



Step in—

EXPORT



and realise





Why the **AUSTIN SEVEN** *Excels*

IS BECAUSE OF ITS ALL-ROUND SUPERIORITY

It is superior in conception and design, superior in construction, superior in material and superior in workmanship.

It was the first small car scientifically planned. It has been developed and improved in accordance with the world wide requirements of its owner-drivers, and still commands the pre-eminent position in its class.

Its design is covered by many patents. It is the only car in which is embodied all the advantages of these protected features.

In its construction, modern appliances and machines, which give only the best results are employed; the materials used are of the highest quality and selected because of their particular suitability.

Austin workmanship is of the best British standard—and that is unsurpassed.

EVERY point needing attention is easily accessible, with the result that servicing is regularly and readily performed and the car is thus kept in first-class running condition.

The electric units are situated so that they are well above the danger line when driving through storm water. The oil filler for the engine sump is conveniently placed and permits "oiling without spilling," and the greasing points on the steering box and connections present no difficulty of access.

A capacious radiator and ample water spaces in the cylinder block, aided by the fan provide such efficient water cooling, that in hot climates and high altitudes the engine is not overheated.

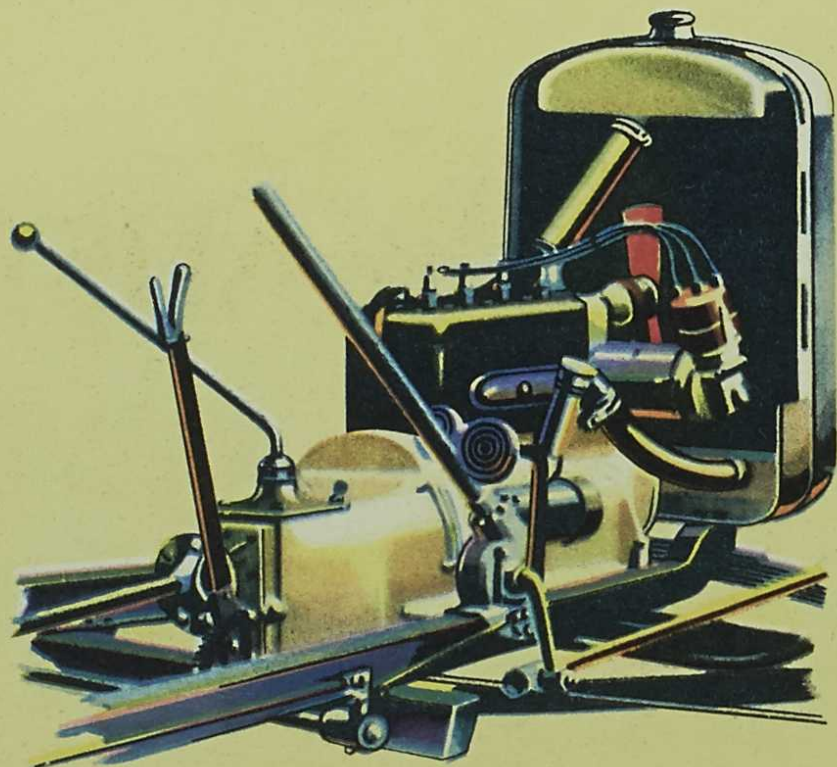
The long change speed lever is near the driver's hand so that there is no reaching forward, fumbling, or movement of positions when changing up or down.

