

PUBLICITY
MATERIAL
AND
PRICE LIST

BMC SERVICE APPROVED ACCESSORIES SALESMAN'S GUIDE

PUBLICITY MATERIAL AND SALES AIDS—FREE ISSUE

Free of Charge Items	Part No.
Illustrated Accessories Brochures	
Austin Mini	AKD 2107
Austin Mini (less prices—Export)	AKD 2108
Austin Mini Vans	AKD 2080
Austin Mini Van (less prices—Export)	AKD 2114
Austin A40 Mk. II	AKD 2029
Austin A40 Mk. II (less prices—Export)	AKD 2054
Austin 1100	AKD 2159
Austin 1100 (less prices—Export)	AKD 2160
Austin A60	AKD 2023
Austin A60 (less prices—Export)	AKD 2055
Austin A60 Countryman	AKD 2030
A60 Countryman (less prices—Export)	AKD 2268
Austin 1800	AKD 2210
Austin 1800 (less prices)	AKD 2211
Austin A110	AKD 2031
Austin A110 (less prices—Export)	AKD 2056
Austin-Healey 3000 Mk. III Conv.	AKD 2105
Austin-Healey 3000 Mk. III Conv. (less prices—Export)	AKD 2106
Austin-Healey Sprite Mk. III	AKD 3067
Austin-Healey Sprite Mk. III (less prices—Export)	AKD 2062
Commercial Vehicles	AKD 2082
Commercial Vehicles (less prices—Export)	AKD 2115
MGB	AKD 2078
MGB (less prices—Export)	AKD 2079
M.G. Magnette IV	AKD 2033
M.G. Magnette IV (less prices—Export)	AKD 2061
M.G. Midget	AKD 3068
M.G. Midget (less prices—Export)	AKD 2063
M.G. 1100	AKD 2076
M.G. 1100 (less prices—Export)	AKD 2077
Morris Mini	AKD 2109
Morris Mini (less prices—Export)	AKD 2110
Morris Mini-Van	AKD 2081
Morris Mini-Van (less prices—Export)	AKD 2113
Morris Minor 1000	AKD 1137
Morris Minor 1000 (less prices—Export)	AKD 2146
Morris Oxford Series VI	AKD 2022
Morris Oxford Series VI (less prices—Export)	AKD 2057
Morris Oxford Series VI Traveller	AKD 2032
Morris 1100	AKD 2074
Morris 1100 (less prices—Export)	AKD 2075
Riley Elf	AKD 2021
Riley Elf (less prices—Export)	AKD 2064
Riley Kestrel	AKD 2254
Riley 4/72	AKD 2034
Riley 4/72 (less prices—Export)	AKD 2058
Vanden Plas Princess 1100	AKD 2215
Vanden Plas Princess 4-litre R	AKD 2212
Vanden Plas Princess	AKD 3069
Wolseley Hornet	AKD 2020
Wolseley Hornet (less prices—Export)	AKD 2065
Wolseley 1100	AKD 2253
Wolseley 6/110	AKD 2024
Wolseley 6/110 (less prices—Export)	AKD 2059
Wolseley 16/60	AKD 2025
Wolseley 16/60 (less prices—Export)	AKD 2060
Miscellaneous Brochures	
Accessory Lamps Brochure	AKD 2214
Accessory Mirror Brochure	AKD 2213

