

The  
Supremacy  
of the  
Austin  
Seven



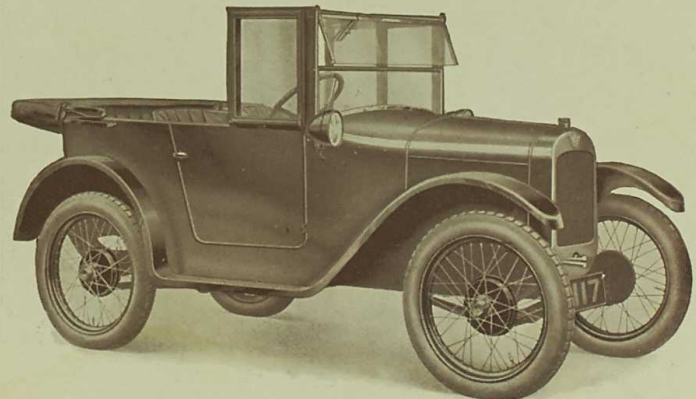
*"The  
Splendid Ultimate  
Triumph"*

is a resounding phrase, but it expresses the wonderful, deserved success of the "Austin Seven."

World wide testimony is convincing evidence that, under any and every condition of road, weather and climate, this little masterpiece of motor design and manufacture, gains victory after victory.

Its performances, which have astonished everyone, prove beyond dispute its absolute reliability, dependability, sturdy construction and excellent design.

These sterling qualities have been demonstrated time and again; for these successes have been won, in the majority of cases, not by specially prepared racing cars driven by experts, but by owner-driven standard cars; consequently the merit of the successes is greatly enhanced.





# Austin Seven Records.

1924

## Brooklands, Class L.

5 miles .. .. .	Flying start at 79.62 m.p.h.
10 miles .. .. .	Flying start at 78.57 m.p.h.
10 laps .. .. .	Standing start at 79.95 m.p.h.
50 miles .. .. .	Standing start at 76.51 m.p.h.
100 miles in 1 hour 19 mins. 18.75 secs. ..	= 75.65 m.p.h.
150 miles in 1 hour 57 mins. 43.91 secs. ..	= 76.44 m.p.h.
200 miles in 2 hours 36 mins. 9.24 secs. ..	= 76.84 m.p.h.
1 hour record : 73 miles, 1,589 yards ..	= 73.9 m.p.h.
2 hours record : 152 miles, 1,679 yards ..	= 76.48 m.p.h.

## Brooklands Whitsun Meeting

With Passenger .. .. . 50 miles at 77.7 m.p.h.

## Montlhery Track, Paris

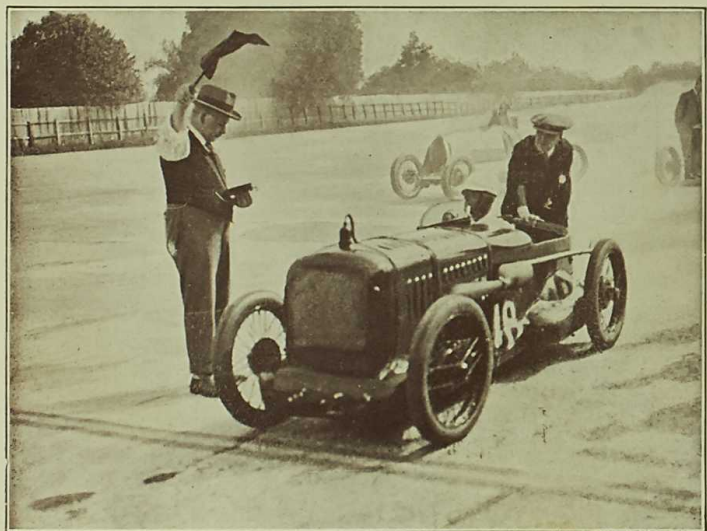
Standing start (21 records) .. .. from 1 hour to 4 hours  
from 50 miles to 300 miles .. .. from 5 km. to 600 km.

