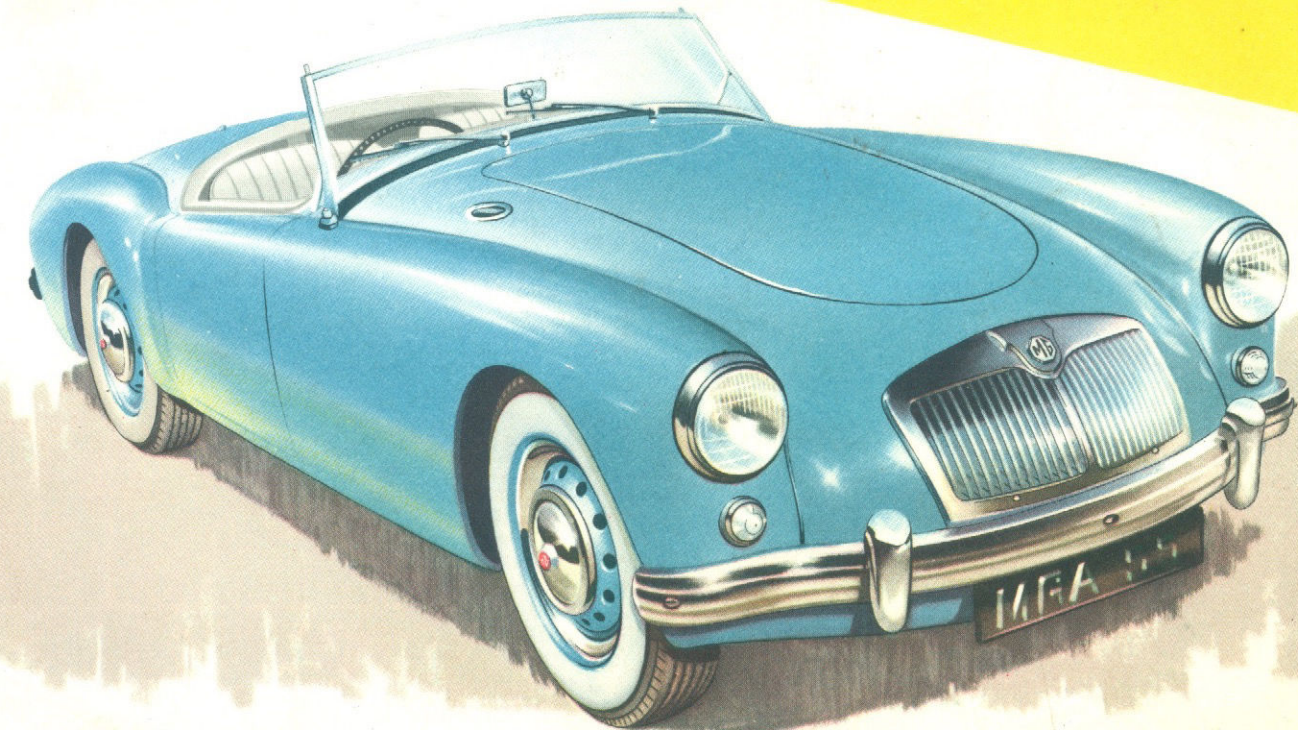


First *of a new line*



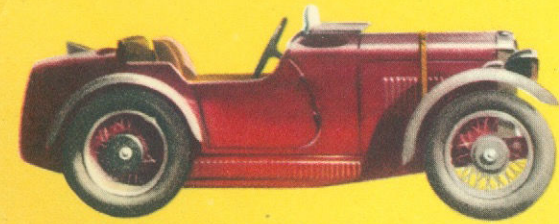
THE COMPLETELY NEW
AUTO MART
SPORTS CAR CENTER

800 Santa Rosa Ave.
Santa Rosa, Calif.
Phones: 6080 - 6081

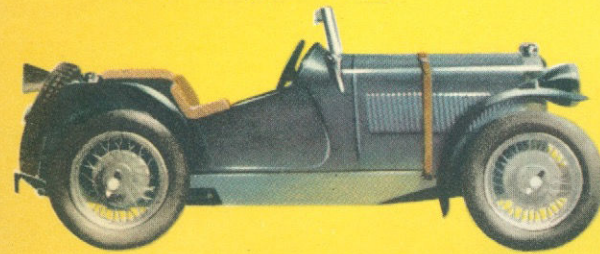


SERIES

MGA

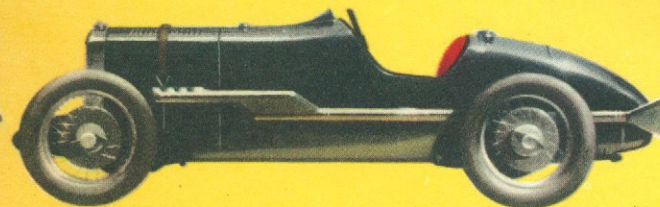


M.G. "M type" Midget.



M.G. "J.4" Supercharged Racing Midget.