Free of Charge Items	Part No.
Miscellaneous Brochures	
<i>(continued)</i>	
Automatic Chassis Lubrication	AKD 1804
B.M.C. Bulbs	AKD 1557
B.M.C. Bulbs (less prices—Export)	AKD 2145
B.M.C./'Loctite'	AKD 2162
B.M.C. Roof Racks	AKD 2128
B.M.C. Sales Aids (illustrated)	AKD 1849
B.M.C. Seat Covers Price List	AKD 2100
B.M.C. Travel Rugs and Seat Covers Exchange Units	AKD 2217
Exchange Bumper Bar—Trade Price List	AKD 2179
General Accessories	AKD 2205
Power Braking (Lockheed and Girling)	AKD 2167
Power Braking (Mot-A-Vac)	AKD 2805
Seat Belts (Combined)	AKD 2197
Seat Belts (less prices—Export)	AKD 2189
Seat Belts (French)	AKD 2190
Seat Conversion	AKD 2239
Spark Plugs (Trade Price List)	AKD 3005
Tool Brochure	AKD 1765
Wheel Discs	AKD 2221
AKD 2270	
Leaflets	
Anti-mist Panels	AKD 2257
Bluecol	AKD 3062
Bonnet Lock	AKD 2174
B.M.C. Filter Elements (English)	AKD 1767
B.M.C. Filter Elements (French, Export)	AKD 1850
B.M.C. Filter Elements (Spanish, Export)	AKD 1851
B.M.C. Underbody Seal (Dealers)	AKD 1807
Radio Price List—Cars	AKD 2244
Radio Price List—CV	AKD 2245
Underbody Seal (Trade)	AKD 1808
Mailing Shots (Folders)	
Exchange Bumpers	AKD 2267
Genuine Parts	AKD 2182
Part Engine Exchange	AKD 2185
Power Braking (French)	AKD 2263
Power Braking (German)	AKD 2264
Power Braking (English)	AKD 2805
Winter Theme (1965-6)	AKD 2259
Posters and Window Bills	
Bluecol Poster	AKD 2144
Bluecol Wall Chart	AKD 2004
Exchange Units	AKD 2178
B.M.C. Accessory Poster—Blank	AKD 1593
B.M.C. Automatic Seat Belts Poster	AKD 2139
B.M.C. Filter Elements Window Bill	AKD 1766
B.M.C. Parts Rosette Poster—15" x 20"	AKD 1468
B.M.C. Parts Rosette Posters (small)	
French	AKD 2226
German	AKD 2227
Spanish (South American)	AKD 2228
Spanish (Castillon)	AKD 2229
Dutch	AKD 2230
Swedish	AKD 2231
Genuine Parts (large)	AKD 2175
Genuine Parts (small)	AKD 2176
Genuine Parts (Danish)	AKD 2202
Genuine Parts—Celloglazed—large	AKD 2186
Genuine Parts—Celloglazed—small	AKD 2187
1100 Felt 'Comfykit' Poster	AKD 2153
Mini Felt 'Comfykit' Poster	AKD 2099
Mini Felt 'Comfykit' Poster (Spanish)	AKD 2149

Note.—The availability of any of the above items cannot be guaranteed

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Free of Charge Items	Part No.
Posters and Window Bills	
<i>(continued)</i>	
Part Engine Exchange	AKD 2184
Static Front Seat Belts	AKD 2188
Static Front Seat Belts (less prices)	AKD 2225
Tractor Genuine Parts	AKD 2208
Tractor Genuine Parts—Blank ...	AKD 2209
Window Bills (Home—set of 3): Accessories, Parts, and Exchange Units	AKD 2040
Window Bills (Export—set of 2) as AKD 2040 but less Exchange Units	AKD 2041
Window Bills (French—set of 2) ...	AKD 2192
Window Bills (German—set of 2)	AKD 2196
Stickers (Car and Accounts)	
Filter Elements (rolls of 500) ...	AKD 2084
Filter Elements (Dutch)	AKD 2224
Filter Elements (French)	AKD 2157
Filter Elements (German)	AKD 2158
Filter Elements (Spanish)	AKD 2156
Genuine Parts (English)	AKD 896
Genuine Parts (French, Export) ...	AKD 1541
Genuine Parts (Dutch, Export) ...	AKD 2223
Genuine Parts (German, Export) ...	AKD 1542
Genuine Parts (Spanish, Export) ...	AKD 1768
Underbody Seal—Accounts	AKD 1907
Price Tags	
Price Card (Self-supporting) ...	AKD 1848
Stick-on Price Label	AKD 2120
Stick-on Price Label (French) ...	AKD 2150
Stick-on Price Label (German) ...	AKD 2151
Stick-on Price Label (Norwegian)	AKD 2201
Stick-on Price Label (Spanish) ...	AKD 2152
Stick-on Price Label (Dutch) ...	AKD 2222
Dispensers	
† B.M.C. Bulbs	—
B.M.C. Service Literature	AKD 2193
Filter Elements (English)	AJA 6006
Filter Elements (French)	AJA 6007
Filter Elements (Spanish)	AJA 6008
Hose Clips	AKD 2262
Loctite Dispenser	AKD 2172
Spark Plugs	AKD 2260
Touch-up Paints	AKD 2256
Display Stands, Showcards, etc.	
Accessories Counter Display (card- board)—'Putting On a New Face'	AKD 1854
† Accessory Counter Display (3 shelves)	—