Flying start, from 5 miles to 10 miles, at speeds ranging from 72.15 up to a speed of 84.10 m.p.h. for the fastest lap.

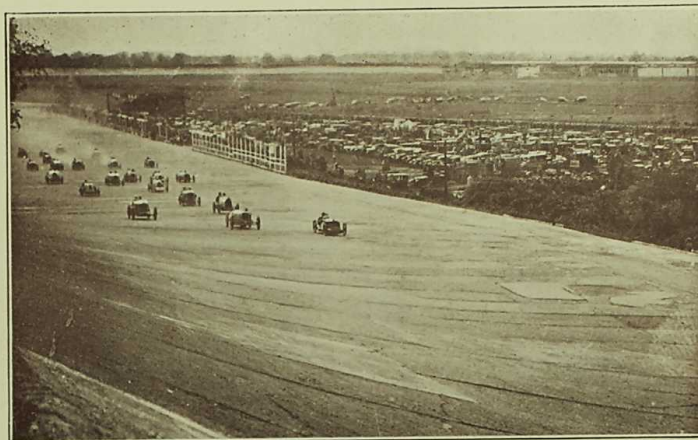
## Brooklands, Class H.

Set up by Capt. A. Waite, April 15th.

Flying km. .. .. .	26.02 secs. = 85.97 m.p.h.
Flying mile .. .. .	42.71 secs. = 84.29 m.p.h.



Captain Waite breaking records at Brooklands.



Junior Car Club 200 mile Race—Brooklands.

## Brooklands, Class H.

Set up by Capt. A. Waite, Aug. 5th.

Kilometre .. .. .	Standing start at 60.26 m.p.h.
1 mile .. .. .	Standing start at 65.73 m.p.h.
5 km. .. .. .	Flying start at 82.13 m.p.h.
5 miles .. .. .	Flying start at 81.33 m.p.h.
10 km. .. .. .	Flying start at 81.04 m.p.h.
10 miles .. .. .	Flying start at 81.14 m.p.h.

1925

## Brooklands, Class H.

Set up by Capt. A. Waite, Oct. 23rd.

1. 50 km., 22 mins. 20.28 secs. =	83.45 m.p.h. and 134 k.p.h.
2. 50 km., 35 mins. 49.38 secs. =	83.74 m.p.h. and 134.763 k.p.h.

1926

## Brooklands, Class H.

Set up by Capt. A. Waite, Aug. 2nd.

Standing starts.	
100 km., 45 mins. 11.76 secs. =	82.49 m.p.h. and 132 k.p.h.
1 hour record .. .. .	83.66 m.p.h. and 134.64 k.p.h.
100 miles, 1 h. 11 m. 45.80 s. =	83.61 m.p.h. and 134.55 k.p.h.

1927

## Brooklands, Class H.

Set up by F. H. Boyd-Carpenter and Capt. C. K. Chase.

3 hours .. .. .	63.50 m.p.h.	102.19 k.p.h.
6 hours .. .. .	62.97 "	101.32 "
12 hours .. .. .	62.53 "	100.63 "
500 km. .. .. .	62.50 "	100.75 "
1,000 km. .. .. .	62.97 "	101.34 "
500 miles .. .. .	62.83 "	101.11 "

## Austin Seven Successes 1923.

### APRIL.

Monza-Milan, Italy, 750 c.c. class .. .. First Prize

## Austin Seven Successes 1924.

### FEBRUARY.

Colmore Cup Trial .. .. . 1 Gold Medal  
4 Silver Medals

### MARCH.

Victory Cup Trial .. .. . 1 Gold Medal  
3 Silver Medals  
1 Bronze Medal;

B.M.C. Economy Car Trial.. .. . 2 Gold Medals  
1 Silver Medal  
1 Bronze Medal

Kop Hill Climb .. .. . 14 Firsts



The first car registered in Sarawak, Malay States.

