ROVER AND ALVIS NEWS

1966 THE QUEEN'S AWARD TO INDUSTRY

Vol. 7 No. 7 December, 1967

OUTLOOK OPTIMISTIC

Sir Donald talks of expansion— 6 months' output in 3.5-litre orders

IT was the Leyland Motor Corporation's firm intention to expand The Rover Company's production facilities, declared Sir Donald Stokes, Chairman of the Corporation, when he returned to the theme of the future of Rover within the Leyland organisation at a reception held in conjunction with the Earls Court Motor Show.

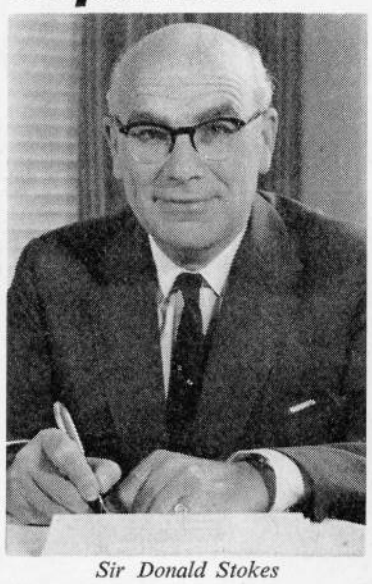
Addressing a gathering of Rover home and overseas distributors and dealers, Sir Donald reiterated his belief that Rover should be an autonomous unit within the Leyland organisation, "taking advantage of the strength of our greater facility."

"We are going to retain completely and utterly the separate identity of The Rover Company," he said. "We've got all sorts of ideas for the future."

He revealed that orders for the new 3.5-litre car had more than covered production plans for the next six months. "We plan to increase the output by some 30 per cent and I hope we shall be able to push up the sales of the 2000."

Sir Donald Stokes said that from the outset Leyland had been very conscious of negotiating with a firm of equal repute with the Corporation and with great traditions of engineering, stability and expansion.

"We don't undertake rationalisation for its own sake and we decided that when we wanted to join with Rover the sole purpose behind it was to expand Rover facilities. And this is what we are going to do.



Sir Donald Stokes

"We believe there is a tremendous future for the Rover type of car. We've got the Rover 2000, the 3.5-litre, and the Land-Rover, and we've got all sorts of ideas for the future. I believe that as a joint effort both at home and overseas we can get a tremendous amount out of this."

Sir Donald told his audience: "You're the most important part of our organisation, because the distribution scheme at home and overseas is the keynote to our success. We're determined to make Rovers the prestige car in the world."

He said there were many opportunities where the efforts of Rover and Standard-Triumph could be combined, but any integration of sales efforts would be done entirely on their merit. Any decision made by Rover would be done because the Board of Rover thought it was right and it would be done completely at arm's length. Decisions at Standard-Triumph would be similarly taken.

"Where we think jointly that it is to the advantage of all concerned we would like to have your full co-operation, because we believe that by being bigger we can in certain areas be very much stronger."

Sir Donald told the distributors and dealers: "We are never going to indulge in badge engineering and there is no question whatsoever of a Triumph 2000 or a Rover 2000 being merged or sublimated."

The Leyland Chairman continued: "The marriage of our two companies (Rover and Standard-Triumph) has meant that we now control about 11 per cent of the home market. Eleven per cent may not seem an awful lot but when you consider it is 11 per cent of the most profitable part of the market you will agree that this is the sector we ought to be in. And I would remind you—and I'm not ashamed of this—that we are not in business to make motor cars but to make money."

Mr. Farmer sees good home and overseas prospects in 1968

CAUTIOUS optimism about prospects in both the home and export markets in 1968 was expressed by Mr. L. G. T. Farmer, the Rover Chairman, at the London Motor Show reception given by the Company for its distributors and dealers.

He said: "The motor industry in this country has been passing through a difficult time and it has been difficult for us too. But we have nothing to be ashamed of, and we have more than held our own in the period through which we have been passing.

"I would like to think that those bad times are passed. I believe that in the short-term we are very probably in for a good year in the home market in 1968. One has to be brave to forecast but that is how it looks to us at the moment."

Mr. Farmer went on: "Exporting is going to become increasingly difficult, but I would say that in the short term, provided that we get the benefits that are to come in the export market as a result of our getting together (with Leyland), we are in for a good year in 1968.