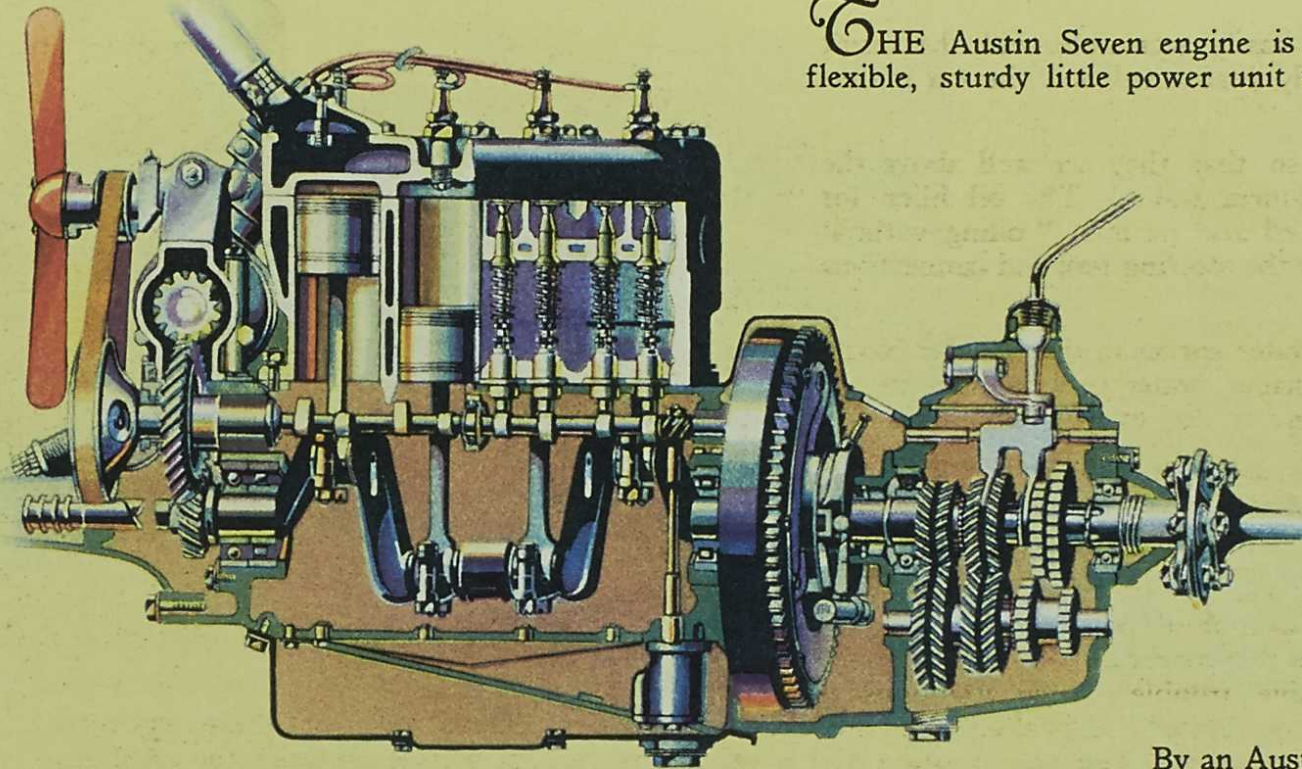
All internal combustion engines require to be decarbonized at certain intervals, to give the best output of power. The Austin Seven engine is very "get-at-able" so that owner drivers can undertake this operation with the least possible trouble. Such attentions as valve adjustment, etc., are easily performed, and altogether the "Seven" is so constructed that there is every facility for rendering these necessary services. The new position of the self starter on the offside alongside the crankcase makes access to the engine easier and being removed from inside the car, leaves more space for the driver's feet. The starter switch control has been removed from the floor of the car and is now placed on the steering column bracket.

A new and improved carburetter of the horizontal V type assists in the smooth running of the engine, and the combined inlet and exhaust manifold provides the necessary heat to assist carburation.

The petrol tank which will contain 5 gallons is carried at the rear and fuel is supplied to the carburetter by means of a petrol pump

Sparkling plug cables are fitted with coloured sleeves at the point of their connection with their terminals, which facilitates their correct replacement.





THE Austin Seven engine is renowned for its endurance. The flexible, sturdy little power unit will give continuous service and will retain its excellence after years of hard work, maintaining its speed and pulling power, and showing a high mileage per gallon of fuel and a small consumption of oil. The Austin Seven is a "clean" engine—decarbonizing is not a too frequent necessity—because the fuel is economically used and the lubrication efficiently applied.

The crankshaft is of robust proportions. It runs on roller bearings and is both statically and dynamically balanced.

All other swiftly moving parts, such as pistons, connecting rods, etc., are balanced to the finest limits, and thus vibration is reduced to a minimum.

By an Austin patent process the full and constant lubrication of the crankshaft, connecting rods, bearings, camshaft, etc. is amply provided, and their efficiency and long life assured.

The new gearbox, having four forward speeds, and reverse, is now provided with a twin top gear. The advantage of the additional speed gear is particularly noticeable in traffic and on hills. Gear changing is easier still.

The smooth action of the clutch no doubt contributes to the easy control which has made the little car such a favourite with those who become motorists for the first time. It requires no "brute strength," but is merely a light, simple movement. Of the four speeds, the top will give 45 to 50 miles an hour, and with bottom gear engaged, any hill that a motor car should climb, can be tackled with confidence.

THE triangular chassis frame of the Austin Seven provides three point suspension for both engine and coachwork. It thus resists twisting and other strains.

Each member is formed of channel section pressed steel, which gives the greatest strength combined with lightness.

The front axle is a stamping of high grade steel of I section and by a patented design is kept in correct relation to the chassis by two torque members, the rear ends of which are joined together on to a ball pin which is securely fastened to the frame cross member.

