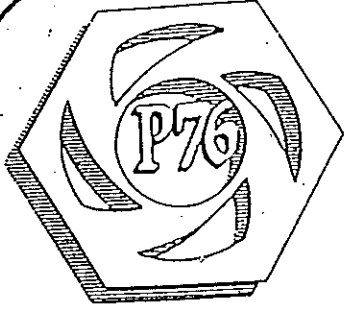
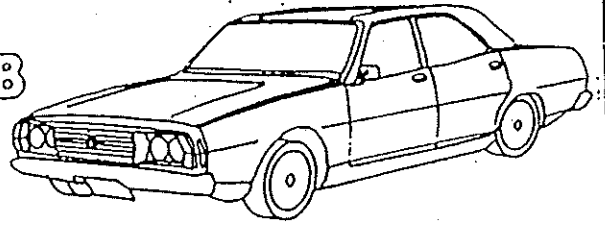


P.O. BOX 343  
CARINA 4152

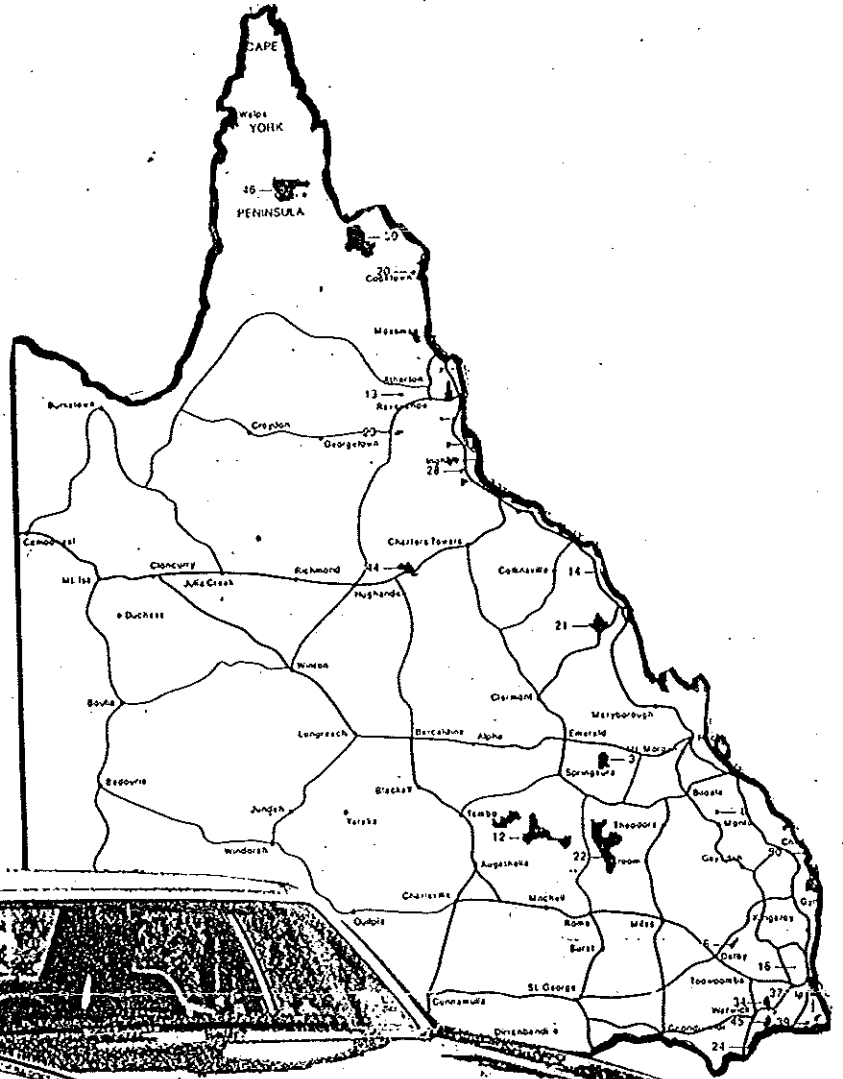
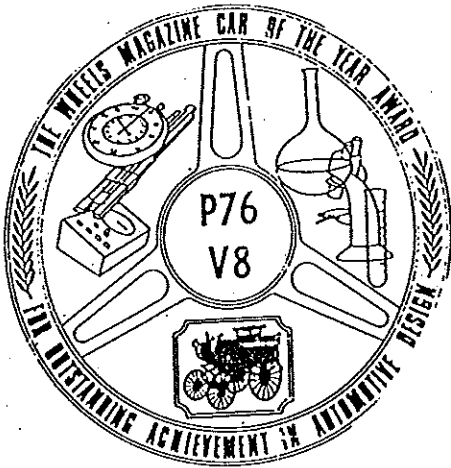


# QUEENSLAND P76 OWNERS CLUB INCORPORATED



## August

## 1994



# P76. Anything but average

LEYLAND P76 CLUB.

MEETING OPENED AT 7.55pm.

MINUTES WERE READ BY JOHN JOYCE AND WERE PASSED BY P. ROSE, SECONDED BY JOE GOODALL.

TREASURER,S REPORT WAS READ BY ALAN SHULTZ, ACCEPTED BY CON KELK AND SECONDED BY JOE GOODALL.

INCOMING CORRESPONDENCE

TWO NEWSLETTERS: ONE P67 MAGIZINE FROM THE NORTHERN TERRITORY.  
BROCHURE FROM THE CARNIVAL OF FLOWERS IN TOOWOOMBA ABOUT A CAR CRUISE.

OUTGOING CORRESPONDENCE

PAID RENT ON HALL  
PETER ROSE, WAS PAID \$76.00 FOR 6 CYL GASKETS HE PICKED UP IN MARCH 1993.

BUSINESS ARISING FROM MINUTES

1. NO FURTHER ACTION ON BUMPER BAR LENSES
2. DISCUSSION ON CUSTOMISED NUMBER PLATES  
NEVILLE HUMPHRIES IS TO MAKE FURTHER ENQUIRIES.
3. V8 GASKETS SETS WILL BE AVAILABLE SHORTLY FOR \$95.00 PER SET.

GENERAL BUSINESS

1. THANKS FROM RON HALLARD FOR SALE OF HIS P76 IN BUNDABERG.
2. DISCUSSION ON DISPLAY FOR ALL BRITISH DAY.
3. DISCUSSION ON EASTER MEET% IN VICTORIA. NO NEWS AS YET.
4. DISCUSSION ON ALAN,S PURCHASE OF A TURBO 700 GEARBOX.
5. DISCUSSION ON WEATHERSHIELDS. ALAN TO FOLLOW IT UP
6. DISCUSSION ON NEW RADIATORS. GRAHAM TO FOLLOW IT UP.
7. DISCUSSION ON CHANGE OF VENUE, JOE TO FOLLOW UP.

MEETING CLOSED AT 9.55PM.

Treasurers Report for June 1994

Balance as per previous report :		2844.08
<u>RECEIPTS :</u>	<u>EXPENSES :</u>	<u>291.07</u>
Membership (1) 40.00	Newsletter 56.00	3135.15
Sale of Frt Lenses 75.00	Hall Rent 60.00	
" " Used Pts 10.00	Postage 42.25	
" " Badges 30.00	Functions 15.00	
" " Umbrella 5.00	Stationary <u>6.40</u>	
" " Syd.Souv. 25.00	179.65	<u>179.65</u>
" " Shirts 80.00		2955.50 *
" " Born Hof.Badge 10.00		
Bank Interest <u>16.07</u>		
291.07		
Reconcillation to cash at Bank		
Statement No. 58 as at 1JUL94		2955.50 *

## Treasurers Report for July 1994

Balance as per previous report :			2955.50
			<u>698.00</u>
<b>RECEIPTS :</b>		<b>Expenses :</b>	
Membership (10)	310.00	Newsletter	29.75
Sale of Louvre	100.00	Trophy Engrave	4.00
" " Used Pts	192.00	Postage	46.30
" " Stickon Bdgs	20.00	Parts Purchased	48.00
" " Syd Souvenirs	16.50	Stationary	3.70
" " Syd Rubber	7.50	Purchase Spare Pts	<u>200.00</u>
" " Shirts (2)	40.00		331.75
" " Badges (2)	<u>12.00</u>		<u>331.75</u>
	698.00		3321.75 *
Reconcilliation to cash at Bank			
Statement No. 60 as at 1AUG94		3441.75	
plus unaccounted deposit (1) member		<u>30.00</u>	
		3471.75	
less Spare Parts Float - Editor		100.00	
less Petty Cash - Secretary		<u>50.00</u>	3321.75 *

### EDITORIAL

Well another financial year has started. Hope you have all done your tax returns This time of year also means your subs are due. Will this be your last issue ??? If not please forward your Cheque for \$30-00 to the P76 Owners club and send it to P.O. Box 343, Carina 4152.