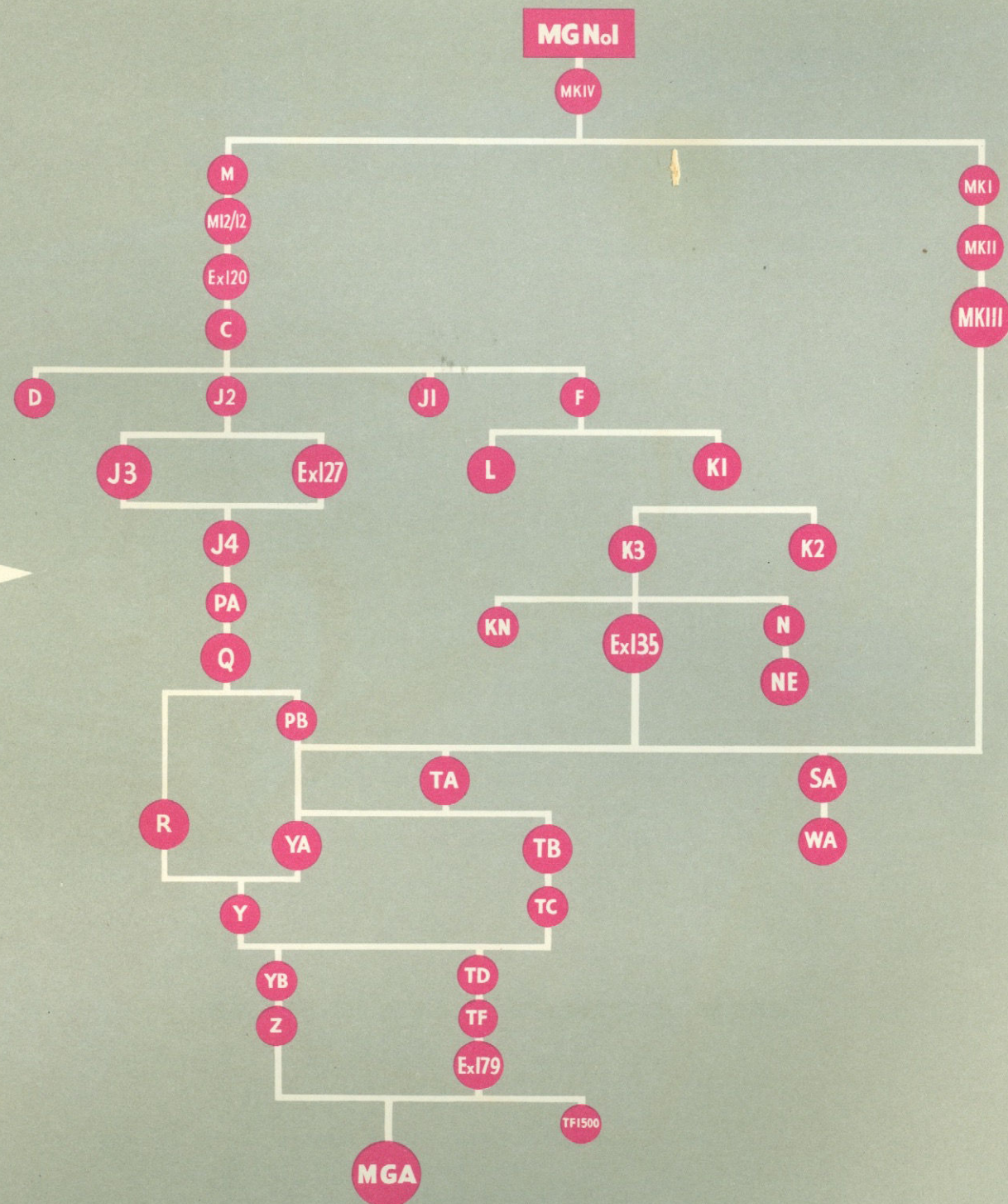
THE PEDIGREE



M.G. "Q type" Racing Midget.



M.G. "K.3" Magnette.



T O MEET THE
CHALLENGE OF
TOMORROW
ON ROAD AND TRACK

Hail and farewell! The page is turned, a new chapter is begun. But it is not without a pang of regret that we bid farewell to the last of the traditional M.G. Midgets. Time may have outmoded their familiar lines, but the long and glorious record of achievement which is theirs will remain for ever in motoring history.

This brochure introduces the first of a new line — the M.G. Series MGA — and there could be no worthier successor to the M.G. heritage. The cumulative knowledge and experience gained by M.G. in building a long line of high performance sports cars is combined in this new model with traditional M.G. craftsmanship, M.G. attributes that are as mature as sports motoring itself.

The M.G. Series MGA is a car that demands personal inspection. You must sit at the wheel . . . handle the gears . . . drive it. Only then will you appreciate how, through superb design, even the smallest part of this car adds its quota to total perfection.

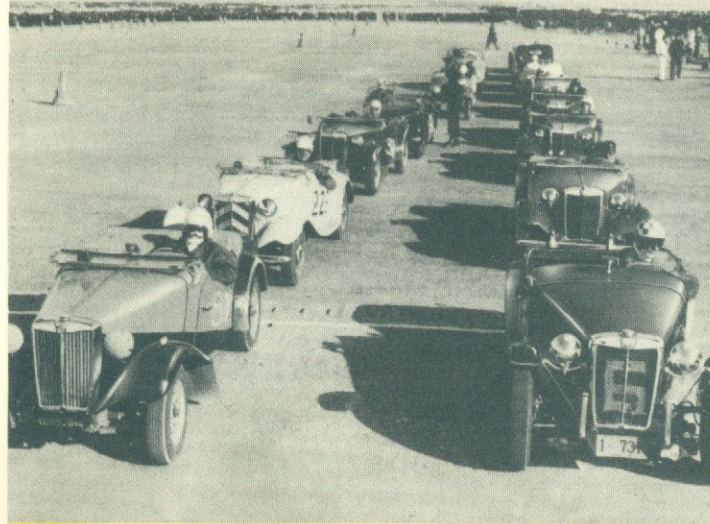
THE COMPLETELY NEW



SERIES

MGA

**Success
is an
MG tradition!**



**Gathering
"know how"
at 150 m.p.h.**

When in August 1954, George Eyston and Ken Miles cracked eight International and 29 American National Class F Records, they did more than add lustre to an already brilliant reputation. Their four cylinder M.G. Special maintained an average speed of 120.74 m.p.h. for twelve hours covering a distance of 1,450 miles and attained a speed of 153.69 m.p.h. for ten miles. This record-breaking achievement provided performance and suspension data upon which much of the design of this new M.G. was based.