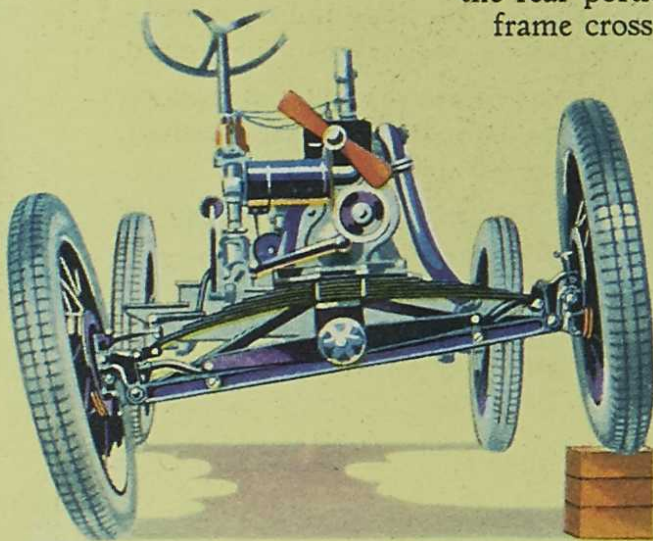
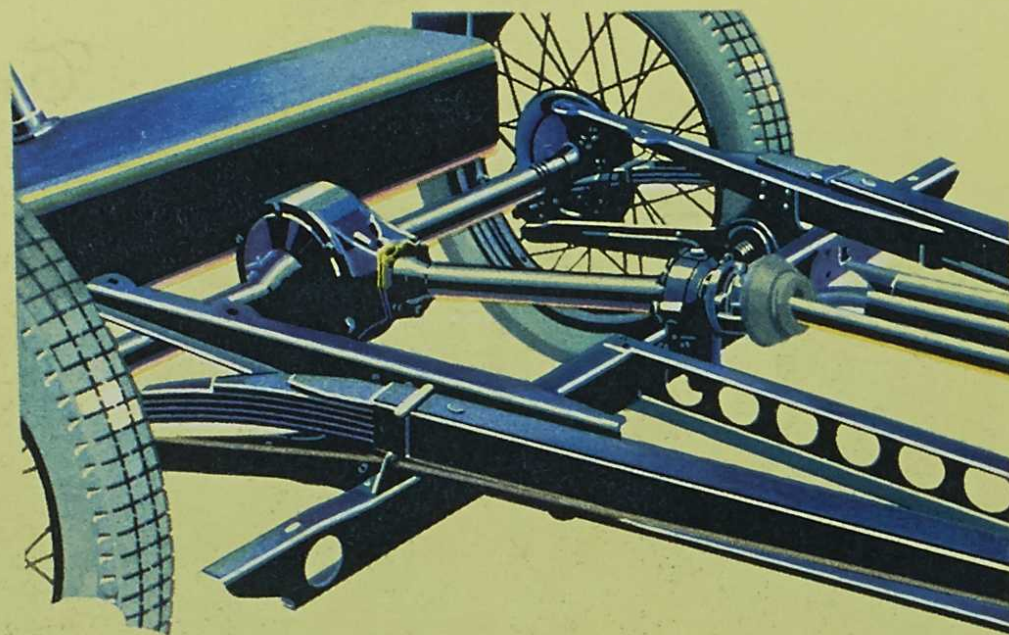
Elimination of useless weight and the provision of maximum strength is a prime consideration in the design of any motor car, and in this respect the rear axle of the Austin Seven is a good example. Thus the burden of "unsprung weight" is reduced and tyre wear saved.