So far only 33 members have rejoined out of a possible 77. So a lot of members have either sold their cars, or simply forgotten. Are YOU one of the Latter ???

I would like to welcome the latest P 76 Club. Now in the Northern Territory At this stage it is being run by Barry and Liz LeVarde. They can be contacted by writing to Barry and Liz C/- School of Horticulture. Casaurina. Northern Territory. 0811 Phone 089 46 6691.

As mentioned in the last newsletter we are able to purchase number plates with the club Logo etc on. These will cost \$250-00 per set. It was decided at the last meeting to appoint the Vice President to look after this issue.

If you would like to show your interest, or have any Queries regarding this please contact Neville on 074 944 427. If we can get orders of 15 or more the cost of the mould \$300-00 will be absorbed in the first 15.

Last but not least. Joe Goodall bought<sup>up</sup> something quite interesting. In the form of a Breakdown Service for club members. It is a format which has been used in the United Kingdom with The Triumph Club with great success. First we need the names of willing members who would volunteer to help a fellow member get his car going again. With Australia being such a large country it would be ideal to make up a breakdown service register with all states included. It would be nice to be able to call on someone in the club to rescue you if your starter motor packed in or some other annoying thing Think about it.

Well thats all for now. DON'T FORGET YOUR SUBS

PAT

ROGO RAVES ON

Well Here I am again, with another edition of raving. First off I would like to thank all those people that came along and helped us with the stocktake. The sausage sizzle lunch was enjoyed by all. I think we all must suffer from the same disease. P,itus. It was a case of remove everything from the shed to list, and then put them all back in again. with many of the P,itus sufferers saying I'll buy that, or save that for me., or whats thar part for, and then there was a long explanation. just about everybody there learned somrthing about a P again thanks for coming along.

Also one of our members big Dave suggested that we take an engine block and all the parts needed to build a motor, for a display. For The All British Day which is our next outing. Then Neville said he would like to set a gear box up. So thanks to Dave and Neville we should have a top display, All we need is you to come along and we should win the Trophy again.

Welcome to the New P 76 Owners Club of the Northern Territory. I know Baz and Liz LeVarde very well through the National Meetings Their temporary Club Room is in the form of The J C Machine. Its called that because when you first set eyes on it you say J. C.,. I'll say no more. Lots of luck to Baz and Liz. They have even offered to stage a National Meeting one Easter. Pat and I will be there

Pat is still waiting for those stories about your P or about you. What about your wives put pen to paper and tell us what its like being a Pnut widow. My wife is always having a go at me. I'm sure you could tell a good tale or two.

I have just about run out of ravings for another month. One more thing before I sign off. I must Thank Dave Dearing for donating some parts to the club.

See you at The All British Day

ROGO

.....  
SOCIAL CALENDAR

August 28th

All British Car Clubs Day

Venue

Australian Woolshed. 148, Samford road Ferny Hills

Meet

Ferny Grove Tavern. Samford Road, Ferny Grove

Time

8.30 am to enter grounds at 9.00 am

September 25th

Carnival of flowers.

Toowoomba. Meet at Gallies Road house. Shell Garage.

8.30 am. Pick up Ipswich members at Blue Star Caravan Park/Garage

Meet at Mobil at Top Of Range for a tour around some of the most spectacular gardens in Toowoomba.

Easter 1995

National meeting in Victoria. More details when we have them.

FOR SALE.

Brand new genuine parts.

1 Parts Manual	\$ 50.00
1 Workshop Manual	\$ 50.00
1 pair front bumper bar ends	\$ 40.00
1 passengers bumper bar end	\$ 20.00
1 number plate light lens	\$ 7.00
1 nylon fan	\$ 10.00
1 set factory air cond hoses	\$ 60.00
2 boot lid rubbers	each \$ 25.00
1 set beige Super door trims	\$160.00
2 rear beige Super door trims	pr \$ 50.00
2 front indicator surrounds	pr \$ 50.00
2 wiper arms	pr \$ 8.00
1 Carburettor rebuild kit non gen	\$ 10.00

Secondhand Parts.

1 as new drivers beige Super trim	\$ 30.00
1 passengers rear taillight surround	\$ 5.00
1 set front indicator surrounds	\$ 15.00
1 Force 7 Steering wheel without rubber centre and badge	\$ 50.00
1 V8 Auto Radiator	\$ 40.00

Phone (07) 849 1884.

FOR SALE

Tee shirts	\$20-00	Badges	\$6-00
Tee Spoons	\$ 5-00	Key Rings	\$5-00
National Magazines	\$ 5-00	Anniversary Postcards	\$ 1-00
Anniversary Number plate frames	\$10-00 per pair.		

Our club has numerous spare parts. We may have what you need so try us first.

