

SERVICE LIMITED

APPROVED ACCESSORIES

BMC

**QUICK
SERVICE
SALESMAN'S
GUIDE**

APPROVED ACCESSORIES SALESMAN'S GUIDE

Enclosed is a complete set of pages for your copy of the Accessories Salesman's Guide. All existing pages should be removed and these inserted.

You will see that the book has now been divided into sections. This should make reference to the book considerably easier, and you will find all accessories listed in the Index at the front of the book.

Any queries concerning this book, Part Number AKD 1142, should be addressed to:

Sales Development Department,
B.M.C. Service Limited,
Cowley,
OXFORD.

SATISFYING THE DISCERNING OWNER

The Manufacturers of the vehicle are clearly the people best qualified to specify Accessories. This is realized by all discerning owners who look for additional efficiency, comfort, safety, and appearance — the main features of all B.M.C. Approved Accessories.

Use of this publication will enable you to stock and sell successfully and easily the wide range of items available. It will help you in the following ways:

1 Identification

You will be able to identify at a glance the correct Accessory for any B.M.C. produced model. Illustrations will also be helpful in identifying your clients' requirements.

2 Satisfaction

The use of Approved Accessories gives you complete confidence. You know that the owner is receiving the item designed for the job — his satisfaction is assured.

3 B.M.C. Warranty

When using and selling Approved Accessories — as with other B.M.C. Genuine Parts — you feel the comforting protection of the B.M.C. Warranty.

4 Profit

The appropriate Discount code is shown in the Price List at the back of this book. Reference to your relevant code sheets will reveal details of the attractive discounts available.

5 Publicity Material

Each section carries details of publicity aids available in support of individual lines. There is also a comprehensive publicity section. Full use of these facilities must be made if maximum impact is to be ensured.

The Price List does not show fitting charges and prices are subject to alteration without prior notice.

This book will be kept up to date by the issue of reprinted sheets as required, though we reserve the right to change specifications and equipment without notice.

CONTENTS

	Page
SECTION A—BULBS	
Bulbs	1-2
Bulb Application Charts	3-11
Bulb Kits	12
SECTION B—CAR CARE	
Car Care Items	1-2
Anti-freeze (Bluecol)	3
Bluecol AA and Inhibitor SQ 36	4
Rubber Mats	5
Underbody Seal	6
SECTION C—COMFORT AND APPEARANCE	
Travel Rugs	1
Badge Bars and Lamp and Badge Bar	2
Felt Comfykit	3-5
Seat Protectors	6
Seat Covers	7-10
Wheel Discs	11
Wheel Trims	12
Exhaust Deflectors and Tail Pipe Trims	13
Corner Bar Kit	14
SECTION D—HEATERS	
Heaters	1-4
SECTION E—LAMPS, ETC.	
Lamps—Driving and Fog	1-2
Parking	3
Reversing	4
Inspection	5
Lamp Brackets	6
Switches and Switch Panels	7
SECTION F—PAINT (TOUCH-UP)	
Touch-up Paints	1-15
SECTION G—SAFETY	
Anti-Mist Panels	1
Fire Extinguishers	2
Mirrors	3-4
Commercial Mirrors	5
Vanity Mirror	6
Electrically Heated Back-light	7
Mud Flaps	8
Power Braking	9-11
Seat Belts	12-14
Sun Visors—Interior	15
Windscreen Washers	16-18
Steering Lock	19
SECTION H—TOOLS	
Introduction	1
Pliers	2
Screwdrivers	3
Spanners	4-5
Miscellaneous Tools	6-7
Tool Kits	8
SECTION I—UTILITY (EXTERIOR)	
Bonnet Lock	1
Tonneau Covers	2
Petrol Locking Caps	3
Luggage Grid	4
Radiator Blinds	5-6
Radiator Muffettes	7
Roof Racks	8-11
Sump Guard	12
SECTION J—UTILITY (INTERIOR)	
Ashtrays	1
Fascia Panel Finisher	2
Door Handles	3
Rear Seat Conversion	4
Cigarette Lighters	5
Instrument Brackets	6
Instruments	7-9
SECTION K—MISCELLANEOUS	
Licence Holders, etc.	1
Horns	2
Touring Kits and Dip-Right Converter Set	3
PUBLICITY MATERIAL AND PRICE LIST	

