

INTERVIEW TAPE LOG

BMC – Leyland Australia Heritage Group

ORAL HISTORY PROGRAM

INTERVIEWEE : Pedr Davis

TAPE NUMBERS :

INTERVIEWER : Jennifer Cornwall

BMCLA JC 01

INTERVIEW DATE : 14 April 2001

NUMBER OF TAPES : 1

RESTRICTION ON USE : Nil

This interview took place at: Kyle Bay, New South Wales 2221

on 14 April 2001

This log was prepared using a {*insert make and model number*} recorder

This interview is part of the Oral History Project of the BMC – Leyland Australia Heritage Group.

Tape Log Pedr Davis

Tape : BMCLA : JC 01 , Side A		
COUNT	SUBJECT	NAMES & KEYWORDS
00-30	Background of Pedr Davis - apprenticeship at Austin Longbridge. Experience testing cars in Africa. Started apprentice magazine "Torque"	Austin apprentice "Torque"
30 - 40	After apprenticeship worked in office of M.D. George Harriman and was sent overseas for experience - Canada, NZ, then Australia	Overseas training George Harriman
40 - 50	In Australia, worked in Service Dept. for 6 months under Tom Poole then Bill Gibbs - mentions others in the department	Service Department Tom Poole Bill Gibbs Norm Prescott Jim Hines
50 - 90	Dealer visit in Queensland - first contact with customers. Dealers line-up unhappy customers. Anecdote of amusing car problem with lady amateur mechanic. Learned to both listen to customer and ask questions	Jim Hunter Queensland customers
90 - 103	Service department role	Service Dpt.
103 - 133	Austin origins in Australia. Postwar car shortage - Austin A40 best seller but overtaken by rise of Holden. Austin assembly at Ruskin in Melbourne and Pressed Metal in Sydney	Ruskin Pressed Metal
133 - 172	Morris origins - William Morris. History and purchase of Victoria Park and construction of Morris Assembly Plant	William Morris Victoria Park George Lloyd
172 - 216	Merger of Austin and Morris to form BMC - merger in Australia. Austin move into Victoria Park. Reasons for merger	Austin Morris Merger BMC Victoria Park Leonard Lord
216 - 245	BMC modern assembly practices at Longbridge and Zetland. Transfer of technology	Modern Assembly Technology transfer
245 - 290	CKD and CBU importation. Early government regulations Transfer machine technology - Dave Beech	Transfer machines Dave Beech
290 - 243	Early models at Zetland. Manufacturing companies had merged, but dealers had not, so separate Austin and Morris versions of cars made for respective dealers. Customer loyalty. Falling popularity of 4 cyl. Cars. Success of Mini - introduction of front wheel drive. Competition	Economy of scale Mini

	from Holden Ford and Chrysler. Problems of economy of scale	
343 - 362	Effect of industrial unrest in Britain. Some dealers switch away from English cars because of doubts of product availability - also Japanese offer better price margins	British strikes Japanese car dealer incentives
362-379	Reasons why BMC UK would not produce a special 6 cyl. car for Australia	6 cyl. vs 4 cyl.
379 - 422	Role of BMC engineers in Australia - reasons why cars had to be changed for Australia. - operating conditions - Australian safety standards - design rules - petrol differences	Australian Design Rules petrol
	End of Side A	

Tape : BMCLA : JC 01, Side B		
COUNT	SUBJECT	NAMES & KEYWORDS
422 - 503	BMC build very modern factory with plans to capture 1/3 of Australian market. Models produced in the new factory. Review of models produced and sales performance. First 1½ litre 4 cyl Cars, Morris Marshall, Austin Freeway, Morris Minor, Morris 1100, 6 cyl into 1800, Nomad. Market share down to 8%	Model range Morris Marshall Austin Freeway Morris Minor Morris 1100 Nomad Market share
503 - 522	Leyland merger. Tasman and Kimberley. Poor sales performance	Leyland merger Tasman Kimberley
522 - 558	P76 - Large boot. Actually very good car. Had lost many dealers, Labour troubles in Australia, public lost confidence. Company losing a lot of money. Parent company in trouble too, so they pulled the plug on the Australian company	P76 Failure of company
558 - 582	P76 assessment - first British car wholly conceived, designed and built in Australia	P76
582 - 625	Engineering performance in Australia - innovation in Australia - transfer of technology both ways. Design for low volume production. Adapting design and ideas so the product can be produced economically at low volume - an Australian specialty even today	Innovation Australian technology Low volume manufacture
625 - 677	Reasons for demise of Leyland Australia - basically because of demise of Leyland UK - management problems. Strength of opposition in Australia. Government rules not a factor as everyone was on the same footing	Comany failure Management Donald Stokes Government rules
625 - 677	Competition from Japanese and VW in 4 cyl market previously BMC domain	Japanese VW
677 - 690	BMC staff loyalty and pride	Staff
690 - finish	BMC's greatest achievements. Popularising front wheel drive - copied by all other small cars thereafter - significant force in its day. Demise of the British Automotive Industry - the car business	BMC significance British Automotive Industry
	End of Side B / End of Interview	