Inspiration undoubtedly played its part in the production of the M.G. Series MGA, but only against a very solid background of very hard facts: facts accumulated during 30 years of specialised development, facts gleaned from test benches and test trials, and facts which emerged from record-breaking performances by such world-famous cars as George Eyston's M.G. Special.

Prototypes of the MGA first appeared in public at Le Mans 1955. This was but part of an extensive proving programme which included high speed running on the M.I.R.A. track at Nuneaton, at Montlhery, on the Nurburgring and extensive testing in the Alps.

SPECIALISED DEVELOPMENT

OVER THREE DECADES



Wire wheels and white-wall tyres are available at additional cost.

BACKGROUND

In all quarters of the globe . . . on tracks . . . in trials . . . over deserts and across mountain ranges the lion-hearted M.G. has woven its magic spell. Throughout three decades its name has been synonymous with success. Scarcely a cup, prize or trophy, in the world of sports motoring has not at some time been captured by M.G.

THE COMPLETELY NEW



SERIES

MGA



INTERNATIONAL CLASS RECORDS

George Eyston and Ken Miles driving an M.G. special on the Salt Lake Flats, Utah, U.S.A. in August 1954, took the following International Class F and American National Class F records.

INTERNATIONAL CLASS F RECORDS (1100 c.c. - 1500 c.c. Standing start)

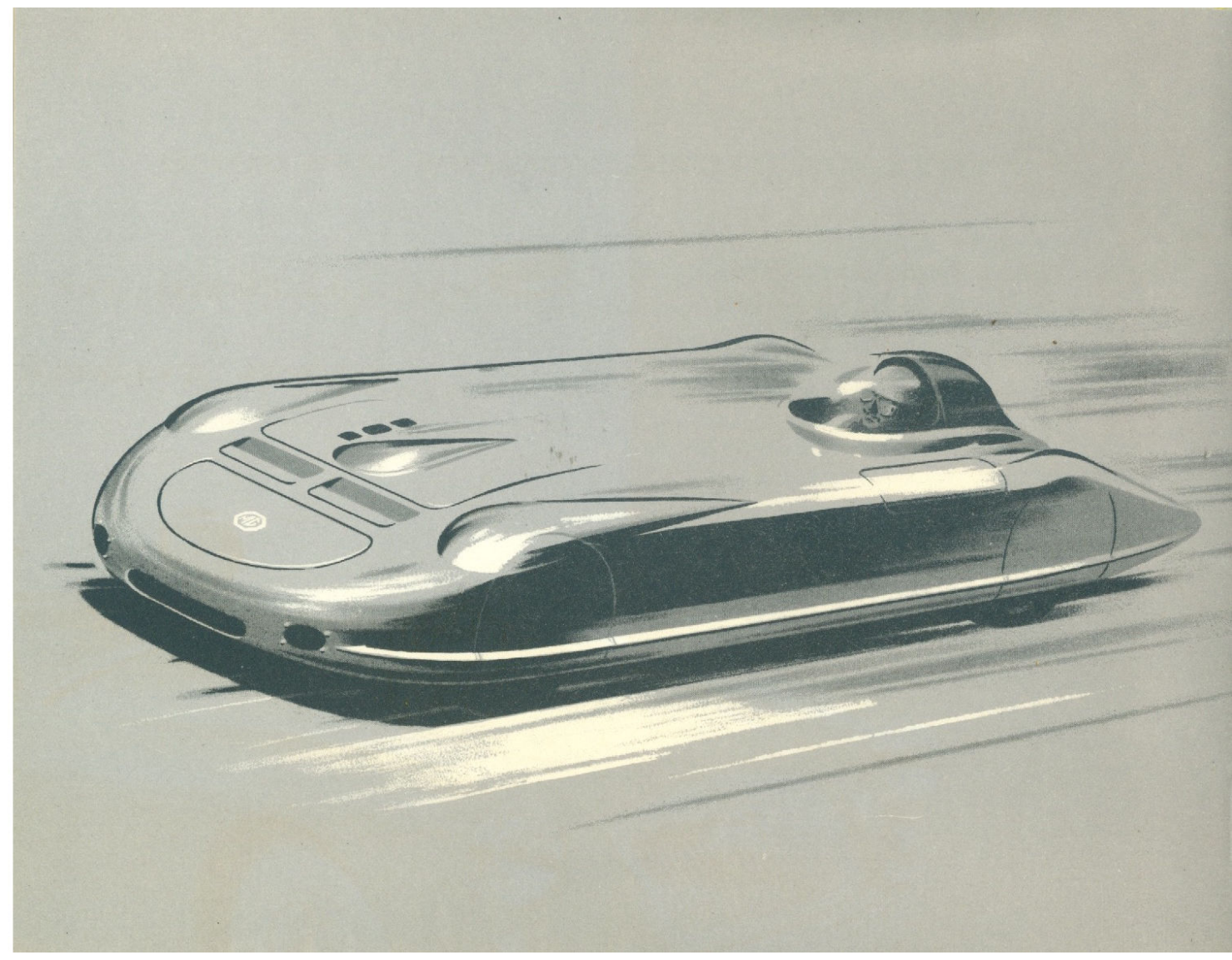
500 miles	120-30 m.p.h.	3 hours	120-91 m.p.h.
1,000 kilometres	120-92 m.p.h.	6 hours	121-42 m.p.h.
1,000 miles	120-13 m.p.h.	12 hours	120-74 m.p.h.
2,000 kilometres	120-19 m.p.h.		