### APRIL.

Dunlop Cup .. .. . 1 Silver Medal  
1 Bronze Medal

Saffron Walden Hill Climb .. .. . 1 First, 1 Second  
1 Third

Kent and Sussex Light Car Club .. . 1 Bronze Medal

Sangster Cup .. .. . 1 Bronze Medal

Ilkley and District Motor Club Reliability Trial .. .. . 1 Gold Medal

Leinster M.C. & L.C. Club .. .. . 1 Gold Medal

London-Land's End Trial .. .. . 3 Gold Medals  
1 Silver Medal  
3 Bronze Medals

Brooklands Easter Meeting .. .. . 1 Second  
2 Thirds

Chester & District M.C. & L.C. Club .. . 1 Third

### MAY.

Junior Car Club—Brooklands .. .. . 1 First, 1 Second  
1 Third

Angel Bank Hill Climb .. .. . 2 Gold Medals  
2 Silver Medals

Aston Hill Climb .. .. . 1 First, 1 Second

Vesey Cup Trial .. .. . 4 Gold Medals

A.C.U. Trials .. .. . 1 Gold Medal  
1 Silver Medal

Wye Valley Speed Trials .. .. . 2 Firsts

### JUNE.

London to Edinburgh Reliability Trial .. . 4 Gold Medals

Automobile Club of France Hill Climb .. . 2 Firsts

Lycett Trophy Trial .. .. . 2 Gold Medals

Spread Eagle Hill Climb .. .. . 1 First, 1 Second

Blackpool Speed Trials .. .. . 1 First

Dean Hill Climb .. .. . 1 First

Skegness Motor Races .. .. . 2 Firsts

Sarum and District Motor Cycle Club Hill Climb .. .. . 2 Firsts

Cairn O'Mount Hill Climb .. .. . 2 Firsts

Herne Bay Speed Trials .. .. . 1 First, 4 Seconds  
3 Specials

Spread Eagle Hill Climb .. .. . 2 Seconds

Yeovil to Land's End Reliability Trial .. . 1 Gold Medal  
1 Silver Cup





*The Austin Seven at Allor Star Kedah, Malay States*

**JULY.**

Brooklands Meeting .. .. .	1 Second 1 Third
Birmingham to Llangollen and return ..	1 Silver Rose Bowl
Colwyn Bay Speed Trials .. .. .	1 First, 1 Second 1 Third
Land's End to John O'Groats .. .. .	2 Silver Cups
Madresfield Speed Trials held by The Worcester M.C. near Malvern ..	2 Firsts 2 Seconds
Bradford M.C. and L.C.C. Reliability Trial	3 Firsts
British Motor Cycle Racing Club at Brooklands .. .. .	1 Third
The Midland A.C. Shelsley Walsh Hill Climb .. .. .	1 First 1 Second
24 hour Trial, Birmingham to Holyhead and return .. .. .	1 Gold Medal 1 Silver Medal
Porthcawl, South Wales A.C. Meeting ..	1 First 1 Second
Caerphilly Hill Climb, South Wales A.C. ..	1 Second 3 Thirds
Surbiton M.C. Brooklands Meeting ..	3 Seconds
Norfolk M.C. Speed Trials .. .. .	2 Firsts
Yorkshire to London Reliability Trial ..	Club Cup
Yeovil Motor Club and Light Car Club Hill Climb on Batcombe Down .. .. .	1 First
Southport Club Races .. .. .	1 Second
At La Baule, France, by the Automobile Club (West) .. .. .	1 First

**AUGUST.**

Brooklands August Meeting .. .. .	1 Second 1 Third
York and District Motor Club Reliability Trial .. .. .	1 Silver Medal
Wessex Centre A.C.U. .. .. .	3 Firsts 3 Seconds
Scottish Western Motor Club Reliability Trial .. .. .	1 First
Edenfield Speed Trials, near Rochdale ..	1 First

**SEPTEMBER.**

Andover M.C.L.C.C. Hill Climb, Topis Hill .. .. .	2 Firsts
Junior Car Club Reliability Trial .. .. .	1 Silver Medal



