

British Leyland Chronicle Of A Car Crash 1968 1978

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British Leyland Chronicle Of A
This is a book primarily for those interested in industry analysis, and the intricacies in running a large conglomerate, and less so for people primarily looking for details of cars or for the smell of petrol emanating from every page (for British Leyland products British Leyland - The history, the engineering, the people (illustrated) is closer to the latter brief). As such it is not overly long but very dense as a result - with lots to capture over the primary 10 year period, as well as ...

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British Leyland: Chronicle of a Car Crash 1968-1978. Written by a "car guy" with a motor industry background, this book traces the history of Britain's ill-fated car manufacturing giant, concentrating on the decade 1968 to 1978.

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' British Leyland: Chronicle of a Car Crash ' is a brilliant book that concentrates on the period in time when our nationally owned car producer 'enjoyed' almost consistent decline. From its creation in 1968 'til its re-naming to 'BL Ltd' in 1978, our 'Leyland' was a matter of national concern.

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Now with revised content and illustrations, this chunky book traces the history of Britain's ill-fated car manufacturing giant, concentrating on the decade 1968 to 1978. The focus is on the products of British Leyland, but the story makes reference to the political and economic context of Britain in the seventies and asks "Why did British Leyland crash?" and "Could this have been avoided?." Events are described chronologically, with specific sections devoted to six of the cars introduced by the company during the period, to the international aspects of British Leyland's rapid contraction, and to external issues such as EEC entry and Japanese competition. 100,000 words. Illustrated.

A revised edition of this chunky book, which looks at the post-war history of Britain's motor industry in overseas markets, concentrating on the experience of first Austin, then the British Motor Corporation (BMC), and finally British Leyland and its constituent companies. Problems selling to Europe are one area of focus, the United States and the Commonwealth are others, with specific sections covering Australia and New Zealand as well as South Africa and Ireland. By the author of the well-received "British Leyland: Chronicle of a Car Crash," this book is about the car industry, but contains plenty of detail about actual cars, plus graphics and photographs selected with the help of the British Motor Industry Heritage Trust (BMIHT).

What really happened at British Leyland (BL)? Was it 'just' the cars, or were other factors vital to the story? Who really was to blame for BL and MG Rover's death? The 'truth' about BL is deeper than its cars - were ultra- Left-wing plots to topple BL and British society real? Did secret deals and political intrigue really exist? Was it Labour or Conservative powers who 'killed' BL, or was it BL itself? How was it that BL's design genius was hobbled? Author Lance Cole lifts the bonnet on BL and presents a forensic yet easy to read new analysis in a story of BL, its cars, and the era of their motoring as powers on the political Left and Right waged war, sometimes even with themselves. Here is a book about cars and more, a conversation on all things BL: this is a new account of a classic British story told across a trail of evidence in a British industrial and political drama. Many mistakes made BL, but some of the cars were superb, the designs of genius, the engineering excellent; it is just that we have either forgotten, or been brainwashed into believing the worst. In a BL book like no other, written by a classic car fanatic with a background in industrial design, automotive, and wider journalism, this story lifts the lid on BL's cars and more. The author also adds inside knowledge from time working in the motor industry. lance Cole tells the deeper BL story across the era of its greatest successes and its biggest failures.

"British Leyland: Betting on a Miracle" covers the period 1978-86 and is a follow-up to the volume "British Leyland: Chronicle of a Car Crash" which covered 1968-78. It continues the story of Britain's largest car manufacturer through a turbulent era which saw radical change in national strategy regarding the motor industry and great social upheaval. At the start of this timespan "Leyland Cars" was still the name of the cars division. By the end, after several changes of identity, the new Rover Group had emerged. The book looks at the national context, developments within the company and industrial relations, but the principal focus is on the car market, both domestic and internationally, and the vehicles themselves. Illustrated with approx. 40 photographs.

A concise 1995 review of the strengths and weaknesses of the British motor industry during the one hundred years since its foundation.

British Leyland Motor Corporation, formed in the wake of the post-war manufacturing boom, brought together almost all the British-owned car and commercial vehicle companies that then existed. At the head of the sixth largest car manufacturer in the world, its management confidently expected to give the United Kingdom a leading place in the global motor industry. Their catastrophic failure was one of the biggest and most disappointing disasters in British industrial history.From their unique insider perspective, three former employees of the brand reveal how and why, despite producing profitable marques such as Jaguar, Rover and Land Rover, as well as the iconic best-selling Mini, British Leyland came to its sad end ...

In 1968, British Leyland brought together many of Britain's motor manufacturers, with the intention of creating a robust unified group that could equal the strength of the big European conglomerates. But this was not to be. There have been many books about the politics and the business activities of British Leyland, but British Leyland - The Cars, 1968-1986 looks exclusively at the cars that came from the company, both the models it inherited and those it created. The eighteen years of the corporation's existence saw a confusing multitude of different car types, but this book resolves these confusions, clarifying who built what, and when. The book takes 1986 as its cut-off point because this was the year that the old British Leyland ceased to exist and what was left of the car and light commercial business was renamed the Rover Group. The book includes: Production histories and technical specifications of every major model; The special overseas models; Appendices on engines, code names, and factories; Buying guidance on the models built in Britain. This is the most comprehensive book so far to focus on the cars from British Leyland between 1968-1986 and it provides an overview of each model's production history, together with essential specification details. It is profusely illustrated with 178 colour and 63 b&w photographs.

Birmingham, England, c. 1973: industrial strikes, bad pop music, corrosive class warfare, adolescent angst, IRA bombings. Four friends: a class clown who stoops very low for a laugh; a confused artist enthralled by guitar rock; an earnest radical with socialist leanings; and a quiet dreamer obsessed with poetry, God, and the prettiest girl in school. As the world appears to self-destruct around them, they hold together to navigate the choppy waters of a decidedly ambiguous decade.

The stylist of the Austin Allegro, Harris Mann, said of the car that 'It took a lot of stick, but it wasn't that bad a car ... The trouble was that every one off the line was different in some way, thanks to quality control.' As a result, few have bothered to explore the little Austin's background; what it was designed to achieve, how it became the way it was, and what happened to make it so infamous. Austin Allegro - An Enthusiast's Guide redresses the balance, telling the Allegro's tale of grand designs, high hopes, management compromises, failed dreams, industrial unrest, national ridicule and finally, redemption. Now

experiencing something of a comeback as a cheap and cheerful classic, the book provides ownership advice and buying information for all models. From the quietly competent series 2 models through to the sportily-styled and now very rare Equipe, the book re-evaluates the place of the Allegro in the classic car world and concludes that it is both a simple, economical classic choice, and an important part of British motoring history. Illustrated throughout with 170 colour photographs.

In 1913 an ambitious young businessman named William Morris converted a derelict military college on the outskirts of Oxford into an assembly hall for motor vehicles. He thus opened the first chapter in one of the most extraordinary success stories of the British motor industry, becoming Lord Nuffield and a multi-millionaire in the process. From Morris Motors and Pressed Steel, via the British Motor Corporation and British Leyland to its role as part of BMW and their successful manufacture of the new Mini, car manufacture at Cowley has been a significant player. Though the old factory chimneys have given way to more modern developments, Oxford today would be a very different place without its influence. Most of the photographic material in this book is taken from the comprehensive archive collections of the British Motor Industry Heritage Trust, located at the Heritage Motor Centre, Gaydon. Now in this revised and fully updated edition, new illustrations and text seek to show further how important Morris was to Cowley.

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