AMERICAN NATIONAL CLASS F (Flying start)

300 miles	121-02 m.p.h.	1,000 miles	120-30 m.p.h.
400 miles	119-98 m.p.h.	2,000 kilometres	120-34 m.p.h.
500 kilometres	121-08 m.p.h.	3 hours	121-38 m.p.h.
500 miles	120-62 m.p.h.	6 hours	121-63 m.p.h.
1,000 kilometres	121-22 m.p.h.	12 hours	120-87 m.p.h.

The car covered 1449 miles in 12 hours and averaged 153.69 m.p.h. for 10 miles. A total of 37 International Class F and American National Class F records were taken.

Safety fast -



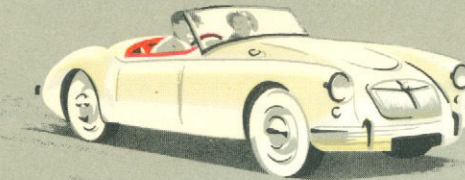


Acceleration of the new M.G.

Series MGA is good by any standards, but it has not been achieved by sacrificing the ability to cruise for long periods at high speeds. With a maximum speed of the order of 95 m.p.h. (153 k.p.h.) the MGA will "cruise all day" at 80 m.p.h. (129 k.p.h.) at an engine speed of 4,700 r.p.m.



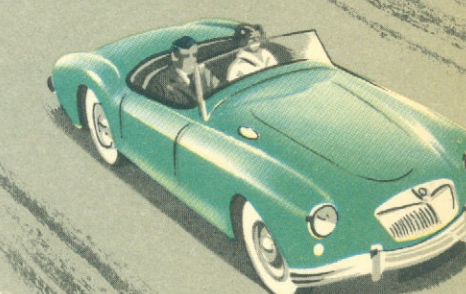
PERFORMANCE



Acceleration, high maximum

speed, powerful braking and road holding are all important factors in the overall performance of a car. The Series MGA has them all, plus the strength and stamina of its predecessors. The road behaviour of this new M.G. is completely predictable in all circumstances. And this means one thing — safety.

SAFETY

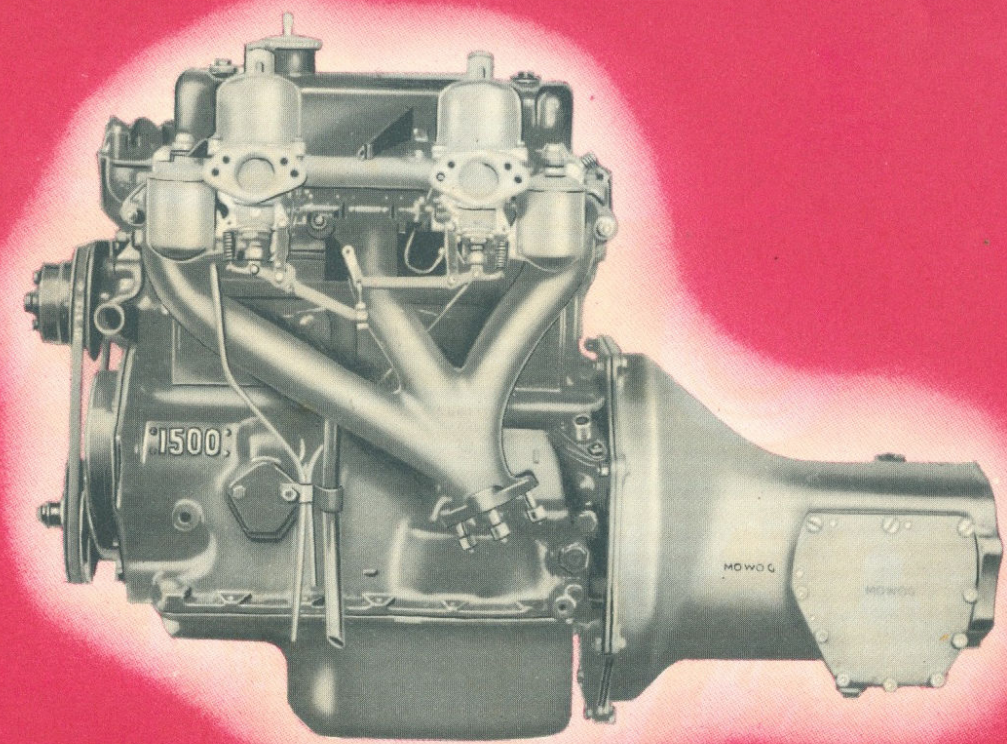
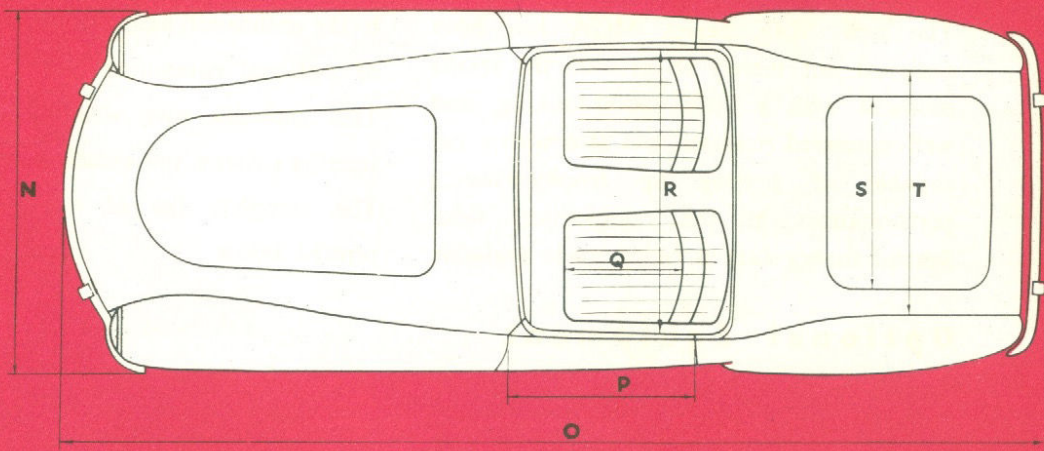
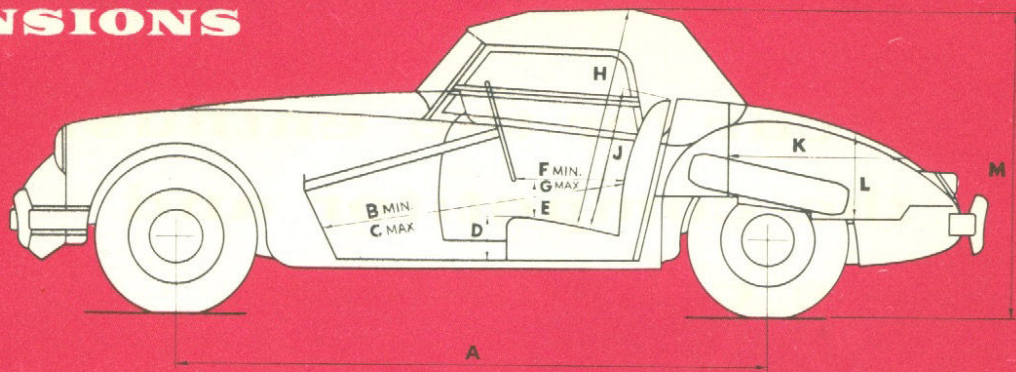


