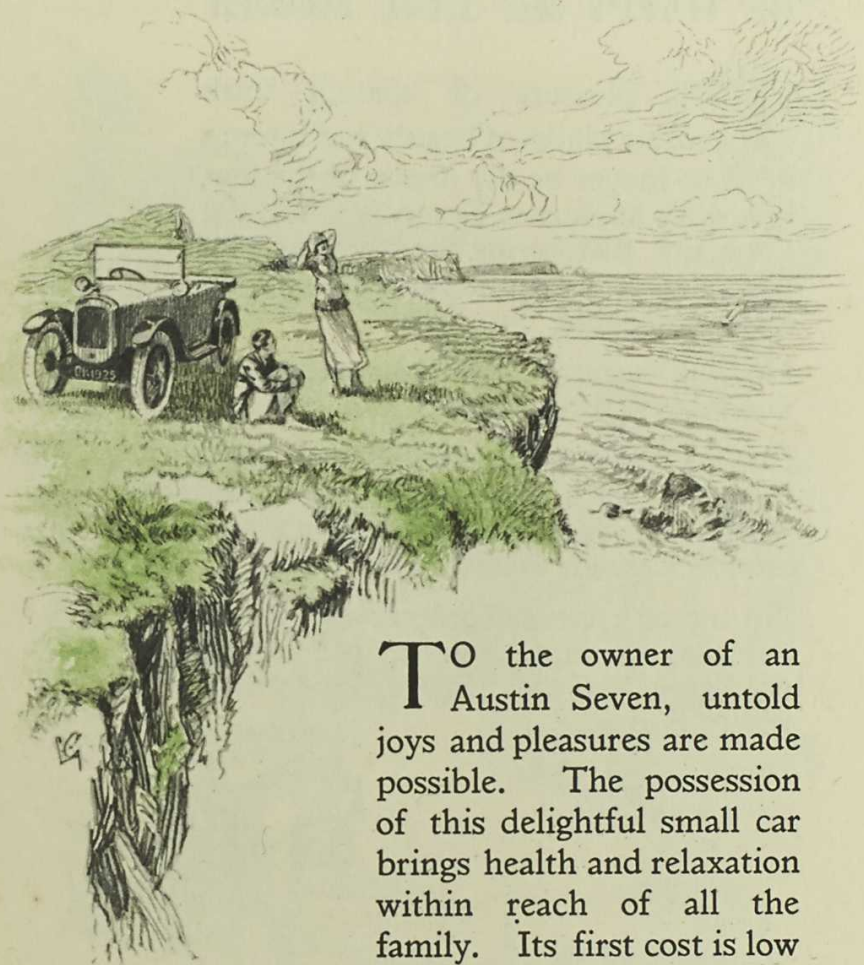




The Austin Seven



TO the owner of an Austin Seven, untold joys and pleasures are made possible. The possession of this delightful small car brings health and relaxation within reach of all the family. Its first cost is low and its upkeep small.

It has already proved its worth and capabilities by rendering excellent service to thousands of satisfied owners in all parts of the world.

"BE HAPPY *and* SAVE MONEY"

THE pleasure of visiting those remote places of beauty and interest need no longer be the dream of the few, but, with an Austin Seven, a reality for the many. Motoring the "Seven" way costs less than tram fares and is far more enjoyable.

Here is a car that enables the young family to travel in safety and comfort.

Should the weather change, it is but a moments work to raise the hood, and with the side screens, complete protection is given to all the occupants.

No motor cycle and sidecar can afford anything like equal comfort and accommodation, yet the "Seven" costs little more to run.



Off the beaten track, such charming places are easily reached at a cost of less than single rail fare.

"BUSINESS and PLEASURE"

THE Austin Seven is *the* small car for everyday use. It carries its owner to business—he can pick up a friend en route. He may also take a couple of the children on his way, and drop them at their school.

When the day is finished in the city, the car will be ready for that delightful run in the cool of the evening.

