

Mr. A. Barr, Managing Director, Pressed Steel Fisher.

The need for an effective communication

THE purpose of PSF REPORT is to keep the management team - that's everyone from foremen to directors - informed about developments in Pressed Steel Fisher, BL Cars, and the motor industry generally.

We're in a tough situation. Everywhere - in the USA, on the European continent, and in the UK - car markets are shrinking.

In its drive for sales and profitability, a company like BL - and that means PSF - has to live with three factors that are outside our control: the strength of the pound, domestic inflation and high interest rates.

So we must take action in areas that are within our control: such as consistently meeting dates and hitting targets; by raising productivity and cutting out waste.

We are moving into a period of strong product action with the introduction of the MORRIS ITAL and in October with the launch of METRO.

The benefits of the improved model range will take time to come through. We will continue to develop our technological capability with new equipment for our computer aided design and manufacture programmes.

Above all it is the management team's responsibility to manage the business and ensure that all our assets - and that means people as well as

machines - make an effective contribution to the company.

A. BARR

IT'S GOALS THAT COUNT

SCORING goals consistently - that's what matters if a soccer team is to get to the top and stay there. And that's precisely what we in Pressed Steel Fisher have to bear in mind during the critical period now facing the motor industry world-wide.

Hitting TARGETS and meeting DATES are the goals that WE must aim for day in and day out, week after week without let up or failure. It is only by realising this and increasing productivity while reducing inventories and cutting out waste that we can withstand the external pressures of the moment.

Remember - the Pressed Steel Fisher team - (and this is everyone in the company), must HIT line speeds; MEET volumes; SLASH inventories; and raise PRODUCTIVITY. Putting these goals in the net will earn your plant BONUS and that means MONEY in the pocket and the chance to climb back to the top of the league.

Our operating performance during the first half of 1980 has been overshadowed by stock reductions and profit shortfalls due to lost output and the cost of lay off pay. It has therefore become critically important to REDUCE INVENTORIES by 30 per cent in the next six months and monitor carefully stock levels of components and raw materials to conserve cash for more profitable use.

Performance

DURING period seven the Cowley body plant main-



Major body presswork for the new Ital is undertaken by Pressed Steel Fisher plants mainly in Cowley, Swindon and Llanelli.

tained build of Ital and supported the customer rate.

Some losses were incurred by the customer on the Maxi, Princess and MGB models due to the aftermath of the paint shop dispute.

Supplies of Rover SD1 bodies also caused some losses by the customer.

The Swindon plant achieved in excess of 95% system efficiency on all assembly models during May. However press shop performance must improve dramatically. Heavy involvement has continued with the new Metro and Rolls Royce tryout and launch programmes. In the tool room new work hours were increased reflecting heavy commitment to Rolls Royce, T68 cabs and the Princess facelift.

At Llanelli, output during the period was affected by a 24 hour dispute involving fork lift truck drivers. However user plant requirements were maintained although stock holdings did diminish. Insourcing of Mini presswork is progressing and the

build of Metro sub frames met the rate of climb requirements.

There was some disruption at castle Bromwich caused by the Trades Union day of action and the scalers dispute within the plant. Shipments to the customer supported their requirements and no losses were claimed by them. Build of the Mini

Turn to Page 4 col 4

Period 7 Bonus

PRESSED Steel Fisher's Liverpool plant was the only factory to achieve bonus points during period seven. They gained 17.8 points which in cash terms means a pay out of approximately £32 per man. The money is there to be earned and Liverpool are getting it. Why not your plant?

Hitting TARGETS earns BONUS

A STYLISH n bodied with

THE new Morris Ital saloon car range which replaces the best selling Marina is the star attraction this month at Pressed Steel Fisher plants up and down the country.

To coincide with the public launch, examples of the new range are being put on show to all employees to give them a chance to view the finished product on which so many of them work.

Sourcing for Ital is centred at Cowley, Llanelli and Swindon with some components coming from Castle Bromwich.

The **BODY** for the Ital is manufactured at Cowley which also produces B.I.W. **ASSEMBLIES** for the underframes, side panels, doors, trunk lid and tailgate, bonnet and other sub assemblies.

Llanelli produces the main floor and luggage **PRESSINGS** and Swindon the dash, front

facial mouldings, door casings, trim boards and interior linings. The instrument panel comes from Llanelli.