Years of experience with high speed

record-breaking achievements has taught M.G. engineers how to build a production car of small frontal area and low overall drag. Best use has been made of this accumulated knowledge in the design of the MGA. The Series MGA is a car that looks right and is right.

STYLING

DIMENSIONS



A 94 in. 239 cm.	B 43½ in. 110 cm.	C 48½ in. 123 cm.	D 7 in. 18 cm.	E 6 in. 15 cm.	F 12 in. 31 cm.	G 17 in. 43 cm.	H 37 in. 94 cm.	J 21 in. 53 cm.	K 30 in. 76 cm.	Track (front): Disc wheels 47½ in. (1.206 m.) Wire wheels 47¾ in. (1.216 m.)
L 14 in. 36 cm.	M 50 in. 127 cm.	N 57¼ in. 145 cm.	O 156 in. 396 cm.	P 29 in. 74 cm.	Q 18½ in. 47 cm.	R 45 in. 114 cm.	S 30 in. 76 cm.	T 39 in. 99 cm.	Weight 17 cwt. 864 kg.	
										Ground clearance 6 in. (15 cm.)

POWER UNIT

The M.G. Series MGA is powered by a 4-cylinder O.H.V. engine with an internal capacity of 1489 c.c. It is fed by twin S.U. semi-downdraught carburettors, each with its own individual air filter. With a compression ratio of 8.3 to 1 it develops 68 b.h.p. at 5,500 r.p.m., and provides sparkling acceleration through the gears, really fast cruising, and top speed.

A car for the enthusiast the competitor and the connoisseur

The new M.G. Series MGA has been designed not merely to provide the sports motorist with a lively, good-looking, and well-mannered roadster, but also with a car capable of putting up trophy-winning performances in the competition field. Special tuning data is being made available

to the enthusiast, and a comprehensive range of optional equipment has been prepared. This includes wire wheels, an adjustable steering column and an alternative axle ratio. The complete list of optional extras is printed below.