Easy to garage—its requirements for space are as modest as its price.



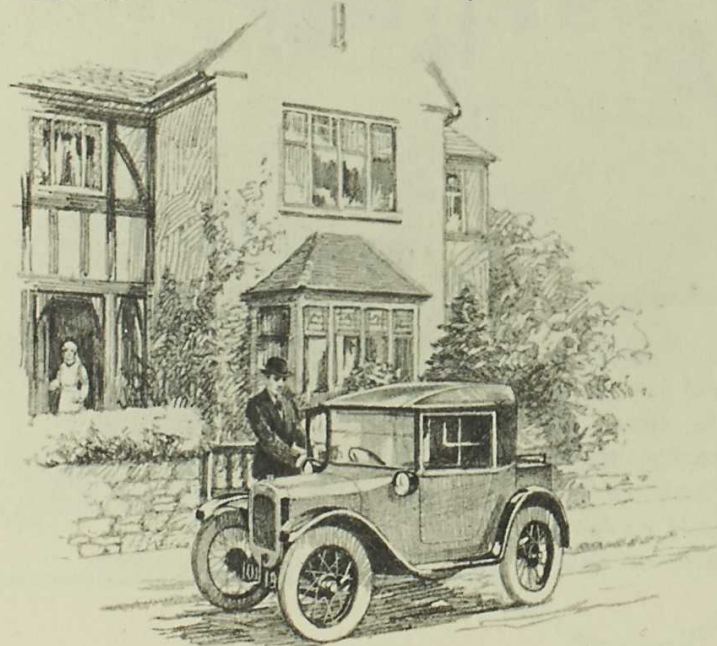
*It gives vigour
and new life to
the owners by
quickly taking
them to the
golf course,
moor or river.*

"FOR HOME *and* ABROAD"

IN these days when economy is the watchword, the Austin Seven model fulfils the requirements of the Doctor, Commercial Traveller, Dentist, Music Teacher, and others whose professions take them out in all weathers.

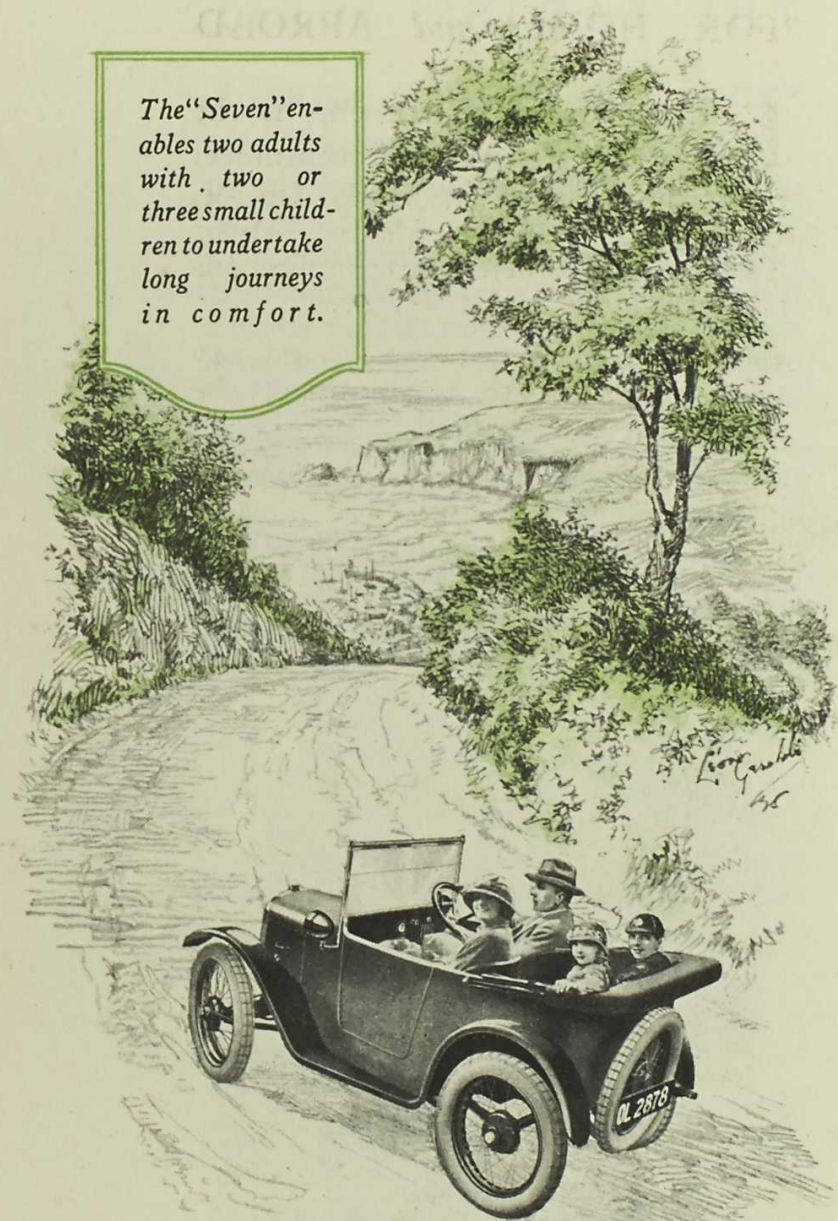
Easy to drive, easy to enter, and easy to maintain—these are some of the advantages of this model.