"What does worry me, and I expect it worries Sir Donald Stokes too, is what the long-term future does hold for the economy at large. But I am quite certain that the Leyland Motor Corporation, difficult as times may be in the international field, is going to more than hold its own with anyone else in the British motor industry".

Mr. Farmer

Mr. Farmer said the Rover 2000 continued to more than justify the faith the Company had placed in it. He believed, too, that the 3.5-litre—"this splendid car"—was going to be good for both the Company and its distributors and dealers.

Land-Rover sales, too, were good. Competition overseas had created difficulties but sales were picking up. "It is particularly gratifying that in the arrangements we are making with Leyland there are all the signs that we are going to get benefits from their great facilities overseas.

"And I imagine that those of you in the home market will draw some satisfaction from the fairly clear indication that the sole competitor to the Land-Rover in the U.K. market is likely to disappear from the scene in the not too distant future."

In a reference to the Leyland-Rover merger, Mr. Farmer said it had been quite remarkable what benefits had accrued in a relatively short time. "I can assure you that it does auger well for the future", he declared.

3.5-litre attracts attention—and orders—at Earls Court

THE new Rover 3.5-litre V8 automatic saloon and coupé made their U.K. debut at the 1967 Earls Court Motor Show when the cars were among seven Rover models on display on the Company's stand. Centrepiece of the Rover exhibits, all of which attracted the usual considerable interest shown in Rover products, was the 3.5-litre coupé mounted on a plinth, while on the stand floor a 3.5-litre saloon and coupé were on display. An added attraction was a cut-away working model of the new Rover V8 all-aluminium engine.

Also on the stand was the sales-winning Rover 2000 SC, the 2000 TC and the 2000 Automatic, all of which remain unchanged in specification and design for the new season.

Since the Rover 2000 made its debut at Earls Court in 1963, well over 80,000 have been produced and demand for the three models in the range is now greater than ever before.

All the cars on the stand were fitted with a range of optional extras including heated rear window, safety harnesses, headrests, fog and spot lamps, radio and overriders. One of the 2000s was fitted with sports-type wire wheels and another with a Continental sun roof.

In addition to the seven cars exhibited on the Rover stand, a Rover 2000 TC in white with ebony trim was shown on the Pressed Steel-Fisher stand, a 2000 SC in white with red trim on the stand of Joseph Bradbury Ltd., a 2000 TC in white with ebony trim and fitted with Webasto sun roof and wire wheels on the stand of Tudor Webasto Sun Roofs Ltd., and a six-cylinder petrol Land-Rover Dormobile 4-berth conversion in mid-grey on the Martin Walter stand.

Three Rover 2000 seats were also displayed on the stand of Irving Airchute Ltd. to demonstrate the Irving Safety Harness.

A justifiable smile of satisfaction on the face of Mr. B. G. L. Jackman (Production Director) as he places on the bonnet of a Rover 3.5-litre car the plaque awarded to the car for winning first place in its section of the annual coachwork competition organised by the Institute of British Carriage and Automobile Manufacturers in conjunction with the Earls Court Motor Show. The appropriate gold medal will be presented at a later date. Mr. Jackman received the plaque on the Company's behalf

Double vision? This unusual picture, taken by Rover photographer Alan Luckett, shows Mr. W. Martin-Hurst, the Rover Managing Director, explaining details of the cutaway 3.5-litre V8 engine displayed on the Rover stand at Earls Court to Mr. James Callaghan, the Chancellor of the Exchequer. Their features are reflected perfectly by the glass display case in which the 3.5-litre engine was exhibited.

Lord Watkinson (right), who opened this year's Earls Court Motor Show, being greeted on the Rover stand by Mr. L. G. T. Farmer, the Rover Chairman (shaking hands), Mr. W. Martin-Hurst, Managing Director, and Mr. John Carpenter, Sales Director (left).

ORDERS valued at more than £20m for Rover 2000s and the new 3.5-litre car were received by the Company in the first week of the Earls Court Motor Show, and orders continued to pour in for the remainder of the show period.

Despite the general low level of activity in the motor industry during September, in which car production reached its lowest level since last December, Rover continued its sales gains.

During the nine months ending September, Rover 2000 U.K. registrations totalled 18,697, 3,566 more than the corresponding period of 1966, giving an overall increase in registrations of Rover 2000s of 23.5 per cent, as against a five per cent drop in the total U.K. car registration figures.