*The Austin Seven on a 680 miles non-stop run. Auckland, N.Z.*



*El Autodrome de Terramar, Spain.*

**SEPTEMBER, 1924—contd.**

Brooklands September Meeting .. ..	1 First 2 Seconds 2 Thirds
Honiton M.C. & L.C.C. .. .. .	Lloyd Cup and Secy's Trophy
Junior Car Club, 200 miles Race, (Brook- lands) (750 c.c. class) .. . . .	1 First 1 Second
Midland Automobile Club Reliability Trial	1 Silver Goblet

**OCTOBER.**

Sutton Coldfield & North Birmingham Auto. Club Autumn Reliability Trial ..	1 Gold Medal 1 Silver Medal
Monlhery—Limas Track, France (French Grand Prix) .. . . .	1 First, 1 Second 1 Third, 1 Fourth



# *Austin Seven Successes 1925.*

**JANUARY.**

London to Exeter Reliability Trial ..	1 Gold Medal
---------------------------------------	--------------

**FEBRUARY.**

Colmore Cup Reliability Trial .. ..	2 Silver Medals 1 Bronze Medal 2 Special Medals
Montserrat Hill Climb, Spain .. ..	1 First and 1 Gold Medal

**MARCH.**

Victory Cup Reliability Trial .. ..	2 Silver Medals 1 Bronze Medal
Dunlop Trophy .. . . .	2 Gold Medals 1 Prem. Award
Bombay T.T. Races .. . . .	1 First
Bristol—Torquay Reliability Trial ..	1 First 1 Silver Medal
Economy Trial .. . . .	1 Silver Medal 1 Prem. Award
Bristol M.C. & L.C.C. Trial .. . . .	1 First
Berkhampstead & District M.C.C. ..	Winwood Cup
Essex M.C. Hill Climb .. . . .	2 Firsts
Catalan Reliability Trial, Barcelona ..	1 First 1 Gold Medal

**APRIL.**

North London M.C.C. .. . . .	1 Bronze Medal
London—Land's End Reliability Trial ..	5 Gold Medals 2 Silver Medals 1 Bronze Medal
Scottish Western M.C. Trial .. . . .	1 First
Reliability Trial—Barcelona to Valencia ..	1 First and 1 Gold Medal
Brooklands Easter Meeting .. . . .	1 Second 1 Third
Southport Speed Trials .. . . .	1 Third
Redditch M.C. & A.C. Reliability Trial ..	2 Gold Medals Wicliffe Cup and Huin Cup
Mulders Drift Hill, South Africa .. . .	1 First, 1 Second 1 Third
Saker Rose Bowl .. . . .	1 Second 1 Third

**MAY.**

Edinburgh and District M.C. Trial .. .	1 First
M.T.A. Hill Climb, Ulster Division .. .	2 Firsts
Championship of Castile, Spain .. . .	1 First





*The Austin Seven in India.*

**MAY, 1925—contd.**

Newcastle and District M.C. Speed Trials ..	1 Second 1 Third
London—Holyhead Reliability Trial ..	1 Silver Cup 1 Silver Medal
Vesey Cup Trial .. .. .	1 First
Glasgow Motor Club .. .. .	1 First
Cuesta de Uргуiоla Race, Bilbao, Spain ..	2 Firsts
Birmingham—Land's End Reliability Trial	Scottish Cup and Gold Goblet
London—Edinburgh Reliability Trial ..	5 Gold Medals

**JUNE.**

Brooklands Whitsun Meeting .. .. .	1 First, 1 Second 1 Third
Yeovil to Land's End .. .. .	Kite Medal and 1 Silver Medal
Sutton Coldfield and North Birmingham A.C. Brooklands Meeting .. .. .	1 First, 1 Second 1 Third
Skegness Motor Races .. .. .	1 First 1 Second
Fourth Hill Climb Rabassada, Spain ..	2 Firsts
Newcastle and District Motor Club Speed Trial on East Chevington Sands ..	1 First
Dutch Royal Automobile Club Concours D'Elegance .. .. .	1 First