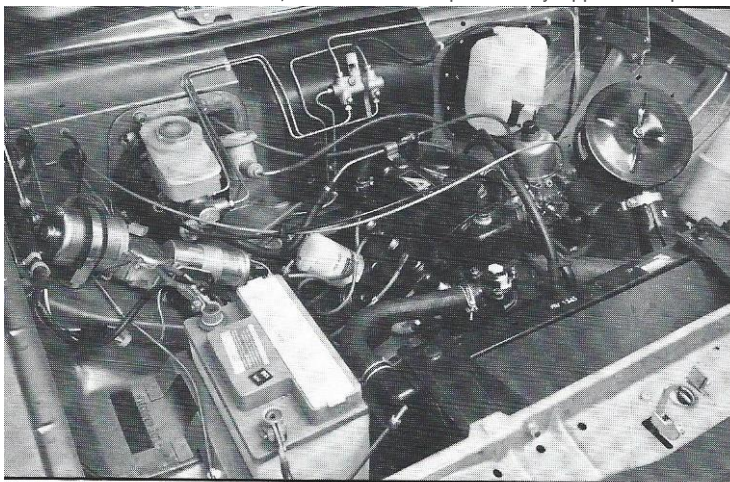
DRIVING FOR QUALITY

With the considerable amount of new body-panel press tooling needed for the Ital saloon, Pressed Steel Fisher have raised the overall quality of fit and finish of the body panels. Special attention was paid to 'sharpening' the feature lines of the bodies.

Revised painting processes have given improved adhesion and deeper gloss finish, particularly on metallic paints. A new anti-chip two-coat, 'Plastisol' sealer is applied to Ital bodies, as well as the basic electrophoretically-applied primer.



Stylish treatment of the Morris Ital back end



A-plus 1.3 engine delivers more power with economy

fender and tonneau. The roof, bonnet, inner door, trunk lid and tailgate are sourced from Cowley.

HARDWARE is split between Castle Bromwich, Cowley and Llanelli. Gearbox cross members, engine mountings, seat frames and petrol tanks are all sourced at Cowley. Llanelli also produces some seat frames, heaters and bumpers. A number of engine mountings are sourced from Castle Bromwich.

On the **TRIM** side Cowley manufactures the seat covers,

This, in addition to the normal top coats and underbody sealant, helps to make the Morris Ital one of the best-protected cars available.

Building on nearly a decade of experience with injection of anti-corrosion waxes into bodyshell box sections of the Marina and other models, additional areas are being treated on the Ital. Increased attention has also been paid to curing water leaks, with improved sealing, inspection and testing procedures.

Much longer service life results from a change to Iron-Zinc coated steel for the Ital fuel tank. In conjunction with the existing aluminised exhaust system, this new tank completes a very comprehensive 'underbody' protection programme.

IMPROVED GEARBOX

Small but significant modifications have been made to the manual gearbox for the Ital range. Closer tolerances and minor design changes to bearings and other components have raised reliability levels and improved gear change feel.

The reverse detent mechanism has been modified for smoother operation, and the new-style gear lever knob gives a more comfortable grip for the driver.

A new clutch lining material gives smoother engagement characteristics, and the clutch slave cylinder bleed nipple is mounted, via an extension pipe, to the top of the engine for easy access.

All models have four speed synchromesh transmission with a 203mm diameter clutch on the 1.3 Ital and a 216mm type for the 1.7 models.

UPGRADED ELECTRICS

With the new all-halogen Ital headlamps comes improved switching with a relay; intensive in-plant surveys and improved assembly control have led to better standards of electrical reliability - perhaps the most common problem area for new car customers.

Easier and more reliable connections result from the new style saloon

rear lamp clusters, which have a printed circuit carrier for the four bulbs (side/stoptight, indicator, fog guard and reversing lamp) in each unit, which requires only one multipin connector. Because the bulb carrier is easily detachable from inside the boot it has been possible to make the lens and housing assembly as one welded unit, avoiding the usual potential water leak paths.

Other items which come in with the Ital specification are improved-life front brake pads, neater interior trim fittings with superior adhesives and fixings throughout, improved specification steering ball joints, new handbrake cables and many other small items which together contribute to overall quality.

SERVICE REDUCED

Over the first 48,000 miles/four years of its life, more than £100 in labour and parts costs, at today's prices, has been cut from the total service bill.