INDEX

	Page		Page
Anti-freeze (Bluecol)	B3	Mats, Rubber	B5
Anti-mist Cloth	B1	Mirrors	G3-4
Anti-mist Panels	G1	Mirrors, Commercial	G5
Anti-theft Steering Lock	G19	Mirror, Vanity	G6
Ashtrays	J1	Miscellaneous	K1-4
Automatic Seat Belts	G13	Mud Flaps	G8
Badge Bars	C2	Paint, Touch-up	F1-15
Bluecol AA and Inhibitor SQ 36	B4	Parking Lamps	E3
Bluecol Anti-freeze	B3	Petrol Caps, Locking	I,3
Bonnet Lock (Interior)	I,1	Pliers	H2
Brush, Flexy Hose	B2	Polish, Car	B1
Bulbs	A1-2	Polishing Mitt	B1
Bulb Application Charts	A3-11	Power Braking	G9-11
Bulb Kits (Suggested Contents)	A12	Pressure Gauge	H7
Cable	K1	Price List	At end of book
Car Care Items	B1-2	Publicity Material	At end of book
Car Polish	B1	Pump, Foot	H7
Chamois-leathers	B2	Radiator Blinds—Cars	I,5
Chrome Cleaner	B1	Radiator Blinds—Commercial	I,6
Cigarette Lighters	I,5	Radiator Muffettes	I,7
Cleaner, Two-way	B2	Rear Seat Belts	G14
Clocks	J7-8	Rear Seat Conversion	J4
Corner Bar Kit	C14	Reversing Lamps	E4
Covers, Seat	C7-10	Roof Racks	I,8-10
Covers, Tonneau	I,2	Roof Rack Application Charts	I,11
De-icer Fluid	B1	Rubber Mats	B5
Dip-Right Converter	K3	Rugs, Travel	C1
Distilled Water Bottle	B1	Screwdrivers	H3
Door Handles	J3	Seat Belts (Static)	G12
Driving Lamps	E1-2	Seat Belts (Automatic)	G13
Electrically Heated Backlight	G7	Seat Belts (Rear)	G14
Exhaust Deflectors and Tail Pipe Trims	C13	Seat Conversion	J4
Fascia Panel Finisher	J2	Seat Covers	C7-10
Feeler Gauge	H7	Seat Protectors	C6
Felt Comfykit	C3-5	Smiths Instruments	J6-9
Fire Extinguishers	G2	Sound Deadening	C3-5
Fog Discs	K1	Spanners	H4-5
Fog Lamps	E1-2	Spanners, Box	H6
Foot Pump	H7	Sponge, Cellulose	B1
Grease Gun	H7	Steering Lock	G19
Heaters	D1-4	Sump Guard	I,12
Horns	K2	Sun Visors—Interior Safety	G15
Hose Brushes	B2	Switches and Switch Panels	E7
Hylomar Jointing Compound	K1	Tail Pipe Trims	C13
Inhibitor SQ 36	B4	Tonneau Covers	I,2
Inspection Lamp	E5	Top-up Bottle (Bluecol)	B6
Instrument Brackets	J6	Tools—Individual	H1-5
Instruments	J7-9	Tools—Miscellaneous	H6-7
Jointing Compound	K1	Tool Kits	H8
Lamp and Badge Bar	C2	Touch-up Paints	F1-14
Lamp Switches	E7	Touring Kits (Suggested contents)	K3
Lamp Brackets	E6	Travel Rugs	C1
Lamps, Driving and Fog	E1-2	Tyre Pressure Gauge	H7
Lamps, Parking	E3	Underbody Seal	B6
Lamps, Reversing	E4	Vacuum Servo Kits	G9-11
Lamps, Inspection	E5	Vanity Mirror	G6
Licence Holders	K1	Wheel Discs	C11
Locking Petrol Caps	I,3	Wheel Embellishers	C12
Luggage Claw	I,9	Windscreen Cleaner	B2
Luggage Grids	I,4	Windscreen Washers	G16-17
		Windscreen Washer Fluids	G18
		Wing Mirrors	G3-5

For Spark Plugs, Lubricants, etc., please see the Competitive Parts Book.