Free of Charge Items	Part No.
Display Stands, Showcards, etc.	
<i>(continued)</i>	
Battery Filler	AKD 2168
Bluecol	AKD 3063
† B.M.C. Lamp Display	—
B.M.C. Lamp Display (English) ...	AKD 2265
B.M.C. Polish Display Card	AKD 2094
B.M.C. Seat Belts Display Card ...	AKD 2002
B.M.C. Seat Covers Showcard ...	AKD 2073
B.M.C. Underbody Seal Showcard	AKD 1806
Exchange Unit Showcard—20" × 15"	AKD 2180
Exchange Units Showcard—33" × 25"	AKD 2181
General Purpose Floor Display ...	AKD 2261
General-purpose Floor Display (4 headboards)	—
Genuine Parts Display	AKD 2191
Genuine Parts/Rosette Display Card	AKD 2161
Hanging Mobile	AKD 2154
Hose Brush Display Stand	AKD 2127
Instrument Display Stand	AKD 2250
Power Braking (Girling) Showcard	AKD 2101
Power Braking (Lockheed) Show- card	AKD 2086
Seat Protector Display	AKD 2071
S.U. Display Card	AKD 2269
Wheel Disc Display (Pressweld) ...	AKD 2155
Wheel Trim Display (Horvell) ...	AKD 2068
Worm Drive Hose Clip Display Card	AKD 2026
Parts Sales 'Quick Reference'	
Books	
Accessory Salesman's Guide	★
B.M.C. Paint Scheme Reference Book (supplement pages)	★
Competitive Parts Book—Distri- butors/Dealers	★
Replacement/Exchange Units Book —Dealers	★
Replacement/Exchange Units Book —Distributors	AKD 1721
Tractor Exchange Units Book ...	AKD 2220
Seat Cover Pattern Book (Dealer)	AKD 2252
Miscellaneous Items	
B.M.C. Blotter	AKD 2028
Competitive Parts Book Binder ...	AKD 2072
Steering-wheel Tag	AKD 1129
B.M.C. Service Rosette Transfer— 5"	AKD 2232
8"	AKD 2233
10"	AKD 2234
12"	AKD 2235
15"	AKD 2236
B.M.C. Service Ltd.—Booklet ...	AKD 2036
Metallized labels (Box of 1,000) ...	AKD 2092

Note.—The availability of any of the above items cannot be guaranteed

† Available in English, German, French, and Spanish

*All these books to be ordered from Sales Development, B.M.C. Service Ltd. Cowley, Oxford, by Distributors only. Dealers to order from Distributors.

PUBLICITY MATERIAL AND SALES AIDS —CHARGEABLE

Chargeable Items	Part No.	Price
Angle Sign (English or blank)	—	£ s. d. 1 13 6
B.M.C. Desmo Accessory Display Board (cost of accessories)	—	16 7 6 code according to item
Magnatex Display Board (cost of accessories)	AKF 1240	14 6 6 code according to item
B.M.C. Rosette Display Stand—Large	—	9 15 0
B.M.C. Rosette Display Stand—Small, with Chain	—	4 15 0
B.M.C. Rosette Display Stand—Small, with Easel	—	6 5 0
B.M.C. Rosette Display Stand with Illuminated Centre-piece —Large	—	13 4 0
Forecourt Whirligig Sign (English or blank)	—	3 15 4
Illuminated Centre-piece only—Large	—	3 9 0
Illuminated Centre-piece only—Small	—	2 17 6
Seat Cover Pattern Book (Distributor version)	AKD 2251	15 0
Set of Pegboard Fittings	—	1 7 0
Tool Boards—Dealers (3 of each tool)	—	F.O.C.
Tool Boards—Distributors (5 of each tool). With orders for 5 of each tool	—	F.O.C.
Distributors Tool Board only	—	2 0 0
Travel Rug Pattern Book	AKD 1611	10 0
Wall Plate (English or blank)	—	15 0
B.M.C. Paint Scheme Reference Book	AKD 1482	£ s. d. Code 1 0 0 X
(Initial issue F.O.C. subsequent copies chargeable)		
Circular Letter Binder	AKD 2009	10 6 X
Colour Chips	AJA 6009	8 6 X
Colour Chips—Supplement to AJA 6009	AKD 2037	
News Review Binder	AKD 2203	8 6 X
Overall Badges		
B.M.C. Service Emblem	AKD 2216	3 9 + 5d. P.T. code G (Home market only)

NOTES ON ORDERING

Distributor/Main Parts Stockist

- A. Part Numbered Items: These should be ordered on Stock Order Forms in the usual way.
B. Items not Part Numbered: These should be ordered on a separate order form and directed to:

Sales Development Department,
B.M.C. Service Ltd.,
Cowley, Oxford.

Dealers

All items, Part Numbered or otherwise, should be ordered from your Distributor/Main Parts Stockist.