**JUNE, 1925—contd.**

Herne Bay Speed Trials .. .. .	4 Firsts 2 Seconds
Catalunya Circuit Race, Barcelona, Spain ..	First Prize with Silver Medal
Northampton M.C.C. .. .. .	2 Silver Medals
Irvine Reliability Trial, Glasgow .. .. .	1 First
Cheshire Centre A.C.U. Speed Trials ..	3 Seconds
Brooklands Midsummer Meeting .. .. .	1 First
Bradford — London — Bradford Reliability Trial .. .. .	Club Silver Spoon

**JULY.**

Land's End to John O'Groats .. .. .	Silver Cup
Worcester Motor Club Open Speed Trials, Madresfield Court .. .. .	Fastest times in 750 c.c. 1,000 or 1,100 class
Birmingham to Holyhead .. .. .	1 Silver Medal
West of England Motor Club Reliability Trial .. .. .	1 Silver Cup
Stalybridge and District M.C. .. .. .	1 Special Medal 2 Thirds



*The Austin Seven in the 300 Km. Race through the Bavarian Mountains.*

### AUGUST.

Penrith Speed Contest, Australia .. ..	1 First
Petrol Consumption Test, R.A.C.Q. (Australia) .. .. .	1 First, 1 Second
Brooklands August Meeting .. .. .	1 Third
Brooklands President Gold Plate .. ..	2 Thirds
Kent & Sussex Speed Trials .. .. .	2 Firsts 2 Seconds
Australia R.A.C.V. Hill Climb, Heidelberg, Nr. Melbourne .. .. .	4 Firsts 2 Seconds 1 Third, 1 Fourth

### SEPTEMBER.

Bristol to Land's End and Back, Bristol M.C. & L.C.C. 24 hour Trial .. .. .	Full Moon Silver Cup
Southport M.C. Races .. .. .	1 First
Junior Car Club (Southampton to Exeter Trial) .. .. .	1 Second
Spanish Grand Prix Trial (San Sebastian) ..	1 First, 1 Fourth
Cork & District Club Trial, Ireland .. .	1 First, 1 Second



*The Austin Seven, winner of the 5 miles Stock Model Car Handicap at MAROURBRA Speedway, Sydney, Australia, May 22nd, 1926. Average speed 50 miles per hour.*

### SEPTEMBER, 1925—contd.

Landschaalee—Austria .. .. .	1 First
The Wessex Centre A.C.U. Trial .. .. .	Titherly Cup & Replica
Liverpool to Edinburgh .. .. .	Tied for the St. George Challenge Shield
Salzburgh Automobile Club, Austria .. .	1 First
Steiermark Sports Club .. .. .	1 First
International Competition, Fahrt Durch Schlesien, Germany .. .. .	First and Second with Gold and Silver Medals and Cup
J.C.C. 200 miles Race, Brooklands .. .	1 First, 1 Second 1 Third

### OCTOBER.

Essex Motor Club, Brooklands Meeting .. .	1 First
Belfast Hill Climb .. .. .	2 Firsts
French Cycle Grand Prix .. .. .	1 Second
Castlewellan, Ireland .. .. .	2 First
Brooklands M.C.C. High Speed Trial .. .	1 Gold Medal
Campo-Real Circuit, Madrid, Spain .. .	1 First, 1 Second
Sutton Coldfield Auto. Club Autumn Trial for Shell Cup .. .. .	1 Gold Medal

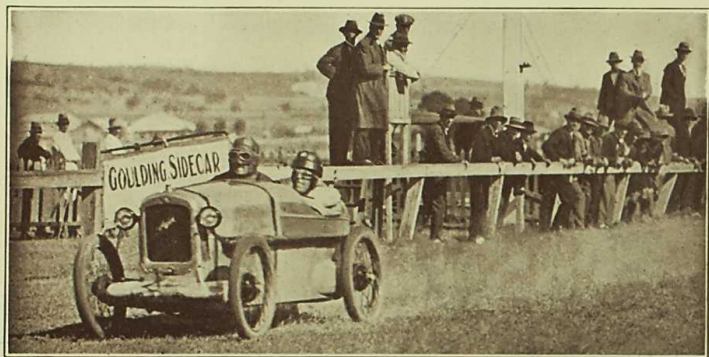
### NOVEMBER.