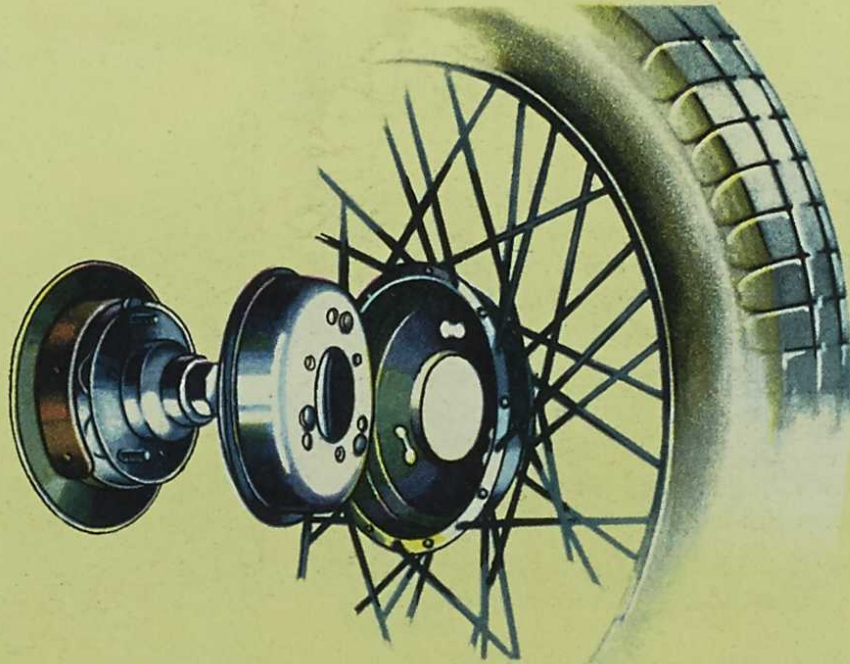
The propeller shaft is in two parts, the rear portion being enclosed in a torque tube, the front end of which is universally mounted on the frame cross member. Both of these arrangements are covered by Austin patents, and they have been found to be the most suitable type of transmission for light cars.

The final drive is by spiral bevel gear carried on ball bearings.

The front transverse spring carries the chassis frame above its central point (which is a patented design). This arrangement provides excellent flexibility and counteracts the ill effects of rough road surfaces.

The rear quarter elliptic springs extend from the chassis side members in the same straight line (Austin Patent). As they are connected to the rear axle very close to the road wheels, there is no undue leverage, and they carry the load in the most efficient manner. Long shock absorbers greatly assist the rear springs to give the best riding comfort, and the ends of the shock absorbers are fitted with rubber bushes to prevent rattle.





THE brakes of the Austin Seven act directly on all four wheels, and are operated either by hand or foot. They have been enlarged, are powerful but smooth in action, and thoroughly able to control the car. The adjustment of either hand or foot control is a very simple matter, which assists the owner in keeping this important part of the car's performance in first-class condition and effectiveness.

To remove a brake drum after taking off the wheel it is only necessary to withdraw three screws with a screwdriver and the drum can be lifted off.

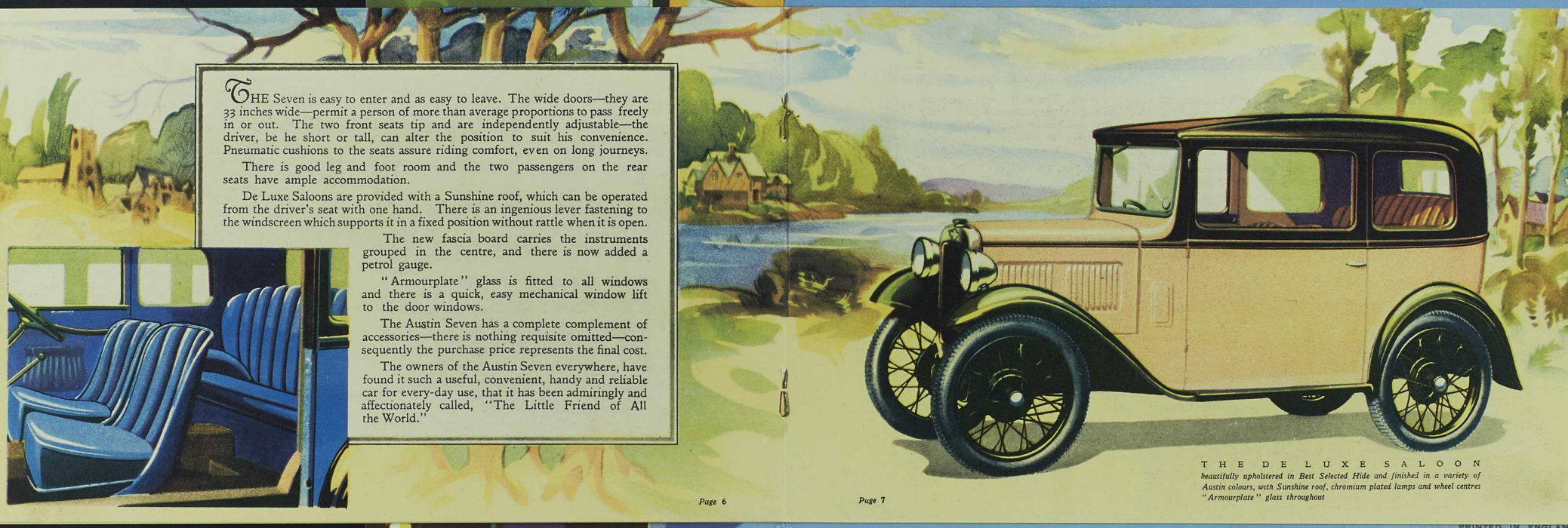
Austin wheels are easily removed, three special cone wheel nuts are loosened by means of the brace, and the wheel after being slightly turned is lifted off with practically no effort. Replacing is just as easy, and the whole

operation including jacking up should not exceed two or three minutes.

