

autocult

FACTS & STORY

MG Mini M-Type (Great Britain, 1963)

BRANDS OF THE PAST

scale 1:43

#02020

release

11/2019

limited edition 333 pcs.



Happy Birthday

In Great Britain the name Austin stood for a solid construction and reliable utility vehicles. But beginning in 1950 the future of the British manufacturer became difficult and finally in 1952 the press department announced that Austin will merge with its formerly biggest competitor Morris Motor Company. The new company name of the company merger was British Motor Corporation, or short BMC. Due to the corporation BMC grabbed a market share of almost 40% of the British automotive market. Beside Morris and MG also the cars of the brands Austin-Healey, Valden Plas, Wolseley and Riley were part of the car range.

To at least defend its market share BMC established a development department at the former main plant of Austin in Longbridge. Under the abbreviation ADO, which stood written out for Austin Development Office, the vehicles for the whole concern were developed and extensively tested. Among these developments also the ADO

15, which advanced to the position of the most successful small car of BMC, was to be found ... the Mini. On 18 August 1959 the first cars rolled off the line in Birmingham and the success story took its course. While the production started and the demand increased steadily, the engineers continued their work at the drawing boards in Longbridge and sketched, designed and developed further improvements. The ADO numerical order was tireless continued. One of these developments was a mixture of a Mini that was fitted with a transmission of John Cooper and significantly more valuable interior features than the standard version. Also the bodywork of the prototype differed from the standard Mini. Those who took a closer look at the car were able to recognize that the 1963 prototype with the MG badge on its body was a mixture of a Mini and a Riley Elf.

Even if the prototype have not made it into series production, it represents an important

part of the development history of the car and also deserves the congratulations to the 60-year Mini-anniversary in August 2019 ... Happy Birthday!

AutoCult GmbH

Äußere Further Straße 3
90530 Wendelstein
Germany

Tel. +49 / 9129 / 296 4280

Fax +49 / 9129 / 296 4281

info@autocult.de

www.autocult-models.de