Inter-Varsity Reliability Trial .. .. .	Best performance of the day. 100 marks
National Autodrome, Barcelona, Spain .. .	2 Firsts
Sutton Coldfield & Birmingham & District Automobile Club .. .. .	Muratti Ariston Trophy
Bradford Motor Club .. .. .	Special Silver Cup

### DECEMBER.

London—Evesham, Ravenscourt & District M.C.C. .. .. .	2 Bronze Medals
--	-----------------





The Austin Seven on the Gawler Race Course, Adelaide.

## Austin Seven Successes 1926.

### JANUARY.

London—Exeter Trial .. .. .	1 Gold, 2 Silver Medals
Royal Motor Cycling Club of Catalunya, Madrid, Spain .. .. .	2 Firsts
Course de Cote des Pendix, Madrid, Spain	2 Firsts 1 Second

### FEBRUARY.

Colmore Cup Trial .. .. .	4 Gold Medals and Team Prize
Marouba Speed Trials, Australia .. .. .	1 First

### MARCH.

Victory Cup Trial .. .. .	2 Silver Medals and Wasdill Tankard
Inter-Varsity Hill Climb .. .. .	1 First, 2 Thirds
West of England M.C. Trials .. .. .	1 Silver Cup 1 Silver Medal
Dunlop Trophy .. .. .	Best Car Performance
Egyptian Royal Automobile Club .. .. .	1 First
3rd Prova en Pujadade Montserrat, Barcelona, Spain .. .. .	1 First

### APRIL.

Brooklands Easter Meeting .. .. .	1 First
Surbiton Brooklands Meeting .. .. .	3 Awards
Junior C.C. Brooklands Meeting .. .. .	2 Firsts 2 Seconds
Targa Floris .. .. .	1 Third

### MAY.

Middlesex County A.C. Brooklands Hill Climb .. .. .	1 Award
A.D.A.C. 2nd 300 Km. Race through Bavarian Mountains .. .. .	1 First
Marouba Speed Trial, Sydney, Australia ..	1 First, 1 Third
Brooklands Whitsun Meeting .. .. .	1 Second

### JUNE.

Christchurch, N.Z., 640 miles in 27½ hours (Test Run).	
French Grand Prix 750 c.c. .. .. .	1 First

### JULY.

Brooklands Summer Meeting .. .. .	2 Seconds
Junior Car Club, Brooklands .. .. .	1 First, 1 Second

### SEPTEMBER.

Shelsley Walsh Hill Climb .. .. .	1 First
Brooklands J.C.C. 200 miles Race, Austin Special .. .. .	1 First 1 Special

### OCTOBER.

International six-hour Race—Madrid, Spain, 1,100 c.c. class .. .. .	1 First, 1 Second
--	-------------------

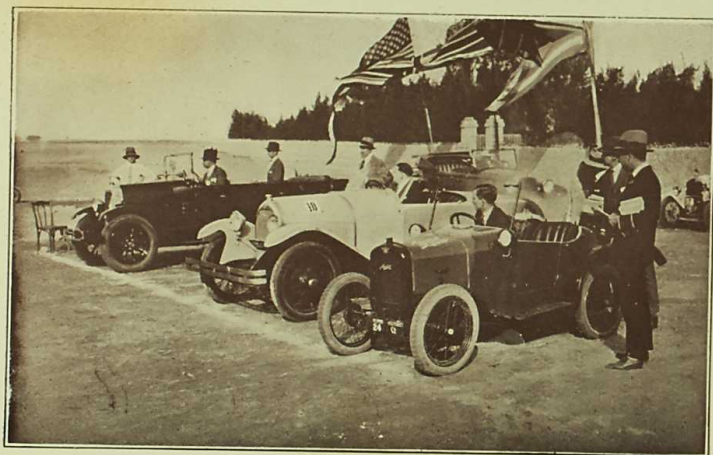
### NOVEMBER

"Melbourne Herald" Light Car Depend- ability Test of 632 miles .. .. .	Gold Medal Dunlop Trophy
---	-----------------------------