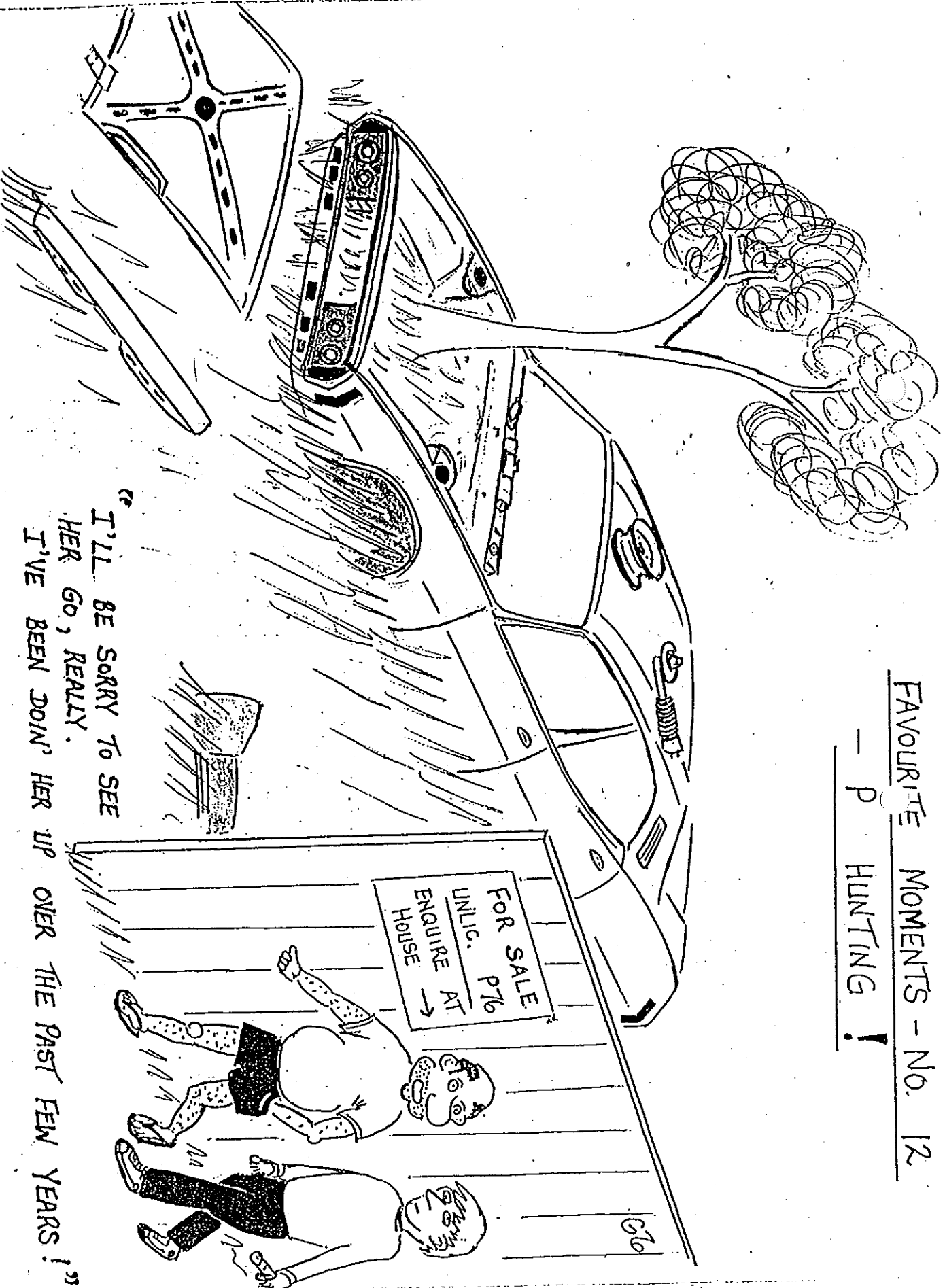
FOR SALE

P76 Parts  
Re-Con pressure plate  
New Clutch plate  
New Thrust race  
4 speed gear box  
Bell housing  
\$500-00 ONO  
Phone Geoff Makin 074 46 8811

FOR SALE

Targa Florio. Omega Navy  
V8 T-Bar Auto  
New Paint New Upholstery  
Chrome 12 slot Mags  
Reg to Jan 1995  
\$5995-00  
Steven Trost 076 967 364

FAVOURITE MOMENTS - No. 12  
- P HUNTING !



"I'LL BE SORRY TO SEE HER GO, REALLY. I'VE BEEN DOWN HER UP OVER THE PAST FEW YEARS!"

# LEYLAND P-76

From 1973-1975



*The Leyland P-76 Super . . . can be a great used car buy.*

## ... cheap motoring

**T**HE POOR OLD Leyland P-76 has become a bit of a joke in Australia. Even people who know absolutely nothing about cars know — or think they know — that the P-76 is not much of a car.

They may even know that it was the last of a long line of motoring disasters which began with the Austin Freeway and continued through the Nomad, Tasman and Kimberley to become the biggest loser of them all.

Cruel jokes were made about the P-76. "Anything but average" proclaimed the Leyland advertising men. "We know" smirked the cynics as they twisted the phrase around.

P-38 they called it — because it was only half a car — and, after production came to a screeching halt in 1974 even that insulting name was halved yet again to P-19.

Comparisons were drawn between the P-76 and the F111 jet at a time when both machines were going through spells of the dreaded Bits Falling Off disease which often strikes mechanical appliances when they are prematurely released to their buyers before all the problems are eliminated.

But is the Leyland P-76 really as bad as it is made out to be?

No — definitely not. Although it is far from

being the best car in the country it is certainly not as bad as most people think. And certainly not as bad as its ridiculously-low used-car value would suggest.

Compared to the P-76 even used Valiants look expensive — and that's saying something.

Where else could you buy a top-of-the-range 1975 model car complete with all the high-priced extras such as air conditioning for under \$2000? That's the sort of money you would be asked to pay for a Corona of twice the age — and no doubt with twice as much wear and tear.

And the 1975 P-76 (production ceased late in 1974 but many cars did not leave the new car showrooms until the next year) is a much better car than the early 1973 models because quality control standards improved markedly towards the end of the production run.



Indeed the last of the P-76s were every bit as well built as the Fords and Holdens of the same period. Not that that's such a big deal, of course, but to listen to some of the P-76's detractors you would think that the cars were perpetually being followed by garbage trucks to pick up the pieces as they came adrift.

The P-76 is a completely conventional design by Australian standards, with six or eight-cylinder engines mounted north-south and driving the rear wheels through a choice of column or floor-mounted transmissions to a simple rear suspension.

Because of this conventional design, the P-76 is easy to work on as there is a stack of room under the bonnet. Spare parts are moderately priced and, as yet, there is little trouble in getting hold of most bits for the car — although that situation is obviously not going to last forever.

For a big car, the Leyland P-76 is surprisingly easy to drive. It appears to be much smaller from the driver's seat than from outside. A tight turning circle and reasonably-tight steering (which does become a bit too heavy at parking speeds) means that most drivers find the P-76 no more difficult to handle than a mid-sized car such as a Torana or Cortina.

# LEYLAND

## the real story behind the news

THE SUN SET on British Leyland's Pacific empire around noon on a payday. The surrender ceremony performed in the glare of television arc lights at a crowded Sydney news conference — lacked, perhaps, the solemnity associated with such occasions.

But if Leyland's demise as a manufacturer was marked by neither a solitary bugler nor a dignified lowering of the Union Jack, at least there were some fighting words, even if they were in a printed Press statement.

"This is the turning point in the fight-back for Leyland Australia," said the company's managing director, 31-year-old David Abell. "We have said we are here to stay — and stay we will!"

The words, somewhat less than Churchillian, contain Abell's hopes of promoting built-up all-British cars into a bigger slice of the Australian market. We're to see more Rovers and Jaguars and what he calls the "very exciting" new Triumph range — the Spiffire 1500, the Dolomite, the Dolomite Sprint which, we're told, "has been winning all the races in England". (The Press statement said it was "the best performing small car in Europe", a phrase that even the kindest critic would say was stretching things a little.)

Imports are now what Leyland is all about. The P76 has gone, as has the locally built Marina, and the leftovers are being discounted off under "special bonus schemes" by the surviving Leyland dealers.

Abell, the whiz kid from head office in London, said soon after his arrival in Australia four months ago that the P76 program had not been "a point of disagreement" with the man, he deposed, Peter North. Now he says "I've always thought we should never have built the P76".

Personnel aside, the corporate surgery performed by Abell has been more than drastic. Leyland's "manufacturing" has been reduced to the Mini range, using imported engines, and it has lost its huge plant and 10 ha (63-acre) site at Zetland, in the inner Sydney industrial area.

Representing the Federal Government at the news conference, the Manufacturing Industry Minister, Kep Enderby, said the Government's purchase of the land would give Leyland the liquidity it needed to become viable.

So Abell, who said he enjoyed "slaughtering the Germans" while working for another Leyland subsidiary, will now get an opportunity to repeat the performance by pitting Jaguars against Mercedes.

He'll also be taking on the Americans, the Swedes and the Japanese, whose vehicles compete with Leyland products right across the board.

At the news conference he stuck by his arrival statement that he would "make Leyland Australia profitable within two years". Now he has all the chances and no excuses.

But what DID happen at Leyland? Here is the real story — the full background to all that led up to Leyland's downfall, written exclusively for WHEELS by a man who until recently, worked inside the organisation itself . . .

THE END for Leyland as a manufacturer in Australia came frighteningly quickly.

In just 18 months, the company went from the crest of a wave, with the release of the P76, to the deepest sales trough in its history.

Deep enough to force the decision to quit manufacturing and go back to limited production and importing cars. But the news — even though expected — still came as a shock to the system. Perhaps it was because Leyland has been ailing so long, it seemed as though it would just go on trying desperately to fight its way out of the mire.