Fitted with three speeds, it is an excellent hill climber, there being ample power for all occasions. Comfortable riding and excellent road holding qualities are obtained by means of flexible springs, shock absorbers and balloon tyres.



page 'six

The "Seven" enables two adults with two or three small children to undertake long journeys in comfort.



page seven

"THE LADIES' IDEAL"

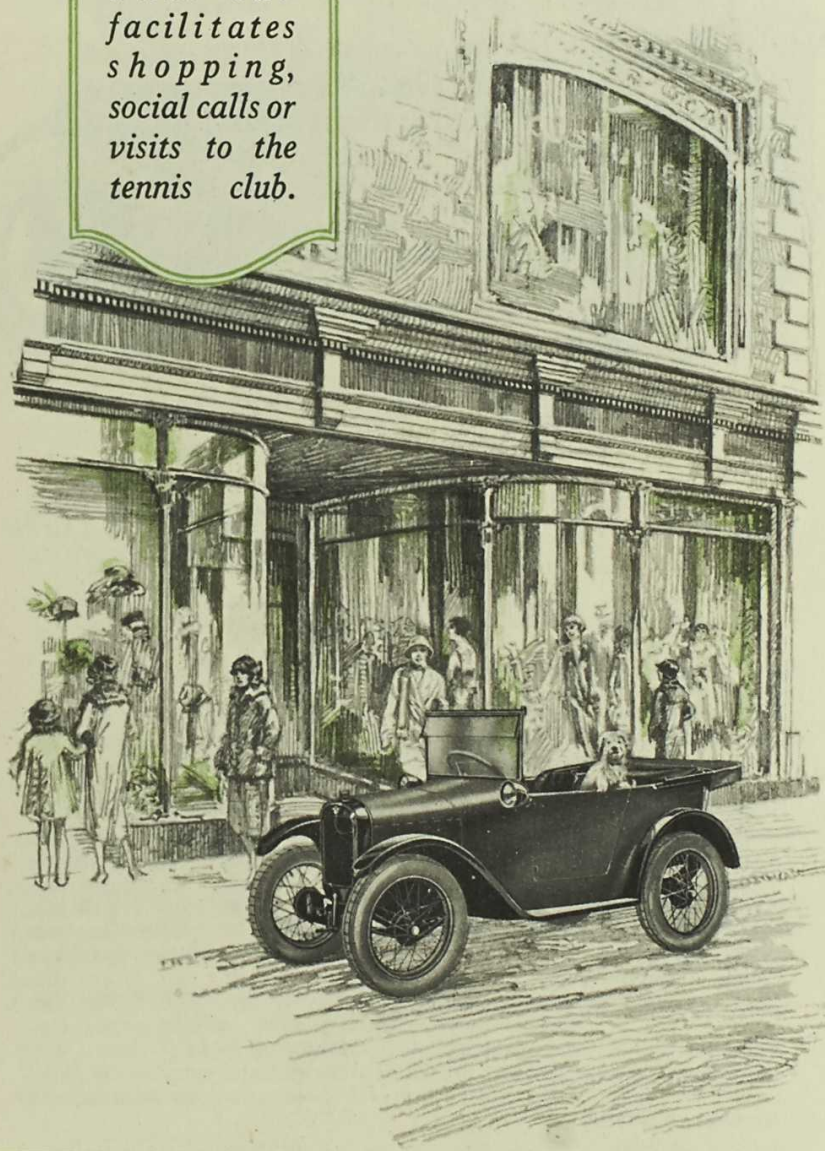
THE great appeal of the Austin Seven to the lady driver is its ease of control. It is simple to start, as an electric starter is fitted. Light steering, easy gear change, rapid acceleration of the engine, together with efficient and smooth acting brakes on all four wheels, enable traffic to be negotiated with confidence.

