all other necessary gaskets. A special Alexander camshaft and a completely new exhaust system including 3 branch manifold silencer and larger diameter exhaust piping are also supplied to make up a complete Stage 11 performance package.

PERFORMANCE FIGURES OF CAR TESTED

	STANDARD	STAGE 11
0 - 30	5 . 8	
0 - 40	9 . 7	
0 - 50	15 . 2	9 . 2
0 - 60	22 . 7	15 . 2
0 - 70	39 . 8	18 . 5
MAXIMUM	78 m.p.h.	90 PLUS

MOTOR  
ROAD TEST  
22nd August 1962

WHAT IT WILL COST

Complete Stage 11 Alexander conversion . . . . .£95. 0. 0.

N.B. A deposit of £15 is charged pending return of displaced complete cylinder head, inlet, exhaust manifold and carburettors in good condition at these works within 21 days.

PAYMENT - on collection or approved accounts.

The Company reserve the right to alter prices and specifications without prior notice.

ALEXANDER APPROVED EXTRAS

FOR THE MORRIS 1100

ROLL NO. 1100  
11 800 2

Heater	£12 10 0
Heater, fresh air	8 0 0
Roof racks according to type from	9 10 0
Seat Belts (B.M.C.) each	5 0 0
Seat Covers according to type from	9 10 0
Silent Travel kit complete	7 10 0
Lockheed Servo brake kit	13 0 0
Chrome guttering strip	2 0 0
Balance crankshaft, flywheel, clutch, con-rods and pistons	15 0 0
Extra charge for stripping and rebuilding engine (any faulty parts will be renewed and charged extra)	12 10 0
Extra charge for removing engine from car and refitting	5 10 0
Special distributor	8 14 0
Competition clutch plates - prices on application	
Oil cooler kit with high pressure hose and adaptors	12 10 0
Electronic Rev. Counters, up to 9,000 r.p.m.	9 15 0
Set of special valve springs, from	1 10 0

ALEXANDER ENGINEERING CO. LTD.

MADDENHAM, BUCKINGHAMSHIRE, ENGLAND.

Tel: Maddenham, Buckinghamshire 345/6

ALEXANDER-MOTORTUNE LTD.,  
6 Adam & Eve News,  
Kensington High Street,  
London, W. 8. Tel: Western 1166

ALEXANDER CONVERSIONS LTD.,  
1a Caroline Street,  
BIRMINGHAM, 3.  
Tel: Central 0665

ALSO AGENTS IN ENGLAND, SCOTLAND, WALES AND OVERSEAS.