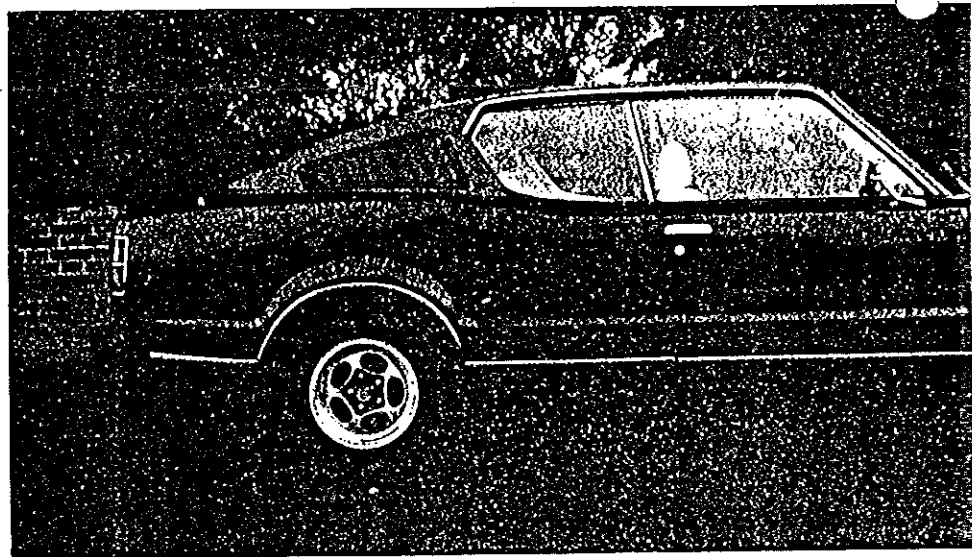
It took a young, tough-minded Englishman, David Abell, to drop the axe and end all the speculation about Leyland's future.

It is probably the ultimate irony that the car developed with the biggest budget of any by the Australian company should so quickly pull it down. Many past models from British Leyland had failed through lack of money preventing adequate development.

But the \$21 million P76 project, compared with those earlier cars, had a lavish development program. Instead of resulting in a better-selling car, the P76 proved to be an even greater disappointment, an even greater disaster.

Why?

Why did a car, given a brilliant reception by both Press and public, finally fail so miserably on the showroom floor?







Recent events have seen a number of to-the-point opinions by some very prominent people, including Mr Whitlam, who called it a dud, and his associate Bill Hayden, who called it a lemon.

But, as in many situations it wasn't that simple. There were many major reasons — quite apart from the car itself, and even the people within Leyland — which dictated the fate of the P76.

If determination were the key to a

good car, the P76 would have been the best Australian car ever. That it was born at all is evidence enough of that.

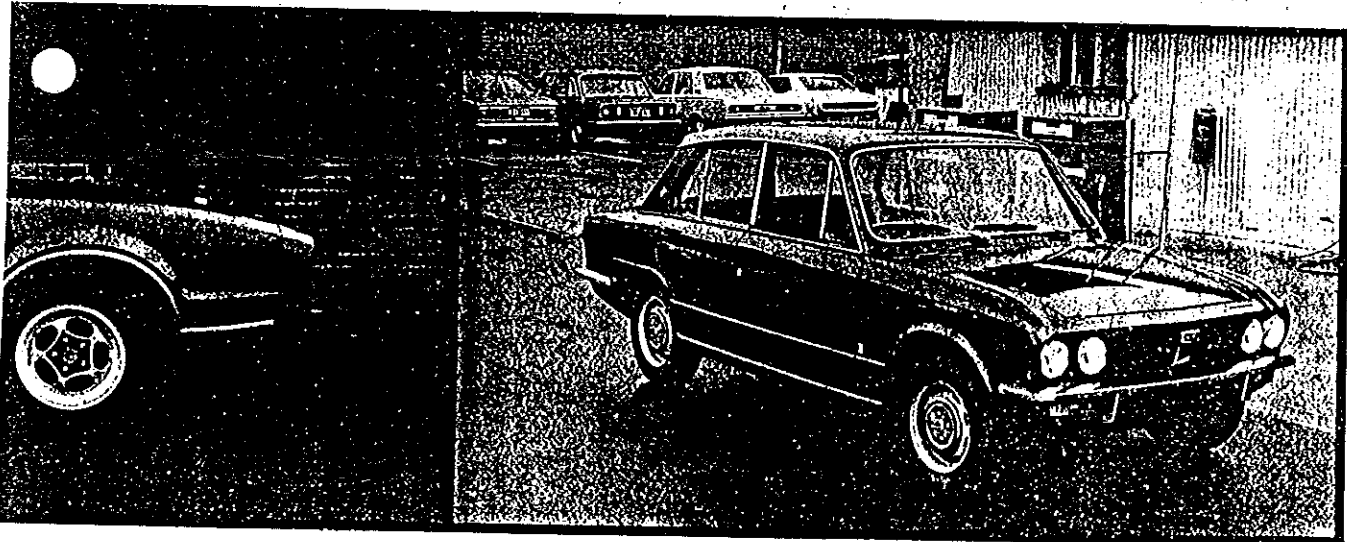
The Leyland P76 was born against the wishes of its real parents, British Leyland. As the people supplying the not-inconsiderable lumps of money needed to keep the project going, they

*All-alloy, 4.4-litre V8 engine gained a reputation for burning oil in its first few thousand kilometres but its performance/fuel consumption compromise was excellent.*



*Leyland will rely upon Triumph marque for increased sales. One of the first models to be released locally will be the popular 1.8-litre Dolomite and also the 2.0-litre Sprint version, one of Europe's fastest sporting sedans.*

*The car that never was: Force 7 will never go into production. Seventy pre-production cars were built and all but six will be scrapped. Two will go into motor museums and others will be retained by Leyland. This car could have been a best seller.*



# LEYLAND

## the real story behind the news

naturally took a very close interest. Deputations from Britain were fairly regular. Indeed, a number of times during its development program moves were made to abort the whole P76 project. And each time engineering director David Beech fought to keep the P76 alive, at times by arguing and getting his way, at times, he admits, by simply ignoring BL edicts entirely.

In fact, it was that very British influence that spawned the P76. The car resulted from a tremendously strong desire on the part of the Australian company to work separately from and autonomously of England.

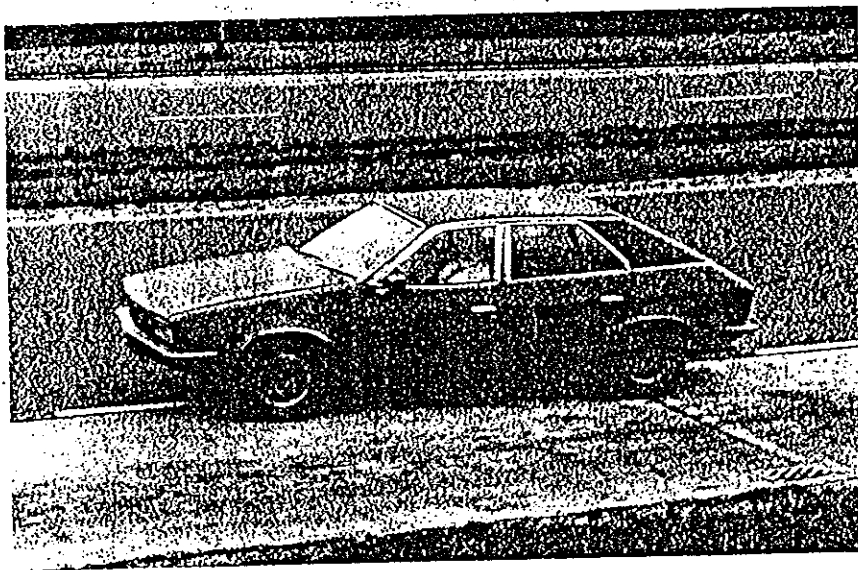
Until P76, the Australian group had been forced to use English-designed cars, adapted as well as possible for our conditions, to fight its way in the market. Apart from the Mini and Morris 1100, few of those cars had any major impact on the market. The P76 was, as much as anything else, a show of independence. "Let us build a car our way, we know what Australia wants."