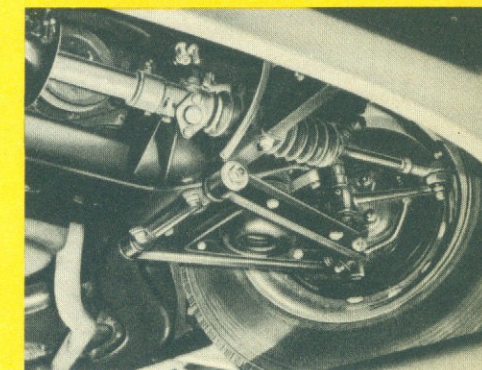
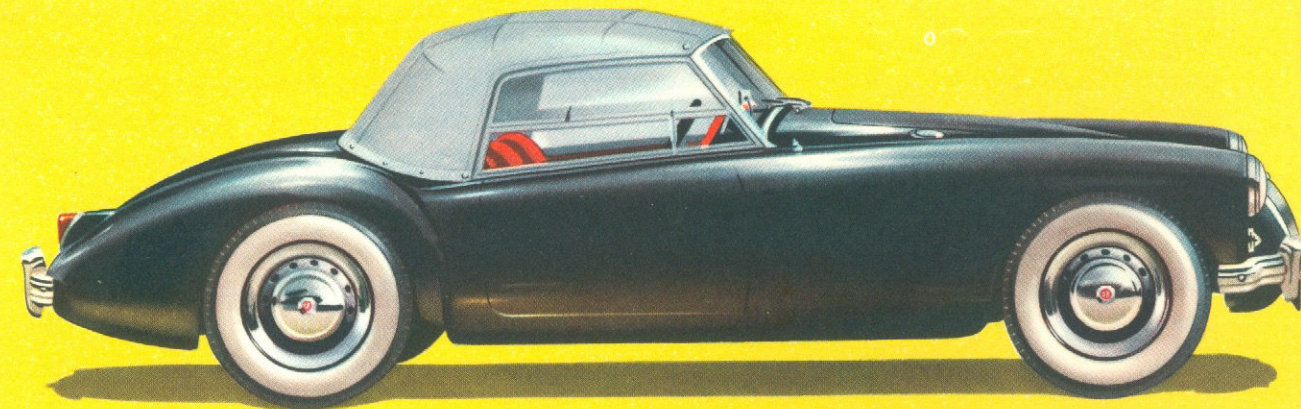
Optional Equipment

1. H.M.V. car radio.
2. Fresh-air heater and demister.
3. White wall tyres.
4. Adjustable telescopic steering column.
5. Wire wheels.
6. Fresh-air cockpit ventilator.
7. Alternative axle ratio of 4.55 to 1.
8. Twin horns.
9. 5.90 x 15 road speed tyres.
10. Wing mirror.
11. External luggage carrier.
12. Fog-lamp.
13. Overall tonneau cover.
14. Chrome-plated rim embellishers.
15. Radiator blind.
16. Windshield washer.

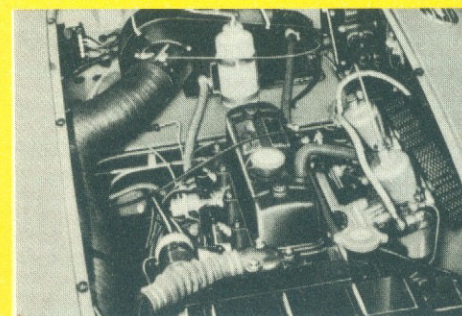
FEATURES

CHASSIS

Built to give maximum strength and rigidity and a very low centre of gravity, this new chassis has deep box-section side members. These are out-swept, permitting driver and passenger to sit *within* the frame, and not above it. The upsweep over the rear axle is another feature of this successful design, developed for George Eyston's record-breaking M.G., Ex 179.



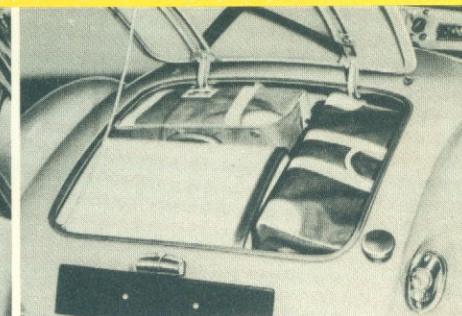
M.G. smooth riding and firm road-holding owe much to this unsurpassed system of independent front wheel suspension.



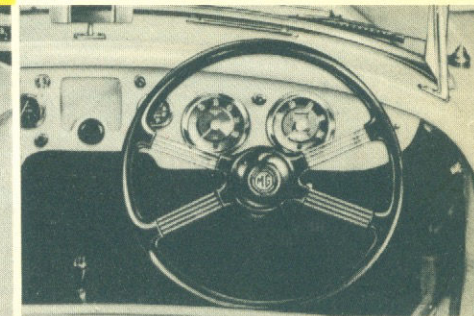
The 4-cylinder 1489 c.c. O.H.V. engine has twin semi-downdraught S.U. carburettors, each with its own individual air filter.



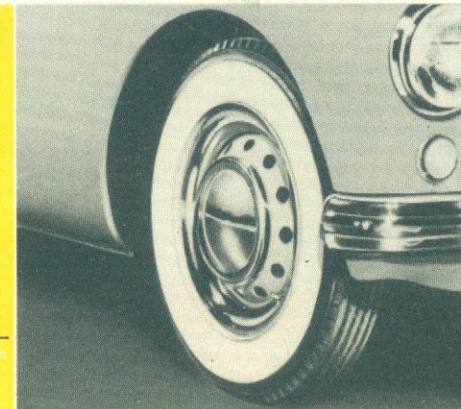
Designed to give maximum comfort throughout long journeys, the adjustable bucket seats are upholstered in real leather.



Three suitcases of average size can be accommodated in the enclosed luggage compartment, which also houses the spare wheel.