Rover fork truck champion 4th in his national class

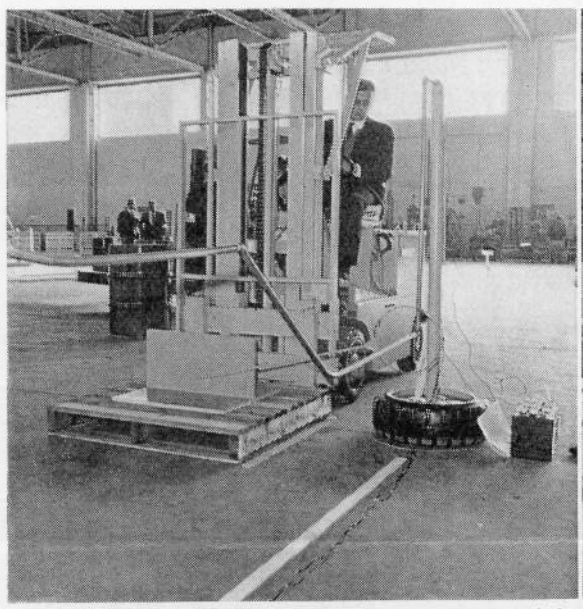
THE Rover Fork Truck Driver of the Year 1967, Mr. J. C. Hancock, (Parts Department, Pengam), was fourth in his class from 21 entries at the National Fork Truck Driver of the Year competition held at Gamecock Barracks, Bramcote, near Nuneaton, in October.

Mr. Hancock and Mr. B. Williams (Progress Department, Acocks Green), runner-up in the Rover competition, were the Company's representatives in the national event. Mr. Williams was eighth equal in his class of 67 competitors.

Class C in which Mr. Hancock competed was for reach type fork lift trucks of between 4,000 and 4,500 lb. capacity. Class B (Mr. Williams) was for counterbalance type electric or liquid petroleum gas, cushion tyred, of between 4,000 and 4,500 lb. capacity.

For Mr. Williams it was his second try in the national competition. In 1965 he was 51st in the same class in which this year he achieved eighth equal place—a much improved showing.

A new addition to this year's national event tests was the manoeuvring of a metal ring, attached to a pallet, along an undulating metal rod without touching. The rod was electrically wired and a bell rang when the ring made contact, costing the competitor 10 penalty points per ring.



Mr. B. Williams (Progress Department, Acocks Green) keeps a cool head during the potentially unnerving experience of taking part in the National Fork Truck Driver of the Year competition. RIGHT: He manipulates a beam between two obstacles, the distance between which is less than the length of the beam. LEFT: A 'touch' on the bar rings the bell —and penalty points result.

THE LAST OF A FINE LINE . . .

A sentimental occasion at Alvis as the last 3-litre Series IV saloon car to come from assembly gets a final polish and shine before delivery to its buyer. Production of Alvis cars has now ceased.

BIRTH

We offer our congratulations to . . .

BRADBURY—To Mr. and Mrs. John Bradbury, a daughter (Julie Ann) on September 29. Mr. Bradbury is Publicity Executive U.K.

DEATHS

We record with regret the following deaths, and offer our sympathy to relatives . . .

HEMMING—Mr. G. Hemming on September 11; he worked in the Inspection Department, Tyseley (14 years' service).

GITTINS—Mr. G. Gittins on September 11; he worked on the Land-Rover Final Line (27 years' service).

RUSSELL—Mr. Eric George Russell on September 21; he worked on Land-Rover Assembly (14 years' service).

RETIREMENTS

TYSELEY; Messrs. L. Morris (40 years); T. G. Wilson (46 years); J. Brinton (40 years); J. J. Vann (43 years); A. W. Brooks (38 years); S. Gaunt (38 years); H. Payne (37 years); H. B. Cantrill (37 years); H. Westwood (37 years); A. Newell (35 years); Mrs. I. Baldwin (34 years).

Miss Christina Burns on August 31, after 30 years' service; she was supervisor, P5 Trim Shop.

QRY Competitions bring results

During the period of the recent QRY Efficiency Competitions held at Seagrave Road, improvement in shop cleanliness was very noticeable, timekeeping was improved and the number of works accidents was reduced.