It's perhaps small consolation for the failure of a \$21 million gamble, that those in Britain who opposed the P76 project can now say "I told you so".

It's interesting to look at just how close the P76 came to being the success Leyland Australia needed to get out of the red.

Because the fact is, as a car, the P76 did not fail.

*The Leyland ADO 71 — the replacement for the Austin 1800 — will go on sale in Australia late in 1975. This car will effectively fill the gap left by the death of the P76.*



It could be that Leyland never had a chance with the car, that the market simply could not support a fourth medium contender. Many people have now said it was doomed from the start. But there was nothing about the launch of the P76 to indicate doom. (David Abell has said publicly it should never have been built.)

On the contrary, in the period after launch, its reception was sensational. Order figures in the first week were astronomical — more than 2000, and within a month of public launch, there was a 16-week waiting list for most models.

At this point it's important to trace the background to P76. The fact is, the project could well be blamed in part for causing Leyland's problems long before the car hit the road. Mainly because all available money was channelled to the P76 project, at the expense of other cars.

Late in 1971 the prevailing atmosphere at Leyland was one of gloom. The Morris 1500 had proved to be another embarrassment. Nobody really wanted to know about it — inside or outside Leyland. The Leyland plant at Waterloo, Sydney, was full of 1500s which couldn't be sold.

Morale was terrible. Everyone had a theory of how, when, why and who put Leyland in its present straits. And an equally good theory to get them out again.

The company seemed to be at its lowest ebb. The only salvation in sight was the Marina — and there was no doubt of its importance as the first step in the fight back to profitability. As then Managing Director John Martin said at the Marina launch: "Much of Leyland's \$75 million investment in Australia rests with the Marina."

And in more ways than one. The Marina was three things to Leyland. A Morris 1500 replacement, obviously. But as well, the Marina was the company's first major move to conventionally laid-out cars. It was both a signal to end the era of front-wheel-

drive for Leyland Australia and a precursor of the P76's conventional drivetrain. David Beech told the Press at the Marina release that building a front-wheel-drive car automatically meant a penalty of about \$100 a unit in manufacturing costs over conventional front-engine/rear-drive cars.

But again, the Marina was also, in effect, the corporate "ball carrier" for Leyland, meant to bring in the dollars while the much-vaunted P76 project was being nurtured.

The Morris 1500 was not the only car Leyland had that wasn't selling. There was also the Mark 1 Tasman-Kimberley range. Launched in November 1970, it had gone off with a whimper (hamstrung partly by low dealer stocks) with maximum sales reaching only 900 units a month. And that was the good news. Later, monthly sales bottomed out at 250 cars.

The Tasman-Kimberley, or X6 range, was a major re-work of the Austin 1800. Re-styled front and rear, it used an ohc six developed from the Morris 1500 unit. And it was a stop-gap, developed as inexpensively as possible to allow funds to be concentrated on P76. But with the hope that it would boost sales until replaced by the big car. Cost of the X6 program was a measly \$4.6 million. Peanuts in the motor industry. The car was marketed as being from the "makers of Jaguar, Rover and Daimler". Even its number-name "X6" was presumably meant to be a rub-off from the Jaguar XJ6.

But coming after the Austin 1800, the X6 was a disappointment. It retained the incredible interior room of the 1800 but lacked its air of luxury. The attempt to transfer the luxury image to the new model failed. Within five months of launch, the X6 was foundering.

The Mini continued to sell steadily, if not spectacularly. It has been the most consistent performer over the years.

So, with that background the Marina arrived, in April, 1972. It had a good reception. Everyone acknowledged the car's basic suspension but its roominess, appointments and economy were comparable with the opposition — including the Japanese. It didn't prove to be a world-beater, but it quickly established itself as a marketable car. In terms of a foundation, a car which would provide breathing space for the arrival of the P76, the Marina was working.

The psychological effect on people within Leyland was quite evident. Having a competitive car, a big advertising campaign and national Press coverage was a welcome change from the doldrums in which the company had been wallowing.

With the Marina on the road, the 1500 run-out completed, attention was turned to the Tasman-Kimberley range.

A couple of months before the Marina launch, Jim Henderson and Jack Fury, sales director and general sales manager respectively, left the company.

*(Continued on page 95)*

## LEYLAND—THE REAL STORY

Continued from page 20

In their place, almost on the day of the Marina launch, came their replacements, John Kay and Max Hamilton — "the two marketeers". Both were young and aggressive, reflecting Leyland's new drive.

Sales Director, John Kay, an Australian who had worked in Canada on some very large — and successful — advertising accounts, headed Leyland's marketing resurgence. When Peter North assumed the title of managing director, there were three "young" men at the top — but there were contrasts just the same.

Peter North was seen as the glinty-eyed financial expert who remained slightly aloof, while Kay projected a younger, sporty image with his snappy clothes and modern outlook. Calling this period the Americanisation of Leyland would be going too far. But there was no doubt that John Kay and Max Hamilton moved Leyland marketing into high gear. Leyland Australia is being taken from its old stance of marketing British cars to that of an aggressive, independent company marketing cars built specifically for the Australian market.

Kay and Hamilton, having seen the Marina launch, then turned their attentions elsewhere.

They had the complex problem selling the X6 range, which, like the Morris 1500, was lying around in vast numbers in Leyland yards. The inventory cost of having those cars sitting there must have been astronomical. One figure heard was \$1 million a month.

That the X6 range had not succeeded was a major blow, financially and morally to Leyland. Even more disturbing was that with about a year to go until the P76 launch the car was selling only 250 a month. A Mark II version coming meant that unless sales were drastically increased, there would be something like 3000 cars in dealer stock when P76 arrived. It's interesting also to note that it wasn't until 1972 that a retail order system — in which the dealer orders car from the factory to meet customer orders — was set up within Leyland.

The X6 retail push was a tough task for Leyland's new marketing men. But by the end of 1972, with a much more appealing Mark II version to sell, and a very generous bonus scheme, sales were on the move.

In September 1972 the first part of the build-up to the P76 launch began with the first Press release on the subject — \$4 million worth of plant machinery being moved into the Waterloo plant.

Even though X6 sales picked up, they made little impression on the

company's overall figures. In December 1972, Leyland's market share dipped to 6.1 percent. Thankfully, 1973, with a whole host of new model launches, held bright promise.

The year 1973 opened with all that the P76 promised. There was a tangible feeling that 1973 was going to be Leyland's year. And, in marked contrast to the December figures, there was evidence to back that feeling.

January 1973 saw the company's highest market share since May 1972 — 7.1 percent. And it was achieved, said sales chief John Kay, despite serious supply problems with Marina and Mini because of component shortages. The X6 range had its best-selling month since August, 1971.

February was even better. First, the company hit the forefront in consumer protection, with its "Buyer Protection Plan". It was a perfect foundation for Leyland to take back the initiative it had lost in the market back in the '60s.

It was in that confident period that John Kay announced the company's market share for February: 7.95 percent overall, and 8 percent of the passenger car market. It represented Leyland's highest market penetration since October 1970.

And 1973 was going to be a record year for new car releases. There was the Leyland Mini, a six-cylinder Marina, the P76 sedan, its coupe offshoot, the Force 7V hatchback (at that time known

# LEYLAND P-76

simply as the S2). The company obviously had the products.

Each new car the Australian company launched was going to be "the one" — the car which would save Leyland. The P76 was the ultimate. A \$21 million commitment to build three models — a sedan, a coupe, and a wagon.

But this time, everyone knew the P76 HAD to sell. Leyland's last, vital fling, was about to be made.

Exactly how did Leyland plan to sell the P76? There were three highly competitive medium cars on the market already. Wouldn't another car of the same type have trouble against heavily established competitors?

Right from the start, the P76 was thought of as similar in design to the Big Three cars, but far superior in its dynamic qualities.