When the wheel is slipped on over the loosened cone nuts it is turned slightly. This allows the pegs on the brake drum to fit into the holes on the wheel drum. The tightening of the cone ended wheel nuts then makes a lock which is firm, secure and unaffected by shaking.

The steering worm and worm wheel is the same design as is used in larger cars and conforms to the most modern practice. There is provision for taking up wear and for making tracking adjustment. A notable feature of the Austin Seven steering is the sturdy proportions of the various members. They provide a wide margin of security and typify the slogan, "Safety First." The lubrication of all these parts is a simple task.





THE Seven is easy to enter and as easy to leave. The wide doors—they are 33 inches wide—permit a person of more than average proportions to pass freely in or out. The two front seats tip and are independently adjustable—the driver, be he short or tall, can alter the position to suit his convenience. Pneumatic cushions to the seats assure riding comfort, even on long journeys.

There is good leg and foot room and the two passengers on the rear seats have ample accommodation.

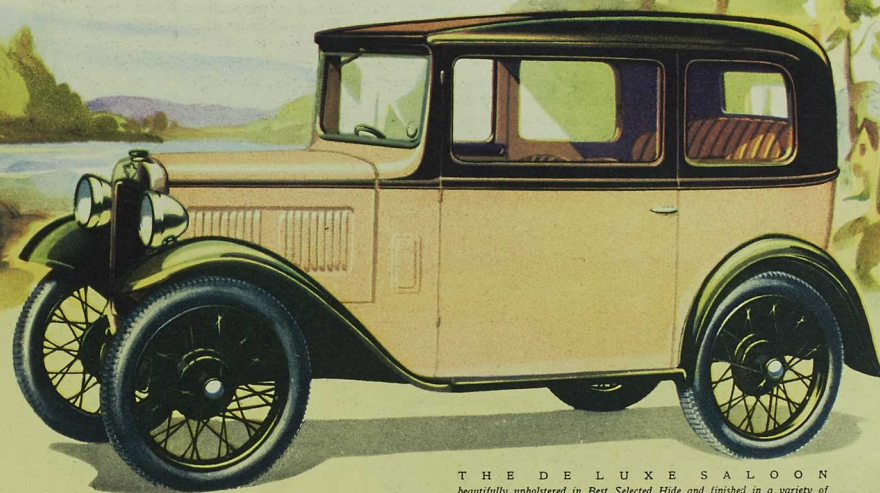
De Luxe Saloons are provided with a Sunshine roof, which can be operated from the driver's seat with one hand. There is an ingenious lever fastening to the windscreen which supports it in a fixed position without rattle when it is open.

The new fascia board carries the instruments grouped in the centre, and there is now added a petrol gauge.

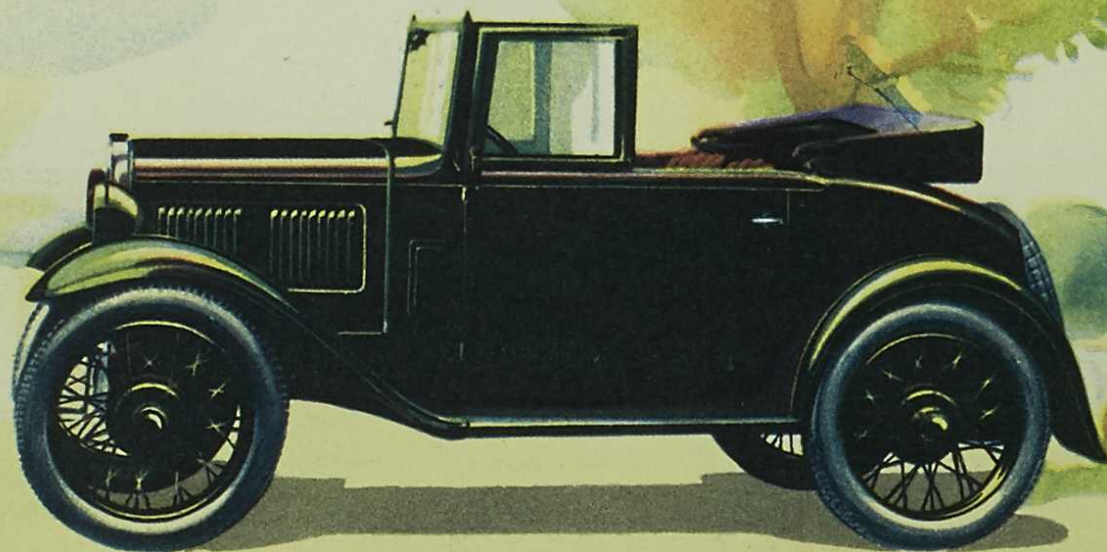
"Armourplate" glass is fitted to all windows and there is a quick, easy mechanical window lift to the door windows.