It conquers weather difficulties; rain makes no difference to the comfort of the Austin owner.

Its uses are endless, displacing the taxi, train or bus. No household is complete without one of these small cars in its garage.

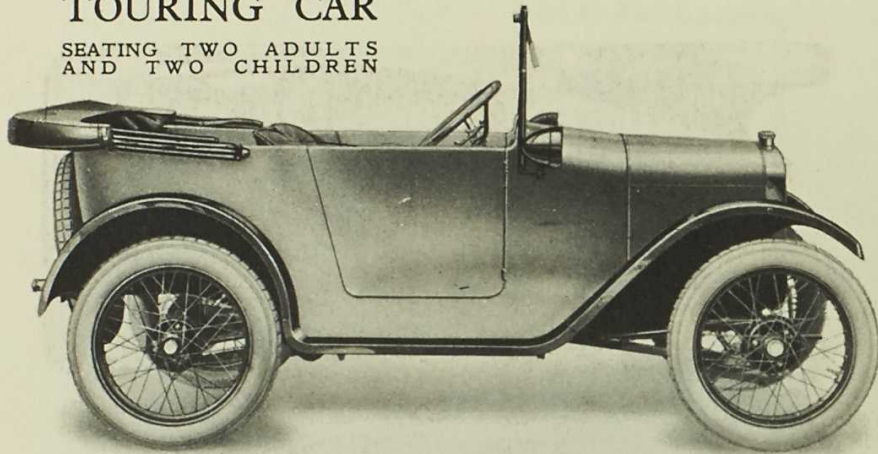


This car facilitates shopping, social calls or visits to the tennis club.



TOURING CAR

SEATING TWO ADULTS
AND TWO CHILDREN



PRICE at Works £149
TRIPLEX GLASS £4 0 0 EXTRA

FEATURES AND SPECIFICATION

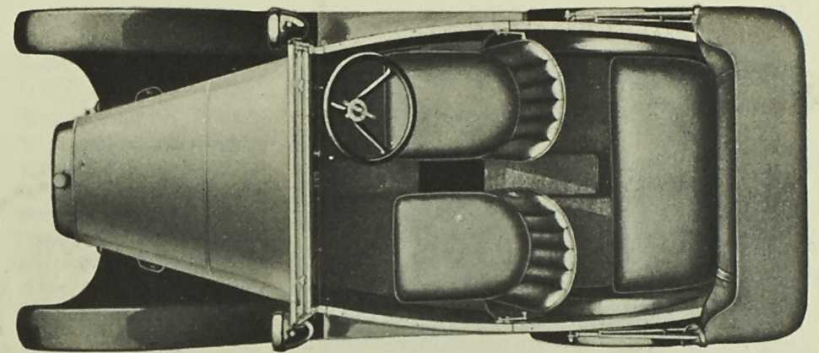
Adjustable bucket seats for driver and passenger.
Double Windscreen
Folding hood and side screens on touring model.
Front Wheel Brakes.
Shock Absorbers, front and rear.
Ample tool accommodation.
Special insurance arranged at £8 10s. per annum.