DECEMBER.

Portugal—"Rampa da Circumvalacoa"	750 c.c. class .. .. .	1,100 c.c. class .. .. .	First Prize First Prize Automobile Club de Portugal Cup Peugeot Prize Bronze Spidoleine	
Bombay—Half Mile Speed Trials—Flying Start—750 and 1,100 c.c. class ..	750 c.c. Car Championship ..	1,100 c.c. Car Championship ..	Final 2,000 c.c. Car Championship ..	First and Club Records Broken .. First Third Mehta Cup First
Standing Start—750 c.c. class ..	750 c.c. Car Handicap ..	1,100 c.c. Car Handicap ..	Record (40 sec.) First and Second First and Second	

SINCE April, 1926, many other successes have been gained in important contests, but these are not now officially recognised.



The Austin Seven in the Egyptian Royal Automobile Car Race.

# Austin Seven Successes 1927.

JANUARY.

R.A.C. of W. Australia, Hill Climb, Lesmurdie Hill Class A, 15 h.p. ..	Fastest Time
---	--------------

FEBRUARY.

Madrid—1,200 k.m. 750 c.c. (Racing) ..	750 c.c. (Sports) ..	First and Record First and Record
Bavarian Alps Winter Race .. .. .	680 miles non-stop in 24 hours, Auckland to north extremity of New Zealand and back .. .. .	Second Prize No Punctures No Faults

MARCH.

Cuesta Perdita, Madrid, 97 k.p.h. ..	63 k.p.h. ..	Sport Record Touring Record
Otago M.C. 7 h.p. (5 laps), 59 m.p.h. ..	Otago M.C. .. .. .	First and Trophy 1 First
Marouba Speed Way, Sydney .. .. .		2 Firsts 1 Second

APRIL.

El Autodromo de Terramar, Spain, Class 750 c.c. .. .. .	Classification general .. .. .	Classification de los 750 c.c. .. .. .	First and Second Second First
Surbiton Junior Short Handicap (2 laps), Brooklands .. .. .	Surbiton Junior Long Handicap, Brooklands 1,100 c.c. Short Handicap, Brooklands ..	Junior Grand Prix (cars up to 1,500 c.c.), 17½ miles, Brooklands .. .. .	First First First 3 Firsts
Swiss Automobile Club Touring Class ..	Otago Motor Club Hill Climb, N.Z., cars up to 2,000 c.c. .. .. .	Coupe de Printemps (Spain) .. .. .	First 1 First and Second First
R.A.C. of Victoria, Petrol consumption test, 53.72 m.p.g. .. .. .	Otago M.C. .. .. .		Best 2 Firsts 1 Second

MAY.

The Victorian Light Car Club L.C.C., Whealers Hill, Melbourne .. .. .	Melbourne L.C.C. .. .. .	Marouba Speed Way, Sydney .. .. .	Selangor Automobile Club Hill Climb ..	6 Firsts 6 Firsts 3 Seconds 1 First 9 First and Seconds, 4 Thirds
--	--------------------------	-----------------------------------	--	--

JUNE.

Junior Car Club High Speed Trials, Brooklands .. .. .	3 Gold Medals
--	---------------

SEPTEMBER.

Brooklands B.A.R.C. Meeting .. .. .	Brooklands 150 mile Petrol Consumption Race .. .. .	1 First, 1 Second First
-------------------------------------	--	----------------------------



## What the "Press" thinks.

### VALUE.

"*Golfing*," October, 1926.