It would be a sports sedan, with European standards of handling and roadholding. It would have Australian-American styling — paradoxically, courtesy of Michelotti, the Italian stylist. It would have a higher level of equipment than the opposition. P76 was not intended to take Holden-Falcon-Valiant head-on, but would be a "viable alternative" — a fourth, superior choice for the Australian medium car buyer. In the words of the advertising slogan, P76 would be "anything but average".

There were reservations about the rear-end styling of the car though. Late

in 1972 a number of people had viewed the whole new range, Mini, six-cylinder Marina, P76, the coupe. Some of them had come away from the styling studio raving about the coupe but lukewarm about the sedan, particularly the rump.

But the car was locked to a mid-1973 release, so there was no changing now.

The P76's marketing stance was based largely on the premise which Chrysler had successfully employed to launch the Valiant — a car selling at a premium indicating its superiority.

Leyland hoped the P76 would sell around 14,000 the first year — and that was the length of Peter North's famous piece of string — building up to 20,000.

It seemed to have the credentials to do so. It came with a choice of an ohv six or all-alloy V8.

It also had styling extras such as hidden windscreen wipers and a forward-opening bonnet and the biggest boot seen on a car near its size. P76 also boasted power disc brakes as standard equipment whereas the other three, at that time, all had drums, except on the more expensive models.

But above all, it was new. Leyland billed it as the most significant new-car entry in two decades. As the release drew nearer and more and more information leaked out about the car, interest ran high.

The first real indication of the P76's potential sales appeal came at the national dealer conference, held in Canberra some weeks before the Press

launch.

For the dealers, the P76 was a dream come true. Here, as many of them said, was a car that was going to be completely competitive with the opposition. Their lean years looked to be over.

The P76 had survived its first major hurdle. There were still two to come. The Press launch, and of course the day that would really tell: June 26, 1973, public release day.

The Press release of the car, an elaborate exercise also held in Canberra, proved to be no less successful. Almost without exception, Australia's motoring Press applauded the new Leyland entry. Many went so far as to say it was better in many areas than the Big Three cars. All said it held its own in performance and price.

For the public — P76 was born!

At first the infant seemed in squalling good health. June 26 was a weekday, so it was difficult to judge public reaction. But by the end of the first week, there was no doubt at all.

But lurking behind the ballyhoo of the release, a number of factors were about to make their presence felt.

After public release there was, naturally, huge interest in the sales figures — or rather order figures.

A combination of component shortages and lack of lead time between initial production and launch meant that dealer stock on June 26 was only 774 instead of the 3000 hoped for. With

about 330 dealers nation-wide, cars were critically scarce. And that, in turn, meant that the dealers would have to take orders, rather than sell from the showroom floor. Otherwise they would have no cars to show the people who were flocking into the dealerships.

And flock they did. People swamped Leyland dealerships to look at the car. More than 2000 orders were taken in the first week. P76 brought in the greatest showroom traffic in Leyland's Australian history.

Now consider the outlook for Leyland at this early stage — order lists soaring in the first month, with the result that some models had waiting lists of up to five months. Demand for the most expensive car in the range, the V8-engined automatic Executive, was phenomenal. Predicted to make up about eight percent of the total build, orders were running about 30 percent.

P76. Doomed from the start?

Yes and no. Even at peak efficiency, Leyland's manufacturing plant would not have been able to meet the demand. But certainly many more cars would have been on the road within the first months, except for the unexpected events that were to occur.

Far from being a failure from the start, Leyland was on the crest of a wave of P76 orders — a tidal wave at that.

But despite the bulging order books, the effect of the sad lack in dealer stock had an insidious effect.

Naturally enough, a lot of people were interested in sales figures. But the low dealer stock meant that in the critical period after the launch, only a few people could take delivery of cars. There were orders galore. But people soon began asking "Where are the sales figures?" It was a very frustrating time, to be sitting on a mountain of demand and being able to chip away only a small chunk in actual sales.

It meant that unlike a new Holden or Ford, which seem to be everywhere just after release, few P76s were seen on the road. It's hard fact, that this initial awareness period seemed to be terribly important to people, especially when the P76 had such a big build-up.

# LEYLAND

# the real story

It became hard to maintain confidence in the car. What other inference could be drawn? If there weren't many on the road then surely the car just wasn't selling?

But that was only the start. The P76, like any new car, had its share of teething troubles — water leaks, the V8 used a lot of oil initially but was okay after a couple of thousand kilometres — and quality control generally wasn't up to standard. But they were minor problems compared to the front page news about the P76 being recalled for an adjustment to the exhaust system after a car had caught fire. New car recall! Fire hazard! Leyland could only roll with the punch and try to keep a confident front. The fix to the problem was very simple.

But in both senses, the damage had been done.

Exactly to what extent the recall harmed sales can't be judged. But it sure as hell wouldn't have boosted the car's image.

Then came a critical problem within the company. The V8 machine equipment broke down; so only eight V8s a day were being built for nearly a month. At a time when demand for V8s was extremely high, it was atrocious luck.

But the disastrous run continued.

With production at last getting into gear, low gear admittedly, a series of power strikes hit NSW. Again, during the critical build-up period, Leyland had suffered a severe blow. The strikes completely disrupted the company — as it did with other industries, of course. But for Leyland, the timing couldn't have been worse.

Quality control in this early period was definitely below standard, too. And when road reports appeared, a little less glowing than to start with, including comments about poor paint finish, water leaks and other faults, Leyland began losing ground.

The company had said it was building cars better. In all the dynamic areas that was arguably true. The P76's roadholding, handling and general performance were at least as good as the Big Three, many said better. But poor quality control let the car's bank good

The quality control problem contributed to the factor that many dealers considered a real blow to the P76's chances of being a success: the road test report in the NRMA's newspaper, Open Road. But this was fortunately negated to a large extent when the P76 V8 won the WHEELS COTY award.

The final straw was the storemen and packers' strike, a strike by a relatively small band of men in Victoria employed at Leyland's truck and bus plant. The strike caused many hundreds of cars to be built with severe shortages because of the ban on moving vital components. And those cars simply had to be put to grass in yards around the Waterloo factory. It was the Morris 1500, Kimberley-Tasman nightmares re-lived. Production dwindled to about eight cars a day.

It seemed that at every critical point since the release of the car, some disaster — either internal or external — had befallen the company. By then doubts about the future of P76 were very strong indeed.

And what could be done? During the build-up to the P76, Leyland had undergone a marketing revolution. New techniques, new people. And look at the list: John Kay, Max Hamilton, Peter North succeeding John Martin as managing director, John Pola, public relations director, John Engel, personnel director — all high-powered front-line men. Today, only Kay remains.

The most startling departure of all, the engineering director David Beech, who nurtured the P76 project and was responsible more than any man for its birth. He left in early 1974.

It seemed that they were powerless. Instead of the men controlling events, the destiny of the company was being inexorably forced by events.

It would be easy to say the car should have been launched with adequate dealer stock in the first place. But for every day's delay, the cost was astronomical — one figure quoted was \$20,000 a day. There was every reason to believe the car would sell, and that production would be built up as quickly as possible to meet the demand.

Quality control should have been better. But quality control is not a

And lastly, who could foresee the industrial problems?

The closely knit team of people, the stylists, the engineers, the men who proved it, the marketing men who sold it, has disintegrated like the hopes for the P76's success.

The car was created by those people — and perhaps that was their first big mistake. David Abell has said publicly that the P76 project was something he would not have done. And the IAC report tended to confirm him.

He has also said publicly that he believes bad management contributed significantly to Leyland's problems.

Perhaps the Leyland P76 and Leyland as a manufacturer was doomed from the start. It has been said many times that Leyland was too late coming into the medium car market — a market that was on the wane even before the car went on sale. And perhaps the P76 would have failed, regardless of the circumstances outlined — a victim of the fuel crisis scare and the strong reaction to big cars.

But is it true to say that people were turning away from big cars to such an extent that P76 had little chance of success?