And thanks to improvements to a number of components, the 6,000 mile service on the car has been reduced from a major one to an intermediate check involving approximately one hour's labour.

The 6,000 mile oil change is deleted on the Ital and is now required at only 12,000 mile intervals.

The Ital is the first car in the BL range to drop the 6,000 mile oil change made possible by a 'Design for Service' programme.

Eye catching ITAL- tops on quality

EW MORRIS

pride at PSF



The 6,000 mile oil change has been deleted on Morris Ital

This programme is a systematic approach to improving all servicing aspects on B L cars and vans. Its main objectives are to cut the cost of ownership, simplify repair and service procedures and improve the presentation of vehicle information to both the motorist and dealer.

On the Ital project a total of nearly ten hours labour has been deleted from routine services over the first 48,000 miles.

Components which have been improved include the oil reservoir on the HI F carburettors fitted to both the 1.3 A-Plus and 1.7 'O' Series

engines. These have been expanded and require topping up with lubricating oil at 12,000 mile intervals instead of 6,000 previously.

Sliding contact points become a feature of the Ital distributor and are designed to give far greater durability. They need to be cleaned at 12,000 instead of 6,000 mile intervals and replacement at 24,000 instead of the more usual 12,000 mile service.

Dropping the 6,000 mile oil change will prove to be a major cost saving to owners and to cope with the longer intervals the filtration area in the oil filter has been enlarged.

Self-cleaning spark plugs are fitted to both the 1.3 and 1.7 engines and are capable of 12,000 miles trouble-free life. In normal operating conditions they should not require cleaning and resetting at 6,000 miles.

BRIEF SPECIFICATION

Engine

| Type: | 1.3 | 1.7 |
|--------------------|--|--|
| Capacity: | 'A' series 4 cylinder in line 1275 cc | 'O' series 4 cylinder in line 1700 cc (103.7 cu in) |
| Bore: | 70.61 mm (2.78 in) | 84.45 mm (3.325 in) |
| Stroke: | 81.28 mm (3.20 in) | 75.80 mm (2.984 in) |
| Compression ratio: | 9.4:1 | 9.0:1 |
| Max. power: | 60.8 bhp @ 5300 rpm | 78 bhp @ 5150 rpm |
| Max. torque: | 69 lbf ft @ 2950 rpm | 93 lbf ft @ 3400 rpm |

Transmission

| Clutch type: | SOP Diaphragm spring Hydraulic operation | SOP Diaphragm spring Hydraulic operation |
|------------------|--|--|
| Clutch diameter: | 203 mm (8.0 in) | 216 mm (8.5 in) |
| Gearbox type: | Manual 4-speed synchromesh | Manual 4-speed synchromesh |

Suspension

| Front -type: | Independent, torsion bar springs, unequal length transverse links. |
|--------------|--|
| Rear -type: | Live axle, semi-elliptic springs, telescopic dampers. |

Brakes

| | |
|--------|---|
| Front: | Disc brakes - 248 mm (9.79 in) Diameter |
| Rear: | Drum brakes 203 mm (8.0 in) Diameter |

Steering

| | |
|-------|-----------------|
| Type: | Rack and pinion |
|-------|-----------------|

Horrocks on Ital

MR RAY Horrocks, Managing Director of BL Cars, speaking at a pre-launch Ital conference in London last month said that Ital marked a period of tangible effective product action_

Mr Horrocks went on to say: "Everything we as BL Cars management have attempted and achieved in the past two and a half years has had two primary aims in view. The first - accelerating and improving our product action plans.

The second - building a company which can effectively support those plans in terms of productivity, output and product quality. The Ital is announced at a time when those aims are genuinely and demonstrably moving together"