DIMENSIONS

Full car length	9ft. 2in. (2,796 mm).
Full car width	3ft. 10in. (1,169mm).
Wheel base	6ft. 3in. (1,905 mm).
Track	3ft. 4in. (1,016 mm.).
Road clearance	8½in. (220 mm.).
Weight (approx.)	7½ cwt. (375 kilo.)
Height to top of screen	4ft. 9in. (1,450 mm.).
Height to top of hood when raised	5ft. 4in. (1,625 mm.).

ENGINE.—4-cylinder, water-cooled, detachable head; bore, 2.2in. (56 mm.); stroke, 3in. (76 mm.). Total capacity, 747.5 c.c.; R.A.C. rating, 7.8; b.h.p. 10.5 at 2,400 r.p.m. The crankshaft has roller bearings. Aluminium pistons.

FUEL SUPPLY.—By gravity from 4-gallon tank (18 litres).



PLAN VIEW SHOWING SEATING ACCOMMODATION.

IGNITION.—By magneto.

COOLING.—Radiator and fan.

LUBRICATION.—Engine lubrication is by means of a gear pump. Chassis lubrication is by grease gun.

TRANSMISSION.—Single-plate clutch. The ratios of engine to road wheels are :—1st speed, 16 to 1; 2nd speed, 9 to 1; top, 4.9 to 1; reverse 21 to 1. Gear changes are effected by a lever mounted centrally on the top of the box. Final drive is by helical bevel gear. The rear axle is of the three-quarter floating type, with differential and torque tube.

BRAKES.—The pedal-operated brake acts on the drums of the rear wheels, and the hand lever applies brakes to the front wheels. The adjustment of both sets is extremely accessible and quickly carried out.

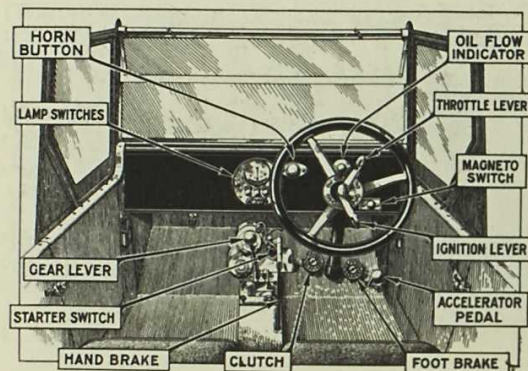
STEERING.—Steering is of the worm and worm wheel type, with provision for taking up wear. Over the steering wheel are the throttle and ignition control levers.

SUSPENSIONS.—Semi-elliptic cross spring in front; those at the rear are quarter elliptic. Shock absorbers, front and rear.

TYRES.—Tyres are 26 x 3½in. (Dunlop Balloon), and the wheels are of special wire type.

EQUIPMENT.—Electric starting and lighting, carburetter air strangler, spare wheel and tyre, electric horn, speedometer, blank number plates.