The Austin Seven has a complete complement of accessories—there is nothing requisite omitted—consequently the purchase price represents the final cost.

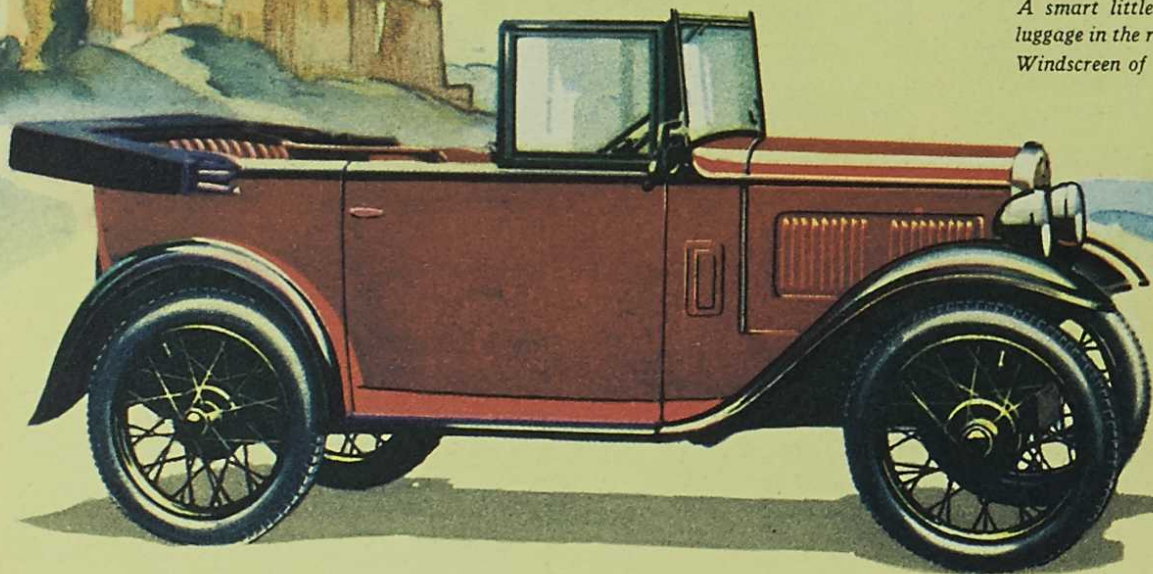
The owners of the Austin Seven everywhere, have found it such a useful, convenient, handy and reliable car for every-day use, that it has been admiringly and affectionately called, "The Little Friend of All the World."