Results of the competitions: 'A'—shop cleanliness, timekeeping, works accidents, etc.: 1st (£60) Sections 4 and 17, 1457 points; 2nd (£15) Sections 16 and 9, 1454 points; 3rd (£10) Sections 2 and 8, 1425 points. 'B'—timekeeping only: winner (£5) Maintenance Department. Winner of newsboy slogan (£5)—G. Hudson. ("Rovers for Rally Good Vehicles").

The Alvis Story

THE adjoining illustrated souvenir page—ALVIS 1919-1967—is, I feel, a fitting conclusion to the short sequential history of Alvis which it has been my pleasure to write for the NEWS.

Although I do, of course, appreciate and thank you for your kind remarks acknowledging my interest in the articles you should know that

A Reader Writes . . .

work of this nature cannot be achieved without help. I would therefore like you please to place on record my appreciation of the assistance given to me by the Alvis Publicity Department in providing early historical data and photographs; to Mr. Ken Day (General Secretary of the Alvis Owner Club) for most valuable information provided in his book 'The Alvis Car 1920-1966' (reviewed in ROVER NEWS August 1966); to Mr. R. M. Clarke for his book 'Alvis in the Thirties' and to Mr. N. H. Johnson for his book 'The Vintage Alvis'.

In addition, I must thank several Rover employees who have family associations with Alvis and who have come forward with stories and pictures; also Mr. W. J. Solloway, of Redditch, for his reminiscences and helpful suggestions—and there is also the excellent service provided by Mr. Lyons, Mr. Mills and photographic staff at Acocks Green.

I cannot conclude without thanking you Mr. Editor, for your generous help and co-operation, and your ready acceptance of the varying length of my contributions. I must also thank Mrs. Nabbs for the excellent typing of manuscript.

BERNARD LIGHT
Company Historian.

THIS CARTOON WAS A WINNER . . .

. . . of a £5 special prize for Mr. A. Sherriff (Heat Treatment junior foreman, Percy Road). He submitted a number of cartoons for display in the Percy Road factory as part of the QRY campaign. The works Q & R committee decided to reward Mr. Sherriff's enthusiasm and he is thus richer by a crisp fiver.

Foreman awarded scholarship

MR. John McGough (foreman, Quality Control, Acocks Green), has been awarded a twelve-month Savage Memorial Scholarship to attend Birmingham University on a post-graduate course in quality and reliability engineering.

Mr. McGough

Mr. McGough completed his apprenticeship with the Company in April 1961, and has spent four years in various inspection departments within the Rover group.

His qualifications are O.N.C. and H.N.C. Mechanical Engineering with full production endorsements, and he is at present studying for a supervisor's certificate.

NEW MEN IN CHARGE

MR. Donald W. Rogers, the Company's new Chief Cashier and Export Credit Controller, is an Old Silhillian and a qualified pilot.

Mr. Rogers

After leaving Solihull School, and later Cambridge University, he did two years' National Service in the R.A.F. during which time he was trained as a pilot and commissioned, serving in Cyprus, Kenya and the Far East.

On returning to the commercial world, he joined a shipping house with banking connections and for the next seven years worked in London, Liverpool and South Africa, based in Johannesburg.

Mr Rogers returned to Britain to join B.S.A. Machine Tools Division at Small Heath, Birmingham, and subsequently joined Alfred Herbert Ltd., machine tool manufacturers of Coventry.

He joined Rover in October 1965 as assistant to Mr. G. Callarman, Chief Cashier and Export Credit Controller, who has now left the Company. Mr. Rogers enjoys a hard game of squash, plays rugby and is active in the management of the Old Silhillians Association.

★ ★ ★

MR. Michael E. Camidge, who has been appointed Manager of the On-Cost Control Department to succeed Mr. J. H. Arnold, is a B.A. of Manchester University and a chartered accountant.

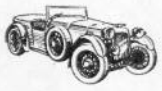
He joined Rover two years ago in the Accounts Department as assistant to Mr. K. G. Stretch, the Financial Accountant, from a firm of professional accountants in Leeds. He joined this concern from University, remaining for six years. During this period he studied and passed his chartered accountancy examinations.

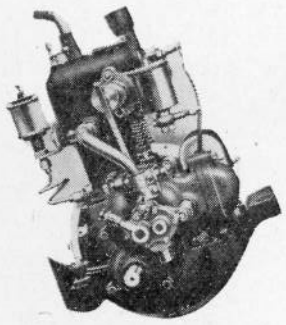
Mr. Camidge is aged 30 and married.