VEHICLE PRODUCTION ACHIEVEMENT - MAY 1980

MAJOR PSF CUSTOMERS

AUSTIN MORRIS

| MODEL | PLANT | PROG. | COST ACHT | % | PSF ACHT |
|----------------|-------|--------|-----------|-----|----------|
| BU Metro | LIB | | 2 | | |
| Mini | L/B | 7,079 | 7,219 | 102 | 6,821 |
| Mimi | SEN | 4,309 | 4,073 | 95 | |
| Allee:ro | LIB | 2,296 | 2,210 | 96 | |
| Allee:ro | SEN | 1,334 | 1,278 | 96 | |
| Hal | CSY | 6,580 | 4,467 | 68 | 4,278 |
| Maxi | CSY | 560 | 568 | 101 | 398 |
| Princess | CSY | 1,120 | 1,077 | 96 | 1,168 |
| MGB/GT | ABN | 1,820 | 1,598 | 88 | 1,707 |
| Sheroa | COM | 1,804 | 1,697 | 94 | |
| Taxi | CAR | 118 | 97 | 82 | |
| Total AM BU | | 27,020 | 24,286 | 90 | |
| KD MiniRow | | 4 | 114 | 111 | |
| Mini Innoc | | 3,280 | 3,040 | 93 | |
| Marina | | 372 | 372 | 100 | 324 |
| Sherna | | 204 | 174 | 85 | |
| Total AM KD | | 4,360 | 4,090 | 94 | |
| Total AM BU/KD | | 31,380 | 28,376 | 90 | |

JAGUAR ROVER TRIUMPH

| MODEL | PLANT | PROG. | COST ACHT | % | PSF ACHT |
|------------------|-------|--------|-----------|-----|----------|
| BU Dolomite | CAN | 1,072 | 1,076 | 100 | 1,013 |
| Spitfire | CAN | 610 | 658 | 108 | |
| TR7 | CAN | 806 | 882 | 109 | |
| TR7 | SOL | 364 | 326 | 90 | 1,119 |
| SDI | SOL | 2,338 | 2,375 | 102 | 1,914 |
| Total RT Cars | | 5,190 | 5,317 | 102 | |
| L. Rover | UL | 2,682 | 2,552 | 95 | |
| R. Rover | SOL | 616 | 662 | 107 | |
| Total L. Rover | | 3,294 | 3,214 | 98 | |
| Jag. Sal | JAG | 960 | 976 | 102 | 848 |
| Jag. XJS | JAG | 67 | 89 | 133 | 17 |
| Total Jaguar | | 1,027 | 1,065 | HJ4 | |
| KD L. Rover | | 1,224 | 948 | 77 | |
| R. Rover | | 144 | 108 | 75 | |
| Total KD | | 1,368 | 1,056 | 77 | |
| Total JRT BU/KD | | 10,879 | 10,652 | 98 | |
| PSF | | | | | |
| Jag. Rolls Royce | | 224 | 189 | 84 | |



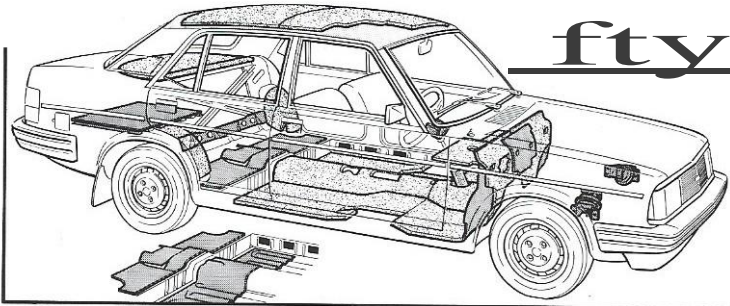
ITAL • AN IMPORTANT MILESTONE IN BL'S 1980 PROGRAMME

THE new Morris Ital range, some of which are being displayed in all Pressed Steel Fisher plants this month, represents another milestone in the Company's busy 1980 programme.

Developed from, and replacing the Marina range, the Ital takes its name from the world famous styling firm, Italdesign, who were responsible for the crisp European look of these latest cars from Cowley.

Ital beauty is much more than skin deep, however, for in addition to increased bodyshell strength on the saloons, there have been substantial improvements in refinement, specification, economy and servicing. Over a hundred detailed quality and reliability improvements have been made throughout the car.

There is a choice of six four-door saloons and four five-door estate cars.



This diagram shows the extensive amount of new acoustic refinement measures being introduced on the stylish Morris Ital.

Three trim levels, L, HL and HLS are offered, in conjunction with either the new updated 'A-Plus' 1.3 litre engine, or the now well-established 1.7 litre 'O' Series unit. All models have dramatically improved refinement as a result of comprehensive sound and vibration reduction engineering.

Making its debut in the 1.3 Ital models is a new and thoroughly re-engineered version of the renowned

'A' series engine, called the 'A-Plus'. Virtually every component in this engine has been updated in a massive £30 million investment programme. 'A-Plus' has more power (up from 57 to 60.8 bhp) is smoother and quieter, yet enhances still further the famous fuel economy of what must be the world's best-proven small petrol engine.