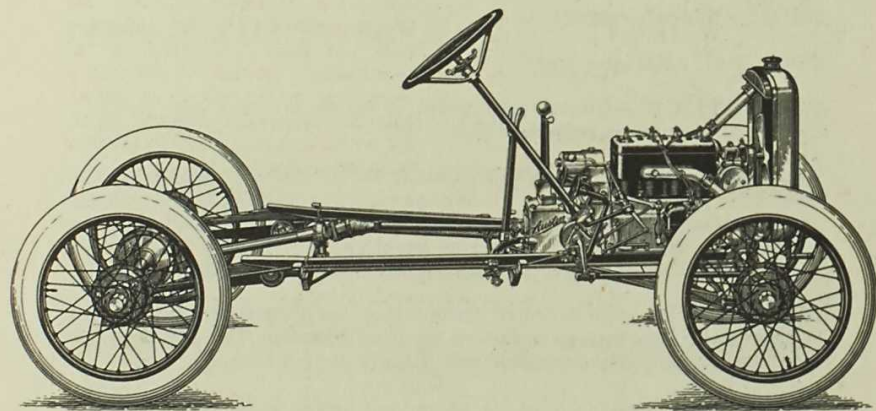
MECHANICAL FEATURES OF THE AUSTIN SEVEN



THE CONTROLS

As in other respects, the "Austin Seven" car resembles more expensive vehicles in that it is provided with engine controls fitted above the steering wheel.

Note that the change speed gear lever works in a gate.



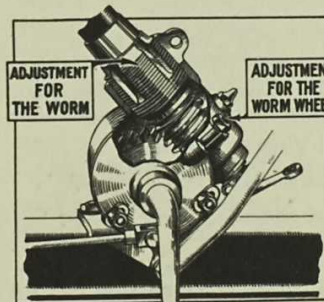
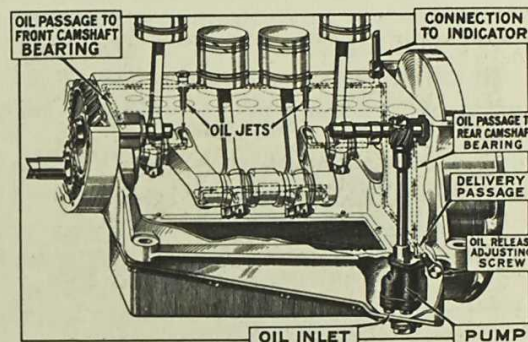
CHASSIS

The "Austin Seven" has a four-cylinder water-cooled engine with pump lubrication, three speeds, shaft and bevel drive, four-wheel brakes, shock absorbers, and electrical starter.

CHASSIS PRICE at Works £115

THE ENGINE OILING SYSTEM

The crankshaft runs on roller bearings. Oil is forced by the pump through the jet into scoops on the big-ends, and is strained before passing through the pump again. An indicator shows that the oil is circulating.



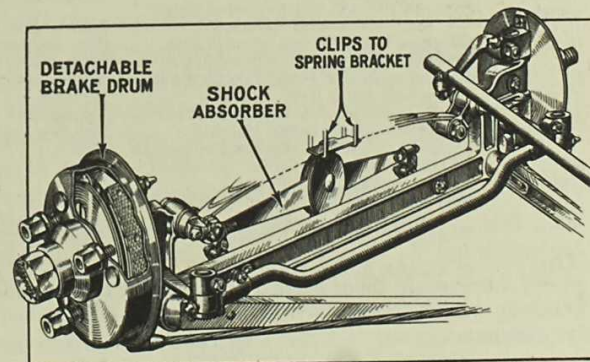
STEERING ADJUSTMENT

Adequate provision is made for the adjustment of the steering gear to take up wear in all directions. Instead of a sector, a complete worm wheel is fitted, and if one sector should wear, the wheel can be turned to present another to the worm.

FRONT AXLE

Fitted with front wheel brakes and shock absorbers.

The road wheels are easily detachable, and the brake drums protected from dirt and wet.