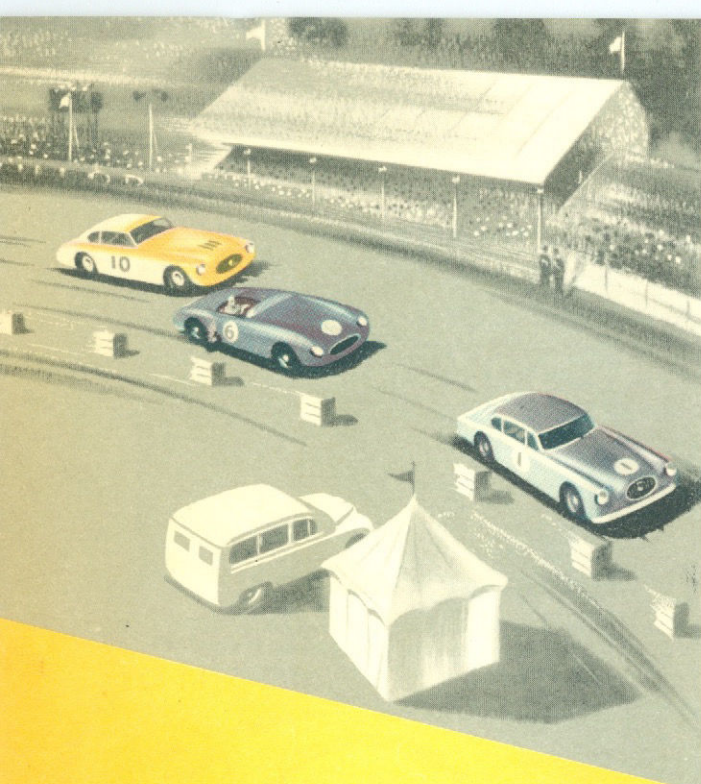


The large diameter spring spoke steering wheel gives a clear view of the 4-inch (10.2 cm.) speedometer and revolution indicator.



Wire wheels and white-wall tyres are available at additional cost.





SPECIFICATION



ENGINE Four cylinders; bore 73.025 mm. (2.875 in.), stroke 89 mm. (3.5 in.), capacity 1489 c.c. (90.88 cu. in.); o.h.v. push-rod-operated; three-bearing counterbalanced crankshaft; compression ratio 8.3 to 1; b.h.p. 68 h.p. at 5500 r.p.m.; cooling by water pump and fan with thermostatic control; forced-feed engine lubrication by eccentric rotor pump; external renewable element full-flow oil filter; oil capacity 7 pints (4 litres); filler on valve cover; aluminium alloy pistons with one scraper and three compression rings; 14 mm. sparking plugs; pressed-steel sump.

FUEL SYSTEM Twin S.U. semi-down draught carburettors with individual air cleaners; rear-mounted S.U. electric high-duty fuel pump; tank capacity 10 galls. (45 litres); fuel gauge on fascia.

ELECTRICAL EQUIPMENT Ignition by 12-volt oil-filled coil and fully automatic distributor with vacuum and centrifugal advance control; suppressor equipment; belt-driven dynamo; compensated voltage control; single-pole positive earth wiring system; dash-controlled starter switch; twin-blade self-parking windshield wipers; twin stop-tail-lamps with flashing direction indicators and rear reflector equipment; double dipping headlamps with pre-focused bulbs and block lenses; foot-operated dipping switch; separate sidelamps; twin Lucas batteries mounted in balanced positions behind seats.

CHASSIS Exceptionally sturdy box-section frame, specially braced for torsional rigidity; rear end of chassis swept over rear axle.

TRANSMISSION Hydraulically operated single dry plate Borg and Beck clutch; 8 in. (20 cm.) diameter; four speeds and reverse; synchromesh on second, third and fourth. Overall gear ratios: first 15.652, second 9.520, third 5.908, top 4.3, reverse 20.468. Central remote-control gear change. Tubular propeller shaft with needle-bearing universal joints.

AXLE Three-quarter-floating rear axle with hypoid final reduction gears; ratio 4.3 to 1; semi-elliptic rear springs controlled by hydraulic dampers. Independent front suspension by coil springs and wishbone-type links controlled by hydraulic dampers.

STEERING Direct rack-and-pinion steering with large-diameter spring-spoke clear-view steering wheel; left or right-hand steering according to market.

BRAKES Lockheed hydraulic fully compensated on all four wheels; 10 in. (25.4 cm.) diameter brake-drums; central hand-brake lever with press-button ratchet control.

TYRES AND WHEELS Dunlop 5.60 — 15 tyres on 4.00J x 15 well-base disc-type wheels with four-stud fixing.

INSTRUMENTS Large speedometer with dead-beat reading and headlamp high-beam warning lamp; large revolution indicator with ignition

warning light; oil pressure gauge; water temperature gauge; fuel indicator gauge; ignition switch; rheostat panel light switch; mixture control; map-reading light; direction indicator switch and warning light; lighting switch.

BODY DETAILS Open two-seater streamlined body with enclosed luggage boot; adjustable bucket-type seats with cushions and backs covered in leather; door pockets; safety glass windshield; folding waterproof hood with large rear transparent panel; two detachable sidescreens with combined stowage and hood cover; driving mirror centrally situated; spare wheel, tools, jack and starting handle housed in rear boot; quick-release petrol filler cap; remote-control locks for bonnet and luggage boot lid; one-piece bonnet hinged at rear, giving easy access to engine unit.

Colours ★ ★ ★ ★ ★

- ★ Black with red or green upholstery. Hood material ice blue or black. ★
- ★ Orient red with red or black upholstery. Hood material black. ★
- ★ Tyrolite green with grey or black upholstery. Hood material ice blue. ★
- ★ Glacier blue with grey or black upholstery. Hood material ice blue. ★
- ★ Old English white with red or black upholstery. Hood material black. ★

★ ★ ★ ★ ★

CONDITIONS OF SALE

WARRANTY

The goods sold by Nuffield Exports Limited (hereinafter called "the Company") are supplied with the following express Warranty of the Manufacturer which excludes all warranties, conditions and liabilities whatsoever implied by Common Law Statute or otherwise:—

1. For the purpose of this Warranty the term "goods" means and includes new cars or chassis or parts thereof, including replacement parts made by the Manufacturer. It does not include tyres, speedometers, or electrical equipment, or proprietary articles or goods (including coachwork) not of the Manufacturer's own manufacture although supplied by the Company for which no Warranty is given by the Manufacturer or is to be implied.