Appointed and Promoted

Mr. Camidge

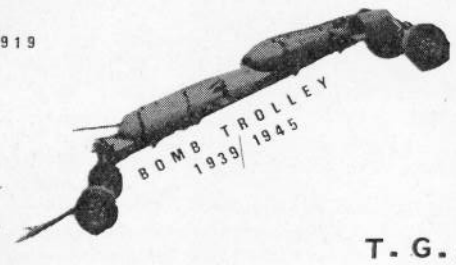
1919 ALVIS 1967





'ELECTRA' 1919

T.G. JOHN
THE FOUNDER



BOMB TROLLEY 1939/1945

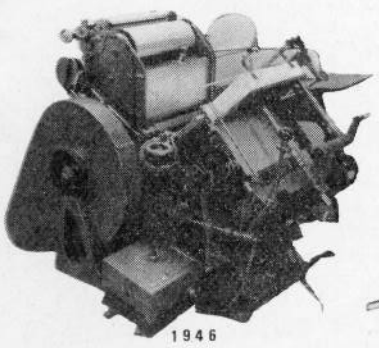
10–30 h.p. 1920

The 'FIRST' Alvis.

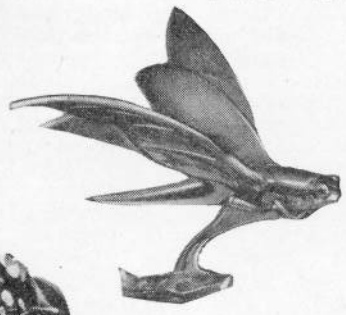
T.G.JOHN LTD. 1919

THE ALVIS CAR & ENG. Co. Ltd. 1921

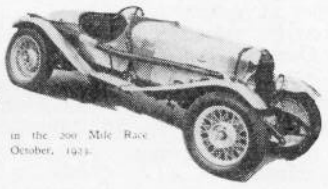
ALVIS Ltd. 1936



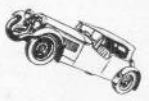
1946
PRINTING MACHINES



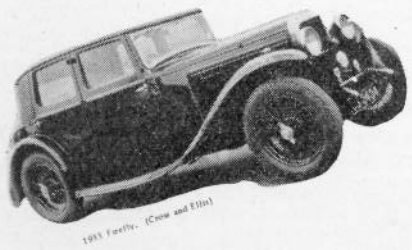
250 Guinea Gold Cup won by the Alvis Company



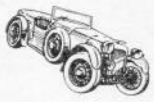
in the 200 Mile Race October, 1923.



G.P.H.de FREVILLE



1933 Firefly. (Crow and Ellis)



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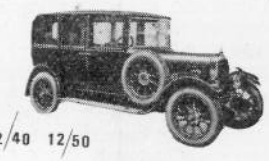
1925



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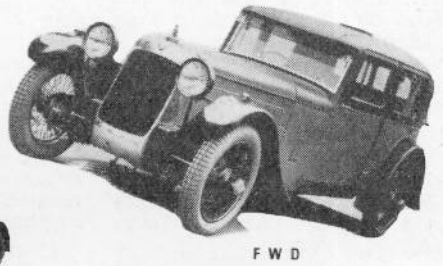
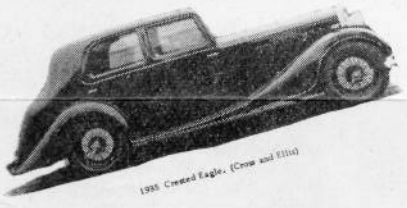
1925

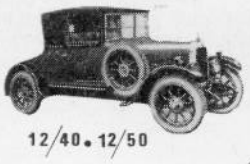


FWD



1935 Crested Eagle. (Crow and Ellis)

1925



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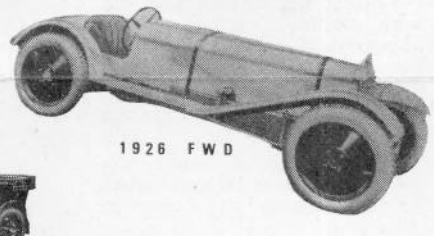
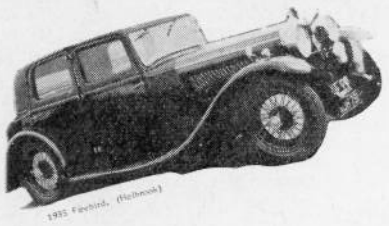
Fourteen 1947

