

BMC – Leyland Australia Heritage Group

ORAL HISTORY PROGRAM

INTERVIEWEE : G.A. (Peter) Lloyd

TAPE NUMBERS :

INTERVIEWER : Jennifer Cornwall

BMCLA JC 14.

INTERVIEW DATE : 15th August 2001

NUMBER OF TAPES : 1

RESTRICTION ON USE : (as stated in Release Form)

INTERVIEW TAPE LOG

This interview took place at: Australian Club, SYDNEY, NSW, 2000

on 15th August 2001

This log was prepared using a Sony Stereo Cassette-Corder TC-146A recorder by N. Prescott

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

Tape Log

Tape : BMCLA : JC 14, Side A		
COUNT	SUBJECT	NAMES & KEYWORDS
0	Born Sydney 1920. RAAF War service. Sydney University Economics. Son of founder of Nuffield Aust. Briefly worked at Victoria Park plant at start.	Nuffield Aust.
	Father, G.A. Lloyd senior. Born Sydney. Sold motor cycles 1914 on. Sales Manager, Boyd Edkins. Manager, Morris (NSW) Ltd. in 30's.	Boyd Edkins G.A.Lloyd Morris (NSW) Ltd.
100	Personal relationship with William Morris – Viscount Nuffield. Ambition for Morris cars to be made in Aust. Company start in World War II.	William Morris Viscount Nuffield
	Not supported by Morris Motors Exports, UK. Supported by Lord Nuffield. Victoria Park race-course identified as desirable site.	Morris Motors Exports Victoria Park
	Support of J.N. Kirby, engineer, became Technical Director. Hudson of Smith Johnson, Accountants also on board.	J.N. Kirby Hudson / Smith Johnson
10 mins	Dealings with McKell, State Premier. He supported horse-racing. Eventual purchase by Lord Nuffield. UK did not participate.	McKell Horse-racing
200	Kirby ex-war Disposals first building. Start CKD build of Morris Minors. Contemporary Hartnett developing Holden.	CKD, Morris Minor Hartnett - Holden
	Examples of Lord Nuffield's war effort and philanthropy. G.A. Lloyd continued as Managing Director through Austin-Morris merger as BMC.	Austin-Morris BMC.
300	Became Consultant at retirement age 70. Sacking of J. Buckley MD and problem of excess car stock caused return as MD. Buckley initially manager under Lloyd. Need for realignment of salaries. Buckley as MD arrogant - nervous breakdown - return to UK.	J. Buckley MD
20mins	Lloyd return as joint MD with Joe Graves ex UK. Task of selling car stock. Problem of colour blind selection committee	J. Graves
	Lloyd relationship with workers. Popular and colourful. Died at age 82. Left message at memorial service seeking donations to Mowll Village	Mowll Village
400	Tote Building used as initial office. Lloyd persuasion of wharfies in strike. Employment of ex-prisoners.	Tote building.
	Morris and Austin names dropped after start of BMC. Buckley clashed with Distributors. Factor in departure.	BMC
30mins	Peter Lloyd first worked at York Motors. Father did not want at Nuffield. Joined later as Asst. Secretary under Hobbs (UK). In charge of Supply and outside body supplies including Holden's in Adelaide, before VP assembly start. Wolseley and Riley as CBU.	York Motors Hobbs (UK) Supply Holden Body Works
	Unbeknown to father, Kirby and Hudson helped Peter Lloyd and Lord Nuffield granted him Wolseley/Riley franchise subject to stock purchase.	Wolseley Riley
515 35mins	Saw Hassett at Bank of Australasia and with £40,000 overdraft paid £38,000 for stock and obtained franchise.	
	End of Side A (continued on JC 14, Side B)	

Tape : BMCLA : JC 14 , Side B		
COUNT	SUBJECT	NAMES & KEYWORDS
0	Peter Lloyd Industries formed with 35 shareholders and £50,000 capital. Premises in Elizabeth St. and Workshop on Parramatta Rd.	Peter Lloyd Industries.
100	Late 40's – 50's high sales volume. Became Public Co. with 3 for 1 share issue. Also sold Nuffield Tractor and MG cars.	Nuffield Tractor MG cars
	BMC marketing change to direct distribution. Eliminated State Distributors. Peter Lloyd Industries move to Mercedes Benz. Not popular with father.	Direct Distribution
200 10mins	Controversy with father made up later. Approach from GMH with franchise. Wrote Lord Nuffield who agreed with his view	GMH Franchise
	Incident with Leonard Lord, BMC UK Head, who criticised but then apologised on learning Peter Lloyd Industries sales figures.	Leonard Lord
	Took Holden franchise in 60's through reverse take over of Stack & Co. Sold 10,000 cars p.a. with 200 staff.	Stack & Co.
	BMC market share declined with Buckley. Reasons – low quality and not using the trading names – Morris, Austin Wolseley, Riley.	
20mins	The Morris Oxford should have been made to compete with Holden. Lacked a Utility. Much goodwill was lost.	Morris Oxford
300	Failure to meet changed world market and onset of Japanese. Merger was not good for marketing. Wrote to UK – no response.	Marketing
	Mini with east/west engine was exciting. Issigonis a good engineer not successful in top job. BMC never had top marketing people.	Alex Issigonis
30mins 400	Cars built in Australia better and cheaper than in UK. Mini was best. Morris history of making good small cars – 8/40, Hornet, MG.	
	Story of half sovereign found when building factory and presented to Lord Nuffield being returned to G.A. Lloyd on his death.	
40mins 500	The days of State franchises were the best times. G.A. Lloyd had tremendous impact. Highly popular – no labour strikes, Impressed GMH.	
	End of Side B / End of Interview	