Those early order figures, that incredible demand, was hardly an illusion. Surely, too, those figures squash to a great extent any argument about the car's styling not having appeal. There were obviously a great many people interested in buying a car with the P76's specification.

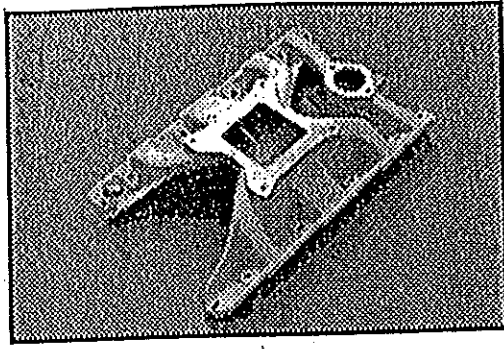
It took David Abell — and Englishman — to regain control of the P76's destiny. And to take the decision that had been speculated on so long.

Leyland people will no doubt wonder for a long time about what could have been.

But what could have been matters not one iota. There's the old cricketing story about the batsman, who complained bitterly to the umpire that he wasn't out, and was told: "Not out wasn't yer? Well, read the morning papers".

The final, most remarkable chapter of Leyland Australia's history as a manufacturer is finished.

The Leyland P76 is officially



Leyland P76 4 barrel Manifolds. No side plates required.

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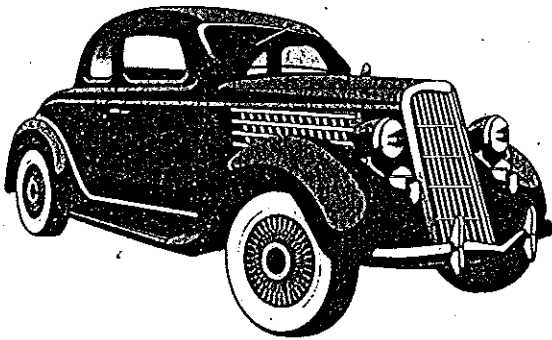
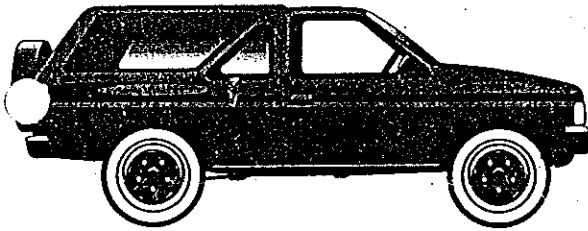
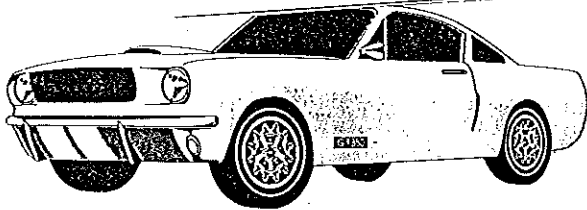
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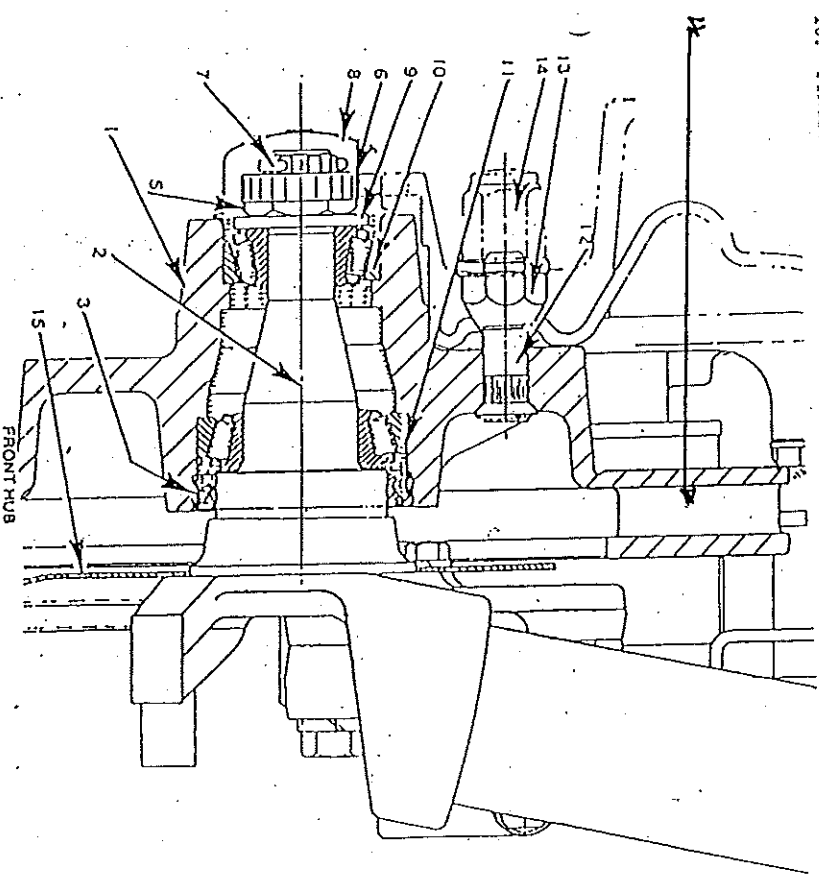
**015 122 821**

SERVICING THE FRONT WHEEL BEARINGS OF YOUR P76.

WITH THE INTRODUCTION AND USE OF DISC BRAKES ON MODERN MOTOR VEHICLES THE ATTENTION OF FRONT WHEEL BEARINGS TENDS TO BE A FORGOTTEN OR OVERLOOKED OPERATION. EVEN THOUGH MODERN GREASES ARE HIGHLY EFFICIENT WHEEL BEARINGS STILL SHOULD BE SERVICED AT REASONABLE INTERVALS AS DISASTEROUS RESULTS CAN OCCUR ESPECIALLY IF THE BEARINGS OVER HEAT DUE TO LACK OF GREASE. IN THE PAST THE CONE OR INNER PART OF THE BEARING HAS BEEN KNOWN TO SEIZE ONTO THE STUB AXLE. IF THIS OCCURS IT COULD LEAD TO A SERIOUS ACCIDENT OR RESULTANT DAMAGE TO THE HUB OR SUSPENSION COMPONENTS. AS A RULE OF THUMB FRONT WHEEL BEARINGS SHOULD BE SERVICED AT LEAST WITHIN 5 YEARS OR APPROXIMATELY 80,000 KILOMS. SERVICING FRONT WHEEL BEARINGS IS A RELATIVELY SIMPLE HOWEVER MESSY OPERATION.

1. JACK UP THE FRONT OF THE VEHICLE AND SUITABLY SUPPORT ON JACK STANDS.
2. REMOVE FRONT WHEELS.
3. UNDO AND REMOVE BRAKE CALIPERS. SUPPORT THE CALIPERS SO THAT THEY DON'T HANG BY THE BRAKE FLEXIBLE HOSES. WHEN THE CALIPERS ARE REMOVED FROM THE SUSPENSION DO NOT UNDER ANY CIRCUMSTANCE DEPRESS THE BRAKE PEDAL.
4. REMOVE THE DUST CAP. SPLIT PIN, LOCK NUT AND UNDO THE RETAINING NUT. REMOVE THE DISC ASSEMBLY ENSURING THE OUTER BEARING AND KEED WASHER DO NOT DROP IN THE DIRT.
5. PRESE OUT THE GREASE SEAL FROM INNER SIDE OF THE DISC ASSEMBLY.
6. THOROUGHLY WASH THE INNER AND OUTER BEARINGS ENSURING GREASE DOES NOT REMAIN WITHIN THE CAGE. WASH ALL OTHER COMPONENTS INCLUDING THE HUB AND BEARING CUPS. USE A SOLVENT SUCH AS PETROL AND DRY BY USING COMPRESSED AIR OR ALLOW TO AIR DRY.
7. INSPECT THE BEARINGS FOR PITS, SCORES, CRACKS. ENSURE THE ROLLERS ARE INDIVIDUALLY TURNED FOR INSPECTION AND INSPECT THE INNER TRACK OF THE BEARING BETWEEN THE ROLLERS. REPLACE FAULTY BEARINGS AS NECESSARY. AND DO NOT INTERCHANGE COMPONENTS FROM ONE SIDE TO THE OTHER.
8. KEEP ALL COMPONENTS CLEAN AND SPREAD OUT ON NEWSPAPER OR A CLEAN BENCH.
9. PACK THE BEARING CONE & ROLLER ASSEMBLIES WITH GREASE. NEEDING THE GREASE BETWEEN THE ROLLERS AND THE CAGE. COAT THE BEARING CUPS AND INNER SECTION OF THE HUB. USE ANY BRAND OF GREASE THAT IS SUITABLE FOR CARS EQUIPPED WITH DISC BRAKES, USUALLY LITHIUM BASED.