SUCSESSES ON TRACK AND ROAD

The "Austin Seven" has 258 awards to its credit. The following are the total awards won so far this year, 1925:

JANUARY	London to Exeter Reliability Trial	4 gold medals
FEBRUARY	Colmore Cup Reliability Trial	2 silver, 1 bronze and 2 special
	Montserrat Hill Climb	First
MARCH	Victory Cup Reliability Trial	2 silver, 1 bronze
	Dunlop Trophy	2 gold, and one premier award
	Bombay T. T. Races	First
	Essex M.C. Hill Climb	2 firsts, 2 seconds, 1 third
	Economy Car Trial	1 silver award, 1 premier award
	Bristol M.C. & L.C.C. Trial	1 first
	Berkhampstead & District M.C.C. Trial	Winwood cup
APRIL	Catalan Reliability Trial (Spain)	Gold Medal
	North London M.C.C.	1 bronze
	Barcelona Reliability Trial	First
	On April 15th, the following records were established by Capt. A. Waite:	
	Flying Kilo, 26.02 sec.—85.97 m.p.h.	
	Flying Mile, 42.71 sec.—84.29 m.p.h.	
	Barcelona Reliability Trial	1 gold
	Brooklands Easter Meeting	1 second, 1 third
	London—Land's End Reliability Trial	5 gold, 2 silver, 1 bronze
	Scottish Western M.C. Trial	1 st class award
	Southport Speed Trials	Third
	Redditch M.C. & A.C. Reliability Trial	2 gold, Wicliffe cup, Huin cup
	Mulders Drift, Johannesburg, Hill Climb	First second and third
MAY	Edinburgh & District M.C. Trial	1st class award
	Ulster Division M.T.A. Hill Climb	3 firsts and 1 special award
	Austin Seven declared Champion of Castile, Spain, 1,100 c.c. Class	
	Newcastle and District M.C.	1 second, 1 first
	London-Holyhead Reliability Trial	Silver cup, silver medal
	Vesey Cup Trial	1 first
	Glasgow Motor Club	1 first
	Birmingham-Land's End Reliability Trial	Gold goblet, Scottish cup
	London-Edinburgh Reliability Trial	First, second and third
JUNE	Brooklands Whitsun Meeting	First, second and third
	Cuesta de Uргуiola Race, Spain, 750 c.c. class	2 firsts
	Yeovil to Land's End	Kite medal, Silver medal
	Sutton Coldfield and N. Birmingham A.C. Brooklands Meeting	First and second
	Skegness Motor Races, 750 c.c. class	First and second.
	Newcastle Motor Races, 750 c.c. class	First, 4 first and 2 seconds
	Catalunya Circuit Race, Barcelona, Spain	Silver cup
	Irvine Reliability Trial, Glasgow	1st class
	Cheshire Centre A.C.U. Speed Trials	3 seconds
	Brooklands Midsummer Meeting	One first
	Dutch Royal A.C. Concours D'Elegance	First
JULY	Land's End to John O'Groats	Silver
	Worcestershire M.C. Open Speed Trials, Madresfield Court	Fastest time
	West of England M.C. Reliability Trial	Silver cup, Silver medal
AUGUST	Brooklands August Meeting	3 thirds
	Kent and Sussex Speed Trials	2 firsts, 2 seconds
	Penrith Track, Australia	First
SEPTEMBER	Bristol M.C. & L.C.C. Land's End Trial	1 first, 2 special awards
	Southport M.C. 1,100 c.c. Novice	First

W H A T T H E Y S A Y

The following letters prove conclusively that the "Austin Seven" will stand up well to large annual mileages and long continuous journeys, and further that the running costs are quite low, and that repair bills are practically unknown.

470 MILES IN 15½ HOURS

W.G.N.W. writes: "I recently did a run of 470 miles on one of your little 7 h.p. cars, and would like you to know how thoroughly pleased I am with it. The 200 miles from Harrow to Boroughbridge (Yorks.), where we spent the night, were done in 7 hours running while the remaining 270 miles to Cupar, Fife, were done in 8½ hours. This works out at an average of just over 30 m.p.h. which is extraordinarily good when one considers that we had such towns as Darlington, Newcastle, Berwick, Edinburgh, Linlithgow, Falkirk, Larkhall and Stirling to go through.