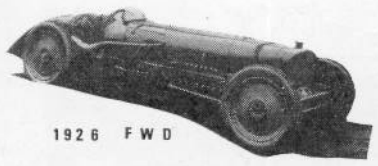


1926 FWD



1935 Firebird. (Hailwood)

12/40 . 12/50

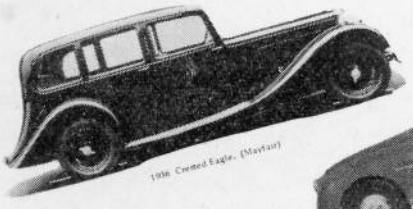


1926 FWD

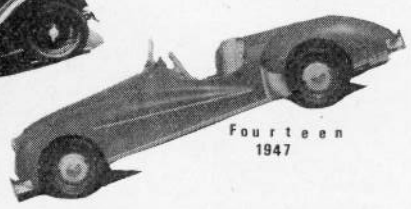
12/50 1925

GOD IS MY HELP

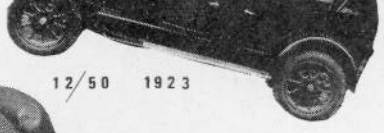
By Appointment to His Royal Highness, the Duke of Edinburgh.



1936 Crested Eagle. (Mayfair)



Fourteen
1947



12/50 1923

Fourteen 1947

3 Litre 1950

Fourteen
1947

3 Litre
1967

3 LITRE

SERIES IV

STALWART

LEONIDES

SALADIN

H.B. LIGHT

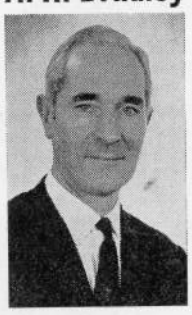
THE 5th ARTICLE IN THE QUALITY CONTROL SERIES SPOTLIGHTS OVERSEAS QUALITY

Growth of overseas assembly brings its own special problems

WITH the establishment of overseas manufacturing units approximately ten years ago, some thought had to be given to the maintenance of the Company quality standards.

At the commencement of initial overseas manufacture a resident inspector was installed but with the growth of overseas operations, assembly and local manufacture is now carried out in over 20 different territories. In view of this growth it was decided that it was not practicable nor economical to install a Company quality control representative at each of the manufacturing units.

by
A. R. Bradley



Chief Quality Engineer, Overseas Operations

As some degree of quality control was necessary the Overseas Quality Liaison Department was formed to provide certain quality control services to overseas units.

Overseas manufacture covers all types of 88″, 109″ and Forward Control Land-Rover vehicles and Rover 2000s. It is usually carried out by assembling vehicles from CKD packs which vary from KD.I packs (i.e. vehicles in painted condition, but knocked down with virtually no overseas content) to KD.III packs (i.e. vehicles in bare metal condition with a higher degree of knock down and varying degrees of local content).

Assembly of vehicles is carried out by four types of organisation:—

1. Wholly group-owned overseas manufacturing units, e.g. South Africa, Zambia.
2. An overseas group company, but with assembly carried out by sub-contractors, e.g. Australia, New Zealand.
3. By overseas distributors, e.g. Turkey, Iran, Angola, Tanzania etc.
4. By Metalurgica de Santa Ana which have been granted license to manufacture Land-Rovers in Spain.

The Overseas Quality Liaison Department provides the following services to overseas units, and these themselves afford some measure of quality control on the vehicles assembled.

Sample Approval

The manufacturing agreement lays down that when the overseas unit wishes to manufacture components for incorporation into either Land-Rovers or cars, a sample must be submitted for examination and approval, unless this condition is waived by Quality Control.

When a sample is received it is examined:—

(a) Dimensionally for conformity to drawing requirements.

(b) For conformance to material specification.

(c) Where practicable for functional performance and durability.