It is the first Austin Morris car range to have halogen headlamps as

standard. Other standard features in-

clude re-shaped seats, 155-section tyres, side repeater flashers, rear mudflaps and a new, more comfortably-shaped soft-feel gear lever knob.

A push-button radio is fitted to all HL and HLS models. HLS models have a new type of plush fabric trim not only on the seat faces but on the seat backs and on the door trims, giving a very opulent feel and appearance to the interior.

A concerted effort has been made to minimise servicing times and costs. The 6000 mile oil change has been eliminated by an increased filter capacity, and features such as self-cleaning contact points and sparking plugs contribute to an estimated £100 saving over 48,000 miles at today's servicing costs.

New Ital Range:

1.3 L 4 door, 1.3 HL 4 door, 1.3 HLS 4 door, 1.3 L Estate, 1.7 L 4 door, 1.7 HL 4 door, 1.7 HLS 4 door, 1.7 L Estate, 1.7 HL Estate, 1.7 HLS Estate.

Market share drops to 15 per cent in June

JAPANESE cars are continuing to capture 12 per cent of the UK market at a time when BL's market share is falling.

The company's share of the UK market has fallen to 15 per cent in the first two weeks of June as against 18.05 per cent for May. BL's share of the market was expected to decline this month partly because of the effects of the very successful Buy British campaign, which pulled sales up.

And of course potential buyers are waiting for the launch of the new Morris Ital this month. Summer trading also slackens because car buyers prefer to wait for the new August registration and the new letter - in this case 'W'.

Nevertheless Sir Michael Edwardes has stated that he will protest to the Government if the Japanese don't toe the line and it looks likely that such a protest will be made in the light of the latest figures.

The Japanese are claiming that the rise in sales must be judged against a shortage of cars at the beginning of the year that depressed market shares.

This month total sales of cars in the UK are expected to be down on a year ago which reflects the continual

slide in demand. BL's stock position is thought to be healthier than any of the other big manufacturers and increased build volumes of Maxi and Princess has been introduced to meet increased demand from both the private motorist and the fleet buyer.

tap
Ten Ears

1. Ford Cortina
2. Ford Escort
3. Morris Marina
4. Ford Fiesta
5. Austin Morris Mini
6. Vauxhall Chevette
7. Renault 18
8. Ford Capri
9. Austin Allegro
10. Vauxhall Cavalier

May

IN BRIEF

MOTOR industry expert Professor Krish Bhaskar has forecast that, during the next 10 years, six of Europe's smaller car makers - BL, Volvo, Saab, Alfa Romeo, Seat (Spain) and BMW - will merge with or be co-operating with one of the eight worldwide groups. There will also be a single French company and a Japanese manufacturing presence in Europe.

LEYLAND Vehicles Limited, the truck, bus and tractor company in BL Commercial Vehicles, officially opened Europe's most modern automated truck and bus assembly facility at Leyland, Lanes, last month. Costing £32m the new Leyland Assembly Plant is capable of producing more than 400 heavy truck and bus chassis a week on a double shift.

It has already produced over 500 of the new Roadtrain trucks since it was commissioned.

FORD is to cut its car imports to the UK by up to 50 per cent because of falling sales.

There are now 400,000 unsold cars of all makes in the United Kingdom. New car sales are 33 per cent down on last year's figures for the month - 128,174 compared with 193,269 for the same period.

Performance from page one

CDV was completed and transferred to Longbridge on schedule and the KO packing activity to Cowley. The build of Mini Clubman front ends was also transferred to Liverpool.

At the Liverpool plant emphasis has been placed on the installation of Mini facilities, this was achieved on schedule without disruption to the Dolomite and TR7 programme. Productivity continues to improve at this factory which is reflected in the fact that it was the only plant to achieve bonus earnings for the period.

Completion of Rolls Royce SZ tooling is nearly finished at the Dunstable plant. The headcount is currently below budget levels but there has been increasing response to a recruiting drive for skilled labour.

STOP PRESS

THE next issue of Pressed Steel Fisher REPORT will be in your plants on Tuesday August 5th 1980.

Commentary on this publication would be welcome. Write to: The Editor, PSF Report, Communications department, Cowley, Oxford.

REPORT Newline: Oxford 777701 ext 2569. Microwave: Cowley Body 324.