The second day's run was non-stop except for a short stop for petrol; for, one man to drive 270 miles practically on end, speaks very highly for the comfort and driving position of the car. The petrol consumption during the above run was 46 m.p.g.

Since then, I did another run from York to Cambridge in 4¾ hours. It is a distance of 156 miles, which gives us an average speed of 34 m.p.h., which is an excellent performance for such a small car even on the Great North Road."

10,000 MILES IN FIVE MONTHS

E.T.C.R., Streatham, writes: "I may say that I have now completed 10,000 miles in just under five months on my 'Austin Seven' and throughout the whole period I have averaged 47½ miles per gallon. I am a commercial traveller and my business takes me all over England. Last month I did 749 miles in seven days of Welsh Mountains. I have yet to find the place where the 'Seven' will not 'go'! My tyres on the front are those supplied with the car, and look like being good for 13,000 miles at least. I have owned various cars before, but none have given the complete satisfaction that the little Seven has. I shall be only too pleased to give you my running costs, inclusive for six months, if you would like to receive them."

MANUFACTURERS' WARRANTY

SUBJECT to the conditions hereinafter mentioned the goods manufactured by the Company and specified below shall be accepted by the purchaser subject to the following express warranty, which excludes all warranties, conditions and liabilities whatsoever, whether statutory or otherwise, which might exist against the Company but for this provision, viz. :—In the event of any defect being disclosed in any part or parts of the goods, and if the part or parts alleged to be defective are returned to the Company's works, carriage paid, within twelve months after delivery, the Company undertakes to examine same, and should any fault, due to defective material or workmanship, be found on examination by the Company, it will repair the defective part or supply, free of charge, a new part in place thereof.

The Company's responsibility is limited to the terms of this guarantee, and it shall not be answerable for any contingent or resulting liability, or loss arising through any defects. This guarantee does not relate to defects caused by motor racing, wear and tear, misuse or neglect, or to the defects in any motor, motor vehicle, or goods which have been altered after leaving the Company's works, or which have been let out on hire, or the identification numbers or marks on which have been altered or removed. The Company accepts no responsibility for tyres, speedometers or the electrical equipment or other goods (including coachwork) not of its own manufacture.

The Austin Motor Co., Ltd., issues no warranty of the undermentioned goods except as stated herein, but desires and expects that customers shall make a thorough examination before purchasing. This warranty is limited to the despatch to the purchaser, without charge except for transportation, of the part or parts, whether new or repaired, in exchange for those acknowledged by the Company to be defective, and is dependent upon the strict observance of the following clauses :—

- (a) The purchaser shall at time of purchase personally sign the form supplied by the Company, and register his name, address, date of purchase, number of car and name and address of Seller with the Company, and shall obtain from the Company a signed copy of this warranty and shall produce same to the Company's representative for inspection in case of any claim being made. This warranty shall not be assigned or transferred to anyone unless the Manufacturers' consent in writing has been first obtained.
- (b) The purchaser shall send to the Company's works such part or parts as are alleged or claimed to be defective promptly on the discovery of the claimed defect. Transportation is to be prepaid by the purchaser, and said part or parts to be properly packed for transit and clearly marked for identification with the name and full address of the owner, and with the number of the vehicle from which the said part or parts were taken.
- (c) The purchaser shall post to the Company at its works, on or before despatch of such part or parts alleged to be defective, a full and complete description of the claim and the reasons therefor.
- (d) The judgment of the Austin Motor Co., Ltd., in all cases of claims shall be final and conclusive, and purchaser agrees to accept their decision on all questions as to defects and to the exchange of part or parts. After the expiration of six days from the despatch of notification of the Company's decision the part or parts submitted may be scrapped or returned carriage forward by the Company.

The Austin Motor Co. Ltd
L O N G B R I D G E
B I R M I N G H A M

Telegrams : "SPEEDILY, NORTHFIELD"
Telephone : KING'S NORTON 230

Code : BENTLEY'S



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Publication No. 508a