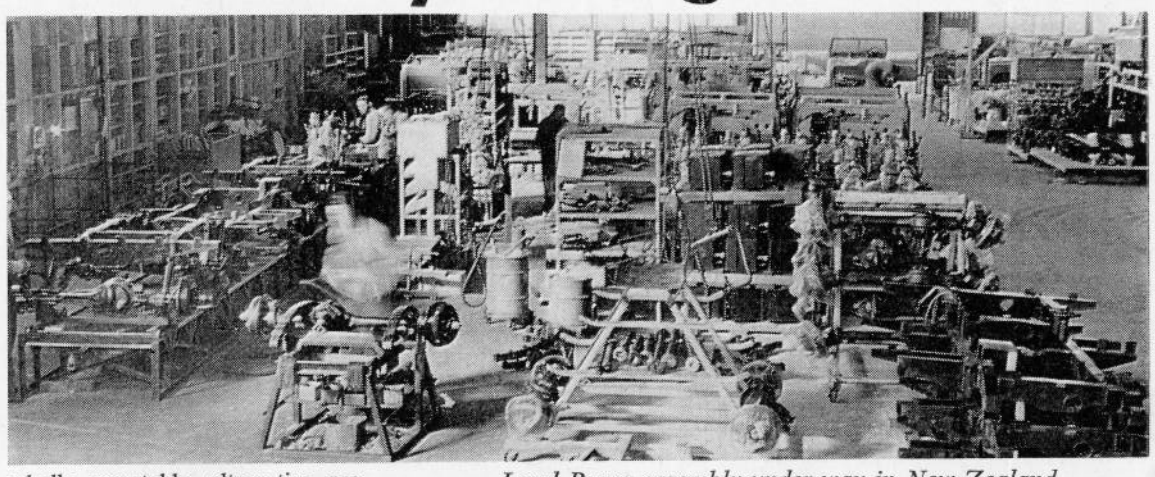
The sample is given the same critical examination as for samples received from The Rover Company suppliers.

If the component is normally supplied as a proprietary article to the Company, the co-operation of the Rover supplier is usually sought in the examination of the sample. Every effort is made to present a prompt report to the overseas manufacturer.

Design Concessions

Should the overseas manufacturing unit wish to deviate from the Rover Company's specification for any reason, full details are submitted by means of a design concession application.

The request for concession is analysed and discussed with other departments concerned, and if acceptable the design concession is granted. If the concession is not wholly acceptable, alternative proposals may be suggested.



Land-Rover assembly under way in New Zealand

Vehicle Modifications

When a manufacturing unit is producing components locally, Overseas Quality Liaison advises when a modification, which affects the quality of the vehicle, is introduced. Commencing dates are requested to ensure incorporation of the modification into the vehicle.

Technical Instruction

Technical instructions relating to Quality Control and Engineering Departments are forwarded overseas when these affect the vehicles being assembled.

Miscellaneous inspection information is also supplied where appropriate and on request from the overseas manufacturing unit.

Material Specification

Metallic and non-metallic material specifications are supplied to assist the overseas manufacturing unit in obtaining material to the correct Rover specification.

Any other miscellaneous specification, such as British Standards or SMMT standards, is supplied on request, if not covered in the official Rover specification.

Inspection Planning Sheets

Inspection planning sheets are raised for machined components so that overseas manufacturing concerns may have the benefit of Rover machine shop inspection practice.

These planning sheets detail the inspection operations and the degree of inspection carried out, also details of the inspection equipment and gauges required for these operations.

Similar information is provided for components normally bought out.

Overseas Visits

Quality Control engineers are attached to the department for the purpose of making periodical visits to overseas manufacturing units, and to carry out the following duties.

(a) To ascertain that the components and material being received in CKD packs are received in a satisfactory condition.

(b) To observe the quality of vehicles being produced and particularly the quality of locally-produced material.

Visits of Quality Control and Laboratory specialists are arranged where assistance is required on any specific subject relating to inspection or quality control.

Recent visits have included manufacturing and assembly plants in Spain, Belgium, Eire, Malaysia, Australia, New Zealand, Iran and Turkey.

Manufacturing Samples

When required Overseas Quality Liaison supplies suitably checked components for use as manufacturing samples overseas. These samples include either actual components, trim material shade samples or paint shade samples.

CKD Inspection

Material required for marshalling into CKD packs is obtained from various sources within the organisation, and by virtue of the fact that vehicles are assembled overseas from varying degrees of knock-down, great care must be exercised in ensuring that the correct components are received.

A section of Overseas Quality Liaison is devoted to the inspection of CKD components both at Rover factories and at the packing organisation to whom the packing has been sub-contracted. This section covers the following activities:—

1. Inspection of material for quality (this includes correctness to specification, paintwork and freedom from damage).

2. Inspection of material for conformity to type (i.e. to ensure that material is selected with reference to certified samples).