10. FIT INNER BEARING INTO THE HUB AND RETIT THE SEAL. IT IS ADVISABLE TO REPLACE THE SEALS. REPCO PART NO. IS PR 4525.
11. ENSURE THE STUB AXLE IS CLEAN AND SMEARED WITH GREASE AND FIT DISC ASSEMBLY WITH THE FITTED INNER BEARING AND SEAL ONTO THE STUB AXLE.
12. FIT THE OUTER BEARING, KEED WASHER, AND THE RETAINING-ADJUSTMENT NUT TO THE STUB AXLE.
13. SPIN THE HUB (TO SETTLE THE BEARINGS IN THEIR WORKING POSITIONS) AND TIGHTEN THE NUT UNTIL ALL PLAY IS REMOVED FROM THE BEARINGS. THIS IS WHEN THE SLIGHTEST RESISTANCE IS FELT ON THE ADJUSTING NUT.
14. FIT THE LOCK NUT. SO THE SPLIT PIN WILL ENTER THE SPLIT PIN HOLE AND TURN THE LEGS OF THE SPLIT PIN CIRCUMFERALLY AROUND THE RETAINER.
15. SMEAR THE DUST CAP WITH GREASE AND REFIT TO THE HUB ASSEMBLY.
16. FINISH THE OPERATION BY REFITTING THE WHEELS ETC.



- |                          |                   |                             |
|--------------------------|-------------------|-----------------------------|
| 1. HUB                   | 6. LOCKNUT        | 11. INNER BEARING           |
| 2. STUB AXLE             | 7. SPLIT PIN      | 12. WHEEL STUB              |
| 3. CAGE/SEAL             | 8. GREASE CAP     | 13. WHEEL NUT - STEEL WHEEL |
| 4. BRONZE/SC             | 9. KEED WASHER    | 14. WHEEL NUT - ALLOY WHEEL |
| 5. BEARING ADJUSTING NUT | 10. OUTER BEARING | 15. DUST SHIELD             |

**PROBLEMS WITH P.76 DISC BRAKES.**

As a continuation of the last article on repacking front wheel bearings, some members have been experiencing problems with the disc brakes on their P.76.

Assuming that the brake calipers are in good condition and the pads have a reasonable thickness of friction material, the problem symptom is when the foot brake is lightly applied, a shake is felt through the steering wheel. The brake pedal can also have a pulsating effect. To isolate if the condition is either front discs or rear brake drums, lightly apply the hand brake to see if the pulsating or jerking condition still exists. If it is not evident the problem is with the front discs. For this operation the foot brake is not applied. Disc brake problems should not be confused with wheel balance condition which can occur at different constant speeds and not applying the foot brake.

- The 3 critical factors affecting satisfactory disc condition are:-
1. Runout - (disc assembly not revolving true to the stud axle.) Maximum runout allowable 0.004" (0.102mm).
  2. Parallelism - (Both friction surfaces of the disc must be parallel to each other.) The variation must not exceed 0.003" (.076mm).
  3. Thickness - (when scoring of the disc surface is evident and if machining is necessary) the minimum thickness the disc can be machined is 0.895" (22.74mm).

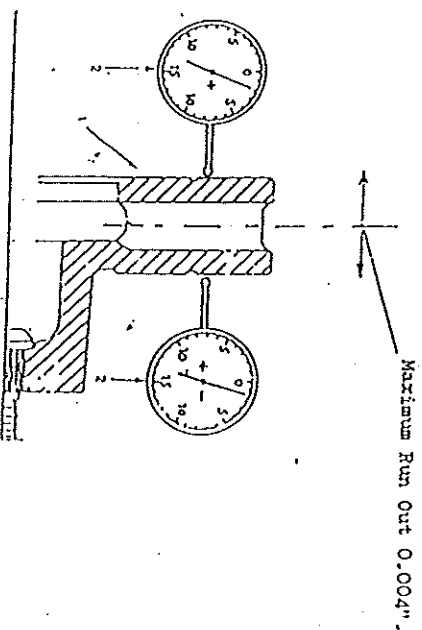
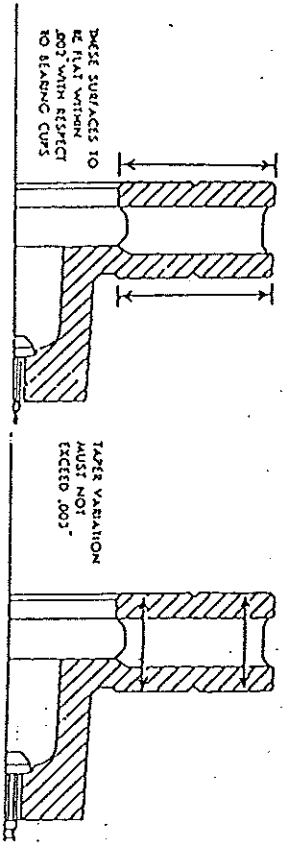
As disc machining is a specialised operation it can be done by most brake specialists. Modern machining equipment machines both sides of the disc at the one time controlling taper and parallelism. Providing the disc is located correctly on the bearing cups during machining runout should also be totally eliminated.

Disc brake runout is a critical factor with P.76 and any braking system that uses the single piston sliding caliper arrangement. (Most braking systems now use this design).

If the problem exists in your vehicle it can be tolerated if not excessive as it will usually not effect the braking performance. However, if you are not sure have someone who is qualified give you an opinion. The condition can reoccur after a period of service as the metal in the Disc assembly is affected by temperature due to the continual heating and cooling process and the rate this occurs.

The workshop manual outlines the methods of checking the condition of the discs using precision dial gauges and can be carried out if the equipment is available.

HAPPY & SAFE MOTORING.  
TONY DE LUCA.



CHECKING CIRCUMFERENTIAL THICKNESS  
1 BRAKE DISC  
2 DIAL INDICATOR

The Technical articles appearing on Pages 15 - 23 inclusive were originally printed in the NSW P76 Club's magazine, as follows:

Speedo Head Identification	Nov 93
Lower Ball Joints	Oct 92
Ball Joint Boots	Aug 93
Front Wheel Bearings	Oct 90
Disc Brake Problems	Nov 90

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GENERAL MEETINGS

The Old P76 owners club Inc holds its monthly meetings on the second wednesday of each month.

TIME 7:30pm

VENUE

Norman Park Uniting Church  
Cnr of Bennetts rd and  
McIlwraith Avenue  
Norman Park  
(At the Round about)

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1994 MEETING DATES

January	12th 94
February	9th 94
March	9th 94
April	13th 94
May	11th 94
June	8th 94
July	13th 94 A,G,M.
August	10th 94
September	14th 94
October	12th 94
November	9th 94

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CLUB OUTINGS

Various activities are organised by the clubs members and are generally held on the fourth Sunday of the month. The activity and venue will be advertised in the monthly newsletter.

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CLUB MEMBER OF THE YEAR

points allocated	
Attend meeting	1 point
raffle donation	1 point
organise event	4 points
attend event	2 points
win event	1 point