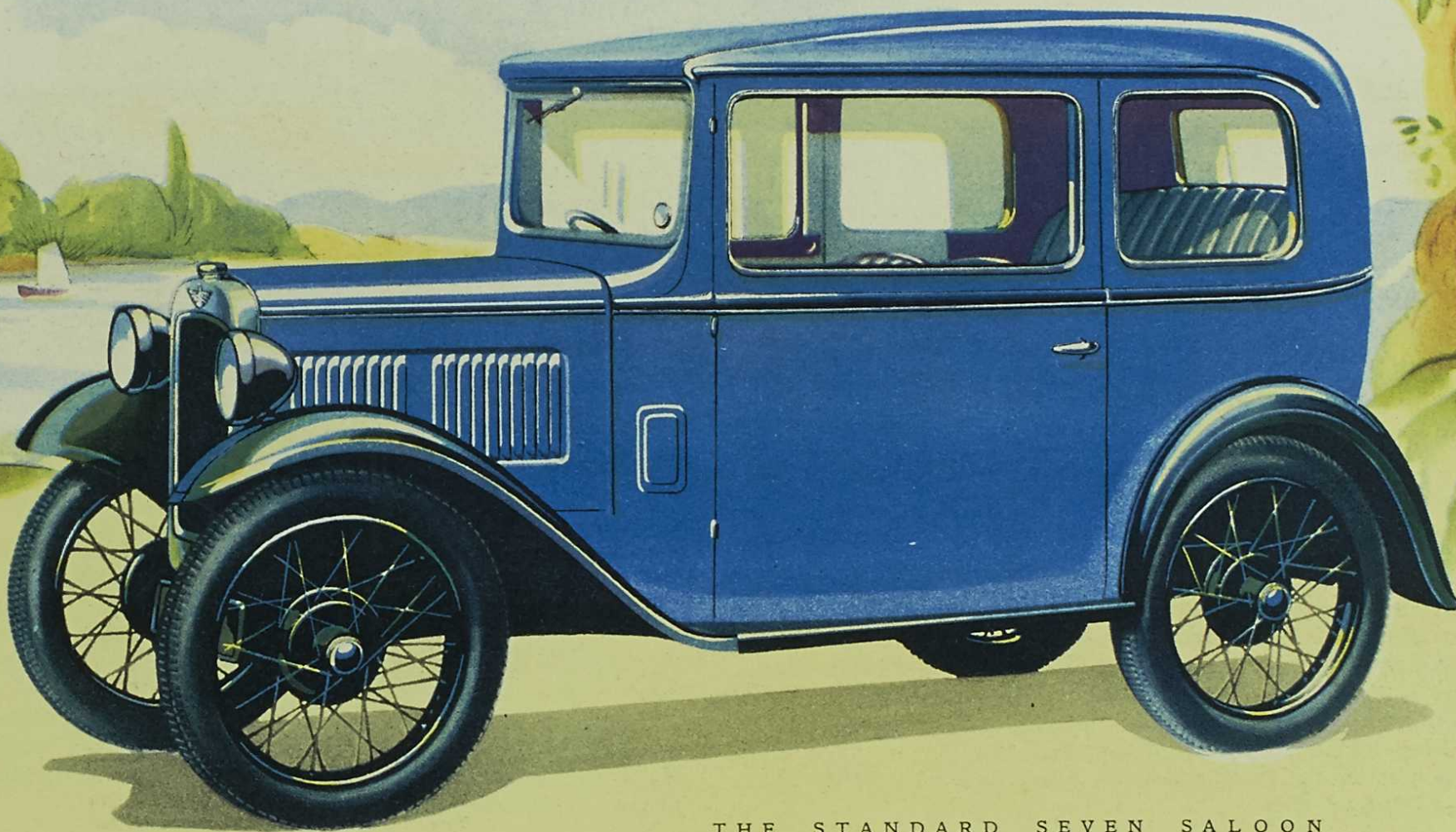
THE DE LUXE SALOON
beautifully upholstered in Best Selected Hide and finished in a variety of
Austin colours, with Sunshine roof, chromium plated lamps and wheel centres
"Armourplate" glass throughout



T H E S E V E N T W O S E A T E R
*A smart little car with comfortable seating and ample accommodation for luggage in the rear compartment. The hood and side curtains are weatherproof
Windscreen of "Armourplate" glass*



T H E S E V E N T O U R E R
*Seats four persons comfortably. It is a universal favourite and in its present form is certain to increase in popular use. Open, it is an ideal little pleasure car, and closed it defies the worst weather.
"Armourplate" glass windscreen*



THE STANDARD SEVEN SALOON
with a fixed roof has all the latest chassis improvements. The upholstery is in
hard wearing wool rep or leather cloth. There is a choice of Austin colours and
the equipment includes, "Armourplate" glass throughout

SPECIFICATION



GENERAL DIMENSIONS. Wheelbase, 6ft. 9in. (2,059 m.m.). Track, 3ft. 4in. (1,016 m.m.). Road Clearance, 8 $\frac{3}{4}$ in. (222 m.m.). Turning Circle, 33ft. (10,058 m.m.)

ENGINE. 4 cylinder, water cooled, detachable head, bore 2.2in. (56 m.m.), stroke 3in. (76 m.m.) Total capacity 747.5 c.c.; R.A.C. rating 7.8; b.h.p. 10.5 at 2,400 r.p.m. Crankshaft carried on roller bearings. The pistons are of aluminium alloy.

FUEL SUPPLY. By petrol pump from 5 gallon tank (22 litres) carried at rear of car. Petrol gauge on fascia board.

IGNITION. By coil and battery.

STARTER. Electrical.

COOLING. Thermo Syphon and fan.

TRANSMISSION. The power is transmitted by means of a single dry plate clutch. The "twin top" gearbox has four speeds forward, and reverse. The ratios of engine to road wheels are: 1st speed, 23.3 to 1; 2nd, 14.4; 3rd, 9.05 and top, 5.25 to 1. Gear changes are easily effected by a lever mounted centrally and convenient to the driver's hand. Final drive is by spiral bevel gear. The rear axle is of the three-quarter floating type with differential and torque tube.