2. For a period of SIX MONTHS from the date on which a new car is delivered to the first owner-user thereof the Manufacturer will exchange or repair any part or parts thereof which needs or need replacing or repair by reason of defective material or defective workmanship.

3. The Manufacturer will not be responsible for any expense which the purchaser may incur in removing or having removed or in replacing or having replaced any part or parts to be sent for inspection or in fitting or having fitted any new parts supplied in lieu thereof.

4. No claim for exchange or repair can be considered unless the person claiming:—

- (a) Immediately upon discovery of the alleged defect returns the part or parts complained of carriage paid to the Company's Distributor in the territory in which the car was purchased.
- (b) Sends therewith particulars of the chassis or car number and engine number of the car in question as shown on the Manufacturer's identification plate.
- (c) Sends also full particulars of the claim and the reasons therefor, stating in such particulars

the date of the purchase and the name and address of the person or firm from whom the car was bought.

(d) Refers to this Warranty.

5. This Warranty shall not apply to:—

- (a) Any car used:—
 - (i) For hiring out.
 - (ii) For competitions, racing and/or record attempts.
 - (iii) For any purpose other than the private or genuine commercial use of the owner-user.
- (b) Any part which in the opinion of the Manufacturer has been injured by wear and tear, neglect or any form whatsoever of improper use.
- (c) Any car the identification numbers or marks of which have been altered or removed.
- (d) Any goods which have been altered outside the Manufacturer's works or to which any part not sold or approved by the Manufacturer has been affixed.
- (e) Any second-hand car or part or parts thereof.
- (f) Any part or parts of a chassis to which a body which in the opinion of the Manufacturer is unsuitable has been fitted.

6. The responsibility of the Manufacturer is limited to the terms of this Warranty and it shall not be answerable for personal injuries or consequential or resulting liability, damage or loss arising from any defects.

7. The judgment of the Manufacturer in all cases of claims shall be final and conclusive and the purchaser shall accept its decision on all questions as to defects and the exchange of part or parts. After the expiration of twenty-one days following despatch of notification of the Company's decision the part or parts submitted may be scrapped or returned carriage forward by the Distributor or the Manufacturer.

CONDITIONS OF SALE

All new cars and chassis and parts thereof or other products supplied by Nuffield Exports Limited (hereinafter referred to as "the Company") are sold subject to but with the benefit of the Conditions of Sale hereinafter set forth.

1. **WARRANTY.** The Warranty as reproduced herewith shall be deemed to be incorporated in these Conditions; to the intent, in the case of a sale by a Distributor or Dealer or a member of the motor trade, that he shall pass on the benefit of the Warranty to his purchaser, who shall be subject to its provisions.

2. **REPRESENTATION.** Such provision of the benefit of the Warranty shall not create any privity of contract between the Company and the purchaser and every Distributor or Dealer or member of the motor trade contracts as a principal and not as an agent, and has no authority to give any warranty or make any representation or otherwise act on behalf of the Company.

3. **DELIVERY.** Neither the Company nor any Distributor or Dealer or member of the motor trade shall be liable for non-delivery or for any delay in delivery on the part of the Company from whatever cause or for any direct or consequential loss or damage arising therefrom.

4. **CUSTOMS LAWS AND REGULATIONS.** The Company will endeavour to comply at all times with the various Customs laws and regulations and import and currency restrictions of the countries to which its cars and chassis and parts are shipped, but shall not be responsible for penalties resulting from invoices or shipping or consular or other documents or the packing or specifications of its cars or chassis or parts not com-

plying with the requirements of the country to which the shipment has been made or for delays in receipt by the customer or his agents of shipping or other documents.

5. **ALTERATIONS IN PRICES AND CONDITIONS OF SALE.** The Company's prices and Conditions of Sale may be altered at any time without notice, and all cars and chassis and parts thereof and other products are sold subject to the prices and Conditions of Sale ruling at the time of delivery. In the event of increase of price the purchaser may cancel his order in writing within seven days of receiving notice of increase, except where this increase of price arises from differences in the rate of exchange for which the Company can take no responsibility.

6. **ALTERATIONS IN SPECIFICATION.** The Company reserves the right to discontinue the sale of any model or to make any alteration in the design or specification of any model without notice and to deliver goods conforming to the altered design or specification in fulfilment of any order.

7. **EXHIBITIONS AND COMPETITIONS.** No car or chassis or part or other product shall be exhibited at any exhibition or show or entered for or permitted to take part in any trial or race without the written approval of the Company. Anyone who commits or allows a breach of this Condition renders himself liable to indemnify the Company for any penalty it may incur.

8. **DIRECT ORDERS.** The Company may allocate any order placed direct with it to its Distributor or Dealer in the appropriate territory.

9. **ENGLISH LAW.** These Conditions and any contract or agreement to which these Conditions shall apply shall be construed according to English Law.





SERIES

MGA

Safety fast

PROFILED FOR PERFORMANCE

N U F F I E L D E X P O R T S L I M I T E D

(Proprietors: MORRIS MOTORS LTD.)

Telephone: Oxford 77733

Telegrams and Cables: Morex, Oxford

Codes: BENTLEY'S, BENTLEY'S SECOND PHASE, A.B.C. (FIFTH AND SIXTH EDITIONS), WESTERN UNION AND PRIVATE

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C O W L E Y , O X F O R D , E N G L A N D