3. Samples are obtained, checked to drawing and issued to the packers for use in selection of CKD packs. Where the provision of samples is not convenient or economical, photographs are provided for identification purposes. Samples are kept up to date and in line with modifications issued.

4. Liaison with the packers to ensure that material is packed in the best possible way to avoid damage in transit by road, rail and sea, and in some cases by air.

CKD Inspection has the responsibility of investigating complaints received from overseas concerning damage or deterioration of components in transit, also complaints of faulty material are investigated with the Inspection Department.

SKD Vehicles

A quantity of vehicles are despatched overseas in a semi-knocked down condition, and a watching brief is kept at the various packers to ensure that all precautions are made to protect the quality of the vehicle during packing and transit.

Preservation and Packaging Specifications.

Overseas Quality Liaison Department has the responsibility for compiling The Rover Company's Manual for Preservation and Packaging.

This manual covers CKD and Service preservation requirements as in both cases it is essential that material being delivered to customers at home and overseas is received in a satisfactory condition.

Specifications for the protection of engines, gearboxes and axles are laid down; preservation is usually carried out at the factory of manufacture, and a certificate issued by inspection as being satisfactorily carried out.

Quality Control at Overseas Manufacturing Plants

The degree of quality control varies with the size of the organisation and the amount of vehicles produced per year.

In the case of Metalurgica de Santa Ana, Spain, quality control is highly organised, the department consisting of a quality manager, chief inspector, chief metallurgist, superintendent inspectors, etc. Rover Australia and South Africa each employs a chief inspector, but in the case of other assembly plants the quality of the vehicles produced is usually the responsibility of the technical manager or some person holding a similar position.

Visits from Overseas

From time to time engineers from our overseas associates visit the Company, and every opportunity is taken to advise them of the Company's quality standards. On occasions the engineer will spend some time with the respective section of the inspection department or laboratory, and is thus given an insight into Rover methods.

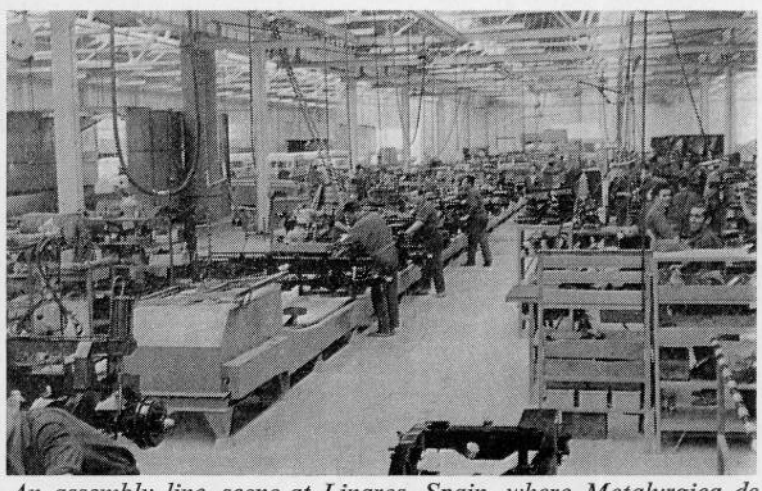
Conclusion

In conclusion it must be stated that in supplying vehicles in a CKD condition, the highest standard of quality for finish must be maintained for all components to ensure that Rover quality standards are fully maintained.

CKD manufacture overseas must inevitably increase because increasing custom tariffs make the import of assembled vehicles uneconomical and with the growth of local manufacture regulations prohibit the import of certain components.

RETIREMENT PRESENTATIONS

When Mr. Sidney Garrett (Supt., Test Houses, Acocks Green) retired after 27½ years' service, he was presented (above) with a two-speed Black and Decker drill and a cheque by Mr. E. G. Bacon (Executive Director, Quality and Reliability) on behalf of colleagues. In his earlier years of service, Mr. Garrett was closely involved with the development of tank engines on Ministry contract. BELOW: Forty-seven years' Rover service ended for Mr. W. C. Daniels (Senior Time Study Engineer, Tyseley) when he retired with the very best wishes of his colleagues. They bought him a transistor radio and a set of wine glasses and also gave him a bouquet of flowers for his wife. The gifts were handed over (pictured) by Mr. E. Lyons (Chief Time Study Engineer, Tyseley Group of Factories).



An assembly line scene at Linares, Spain, where Metalurgica de Santa Ana produce Land-Rovers.

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