LUBRICATION. Engine lubrication by vane pump. Chassis lubrication by grease gun.

BRAKES. Larger and more powerful direct coupled brakes on all four wheels operated either by hand lever or foot pedal.

STEERING. The light and responsive steering is of the worm and worm wheel type, with provision for taking up wear. Diameter of steering wheel 15 inches.

SUSPENSION. Semi-elliptic cross front spring, quarter elliptic rear springs, shock absorbers front and rear; wire wheels with Dunlop Tyres. On the De Luxe model the wheel centres are chromium plated.

EQUIPMENT. Finished in choice of Austin colours. Upholstery of De Luxe model in best selected hide. Standard Saloon in wool repp or leather cloth. Touring or Two Seater model in leather cloth. 6-volt electric lighting and starting, dipping beam device for headlights, hand starter switch, carburetter air strangler, dial oil pressure gauge, petrol gauge, electric horn, driving mirror, speedometer, windscreen wiper, licence holder, shock absorbers, spare wheel and tyre. All fittings chromium plated. "Armourplate" glass throughout.

MANUFACTURERS' WARRANTY

THE goods manufactured by the Company shall be accepted by the purchaser subject to the conditions hereinafter mentioned and 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, carriage paid, to the Company's works, which in any case must be within twelve calendar months of the first delivery of the goods by the Company, 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 defect. 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, electrical equipment or other goods (including coachwork) not of its own manufacture. The Austin Motor Co., Ltd., issues no warranty of the goods except as stated herein, but desires and expects that customers shall make a thorough examination before purchasing. This warranty is limited to the delivery to the purchaser free at the Company's works of the part or parts, whether new or repaired in exchange for those acknowledged by the Company to be defective.

The purchaser shall, if required at the 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, if required, 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 Company's consent in writing has first been obtained.

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. Transport-

ation 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 purchaser, and with the number of the vehicle from which the said part or parts were taken.

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.

The judgment of the Austin Motor Co., Ltd., in all cases of claims shall be final and conclusive, and the purchaser agrees to accept its decision on all questions as to defects and to 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.

TERMS OF BUSINESS

TERMS OF BUSINESS. The Company reserves the right to vary the list prices at any time for any reason whatsoever. Should the price be increased prior to delivery, the client has the option of cancelling the order within seven days after being notified of such increase, and of calling for the return of his deposit, which shall be accepted in satisfaction of all claims.

DELIVERY. At the Company's Works, Longbridge, Birmingham. The Company will not be responsible for any delays in connection with the manufacture or delivery of any products listed herein, if such delays are caused by scarcity of labour or material, strikes, lockouts or any cause over which the Company has no control.

ALTERATIONS IN DESIGNS AND EQUIPMENT. The Company reserves the right on the sale of any car to make, before delivery, without notice, any alteration to, or departure from, the specification, designs or equipment detailed in this catalogue. Cars for export have "Armourplate" glass.

DEPOSIT. A deposit of £25 to accompany the order for each car or chassis, and the balance of the purchase money becomes payable on delivery of goods.

The AUSTIN MOTOR CO. LTD
LONGBRIDGE BIRMINGHAM

Telegrams: "Speedily, Northfield" Code: Bentley's Telephones: Central 4140 and Priory 2101/2116

479-483 OXFORD STREET, LONDON, W.1

Telegrams: "Austinette, London" (Near MARBLE ARCH) Telephone: Mayfair 7620-7639

and at HOLLAND PARK HALL, W.11

SOME EXTRAORDINARY ACHIEVEMENTS

The Austin Seven was devised as a miniature motor car to efficiently perform the usual work allotted to a car, but it was so efficient that it soon became a visitor to and a victor on the racing tracks.

Reliability trials, consumption trials and speed trials were entered and won by the score—there are literally thousands of prizes standing to the credit of the Austin Seven, and there is no greater favourite than the “baby” car.

Not only has the Seven distinguished itself in contests, but it has put up such solo achievements as have been equalled by no other car. It has ascended Table Mountain and got down again safely. It went to the Antarctic with the Wilkins and Byrd expeditions and did yeomen service. It was the first car to enter the forbidden land—Tibet—it was chosen for the Llama's personal use. It was driven round the world by a woman single handed. It has ascended and descended Ben Nevis in one day. It was driven single handed from England to Cairo through Asia Minor. It was the first car to reach Cape York in Northern Queensland, and it has done many, many feats far beyond what would be expected of it. Undoubtedly, “Multum in parvo” aptly describes the Austin Seven.

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