"It came, was seen, has conquered and will go on conquering just as long as a majority of buyers inside the £200 class demand outstanding serviceability, sterling utility."

### RELIABILITY.

"*Country Life*," June 5th, 1926.

"Its quality throughout means that it will stand treatment that would put most ordinary cars very soon out of the running, while its performance is a thing that no poorly made vehicle could ever aspire to equal."

S.C.H.D. in "*The Autocar*," April 2nd, 1926.

"It is a marvellous little car, and an unbelievably inexpensive means for two people to travel in comfort. The sort of machine which never seems to need attention, save for petrol and oil."

### ENGINE.

Mr. John Prioleau, in

"*Review of Reviews*," July, 1926.

"In these criticisms of cars, I am not often tempted to indulge in superlatives, but I think it is only fair to say that I regard the Seven Austin engine as one of the very best I have ever driven, irrespective of size and power."

"*Sydney Daily Telegraph*," 1926.

"It climbed the Dorrigo Mountains—seven miles pull—without showing the least sign of boiling despite the heavy condition of the road. The performance of the car was a revelation to all, on account of the lightness and flexibility in negotiating difficult places with the minimum of trouble."

## about the Seven.

"*Birmingham Post*," Jan. 1st, 1926.

"On a long run to the coast and back, in appalling weather conditions, it was found possible to average over 28 m.p.h. with ease, with a petrol consumption of 40 m.p.g."

"*Light Car*," Nov. 27th, 1925.

"30 m.p.h. is easily obtainable in second speed. Acceleration is particularly good. The most impressive feature is the exceptional ease with which the tiny engine does its work."

A. Percy Bradley, "*The Star*," Nov. 16th, 1925.

"In twelve months it has covered 12,000 miles—on country roads around 40 m.p.h. I have not had an involuntary stop. Maximum speed is 55, on second gear 40. I know no other touring car with three speed gear box, under 1,500 c.c., that can equal this performance on second gear."

Rhoda Lee, in "*Daily Sketch*,"

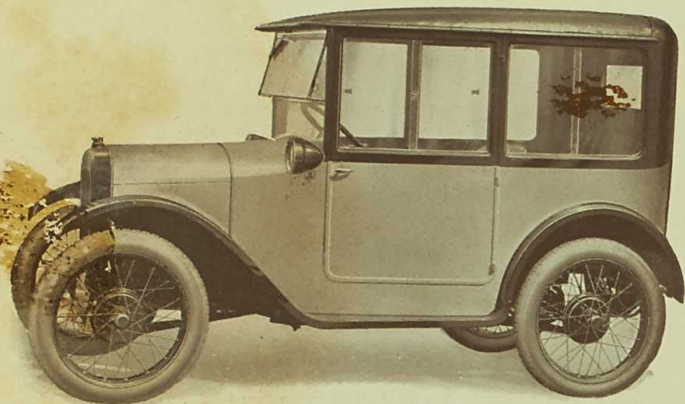
June 19th, 1926.

"The engine responded to the lightest touch of the accelerator. The steering was light and wonderfully controllable, even at the highest speeds, the clutch was child's play, and the gear a positive delight."

### COMFORT.

"*The Lancet*," Feb. 13th, 1926.

"The baby Austin is extremely fast and lively and is conspicuous for its leg room; its boot will hold a great deal of luggage."



SEVEN SALOON.

For full particulars and specification write for Catalogue 611.

**THE AUSTIN MOTOR CO. LTD.**  
**LONGBRIDGE, Nr. BIRMINGHAM**

Telegrams - - - - - "Speedily, Northfield."  
Telephones - - - - - Central 4140. King's Norton 541.  
Code - - - - - Bentley's.

LONDON.

**479—483, Oxford Street, W.1**  
(Near Marble Arch)

Telegrams - - - - - "Austinette, London."  
Telephone - - - - - Mayfair 6230.



