

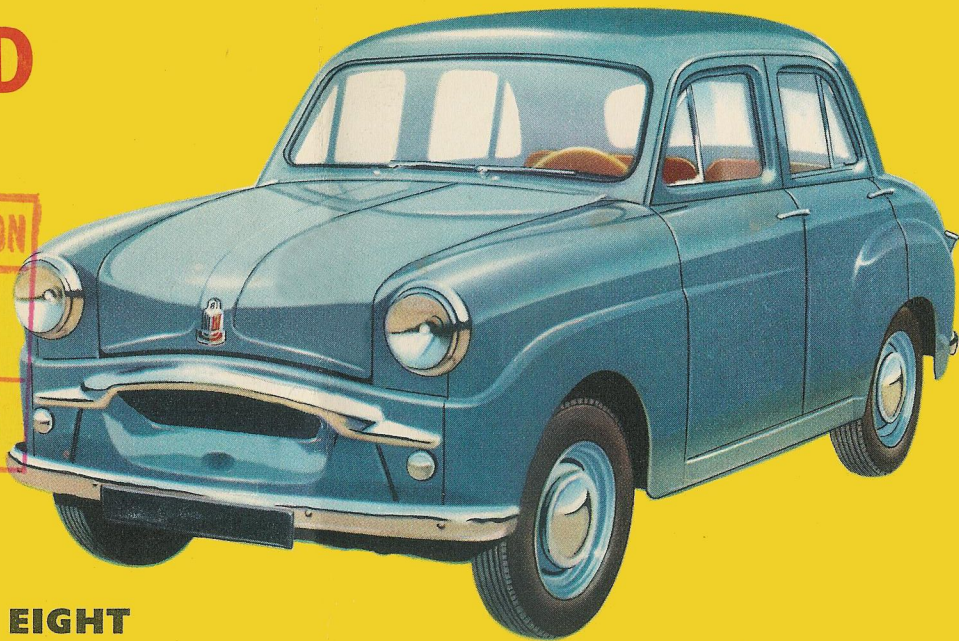
STANDARD

THE AUTOMOBILE ASSOCIATION

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FAMILY EIGHT

SUPER EIGHT

FAMILY TEN

SUPER TEN

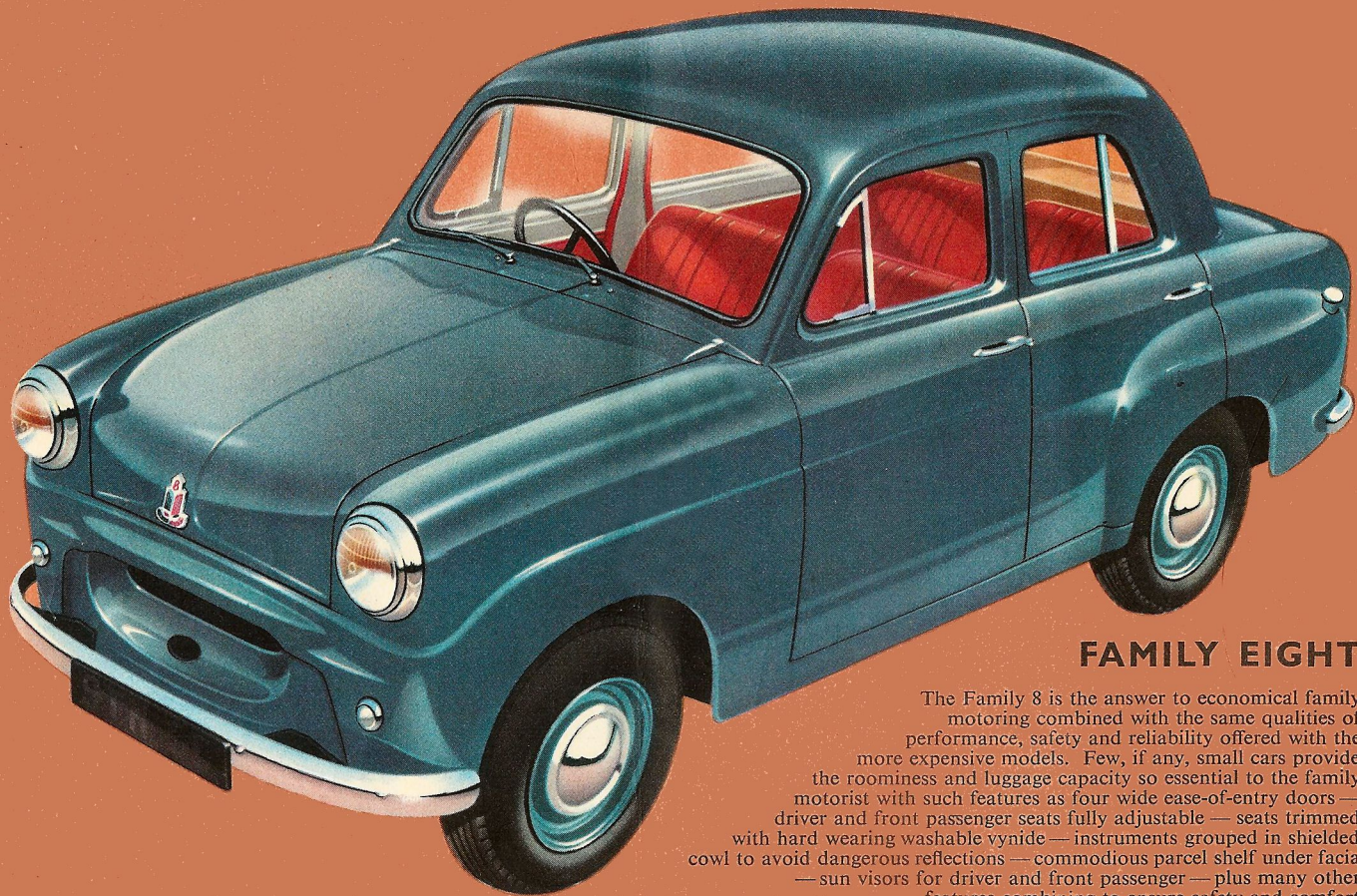
TEN COMPANION



*Internationally Tested to fulfil
the seven 'musts' of modern
motoring design.*

*Performance · comfort · convenience
economy · safety · roominess
reliability*

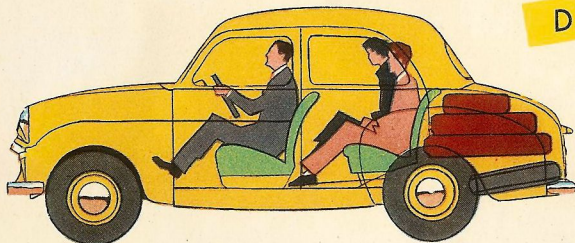
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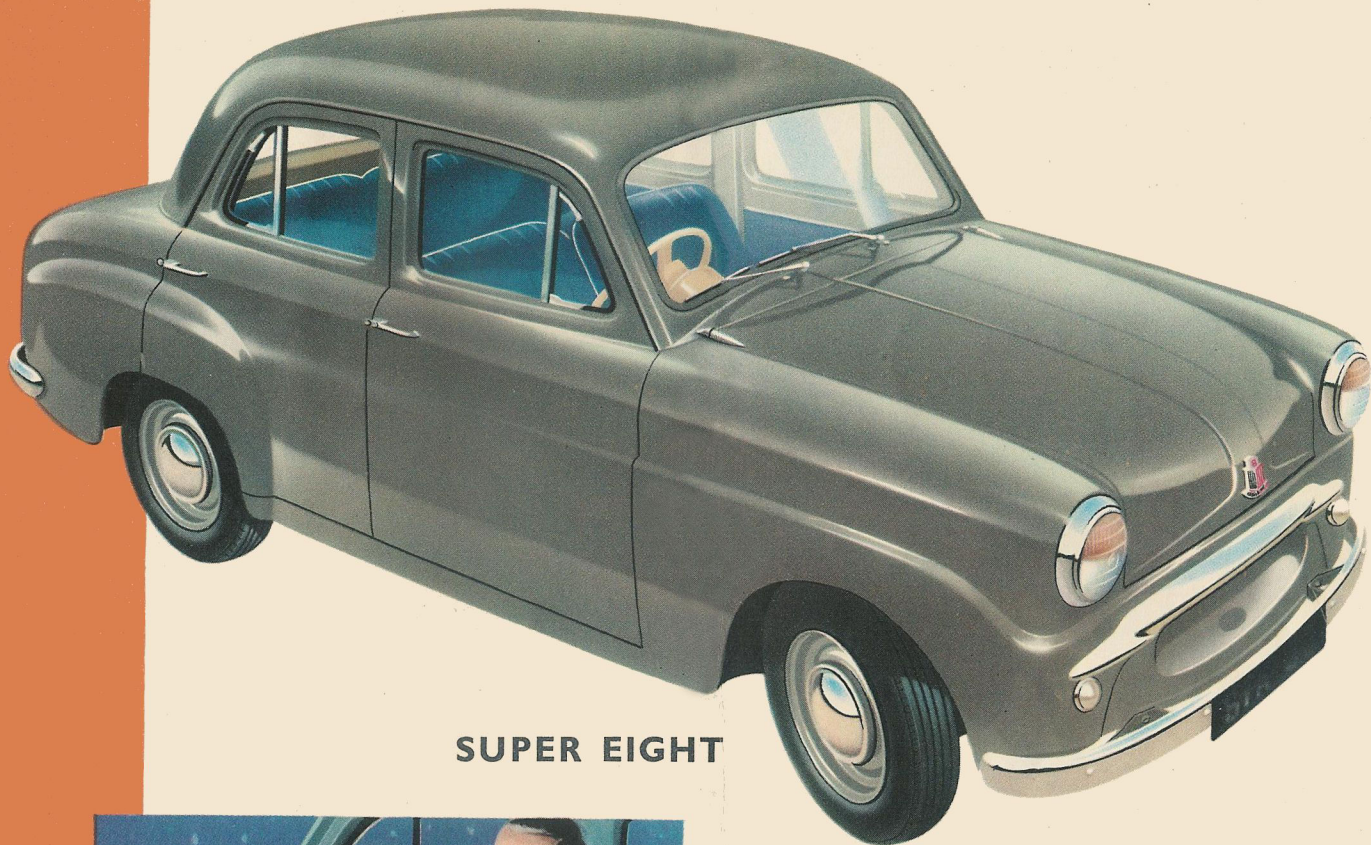
FAMILY EIGHT

The Family 8 is the answer to economical family motoring combined with the same qualities of performance, safety and reliability offered with the more expensive models. Few, if any, small cars provide the roominess and luggage capacity so essential to the family motorist with such features as four wide ease-of-entry doors — driver and front passenger seats fully adjustable — seats trimmed with hard wearing washable vynide — instruments grouped in shielded cowl to avoid dangerous reflections — commodious parcel shelf under fascia — sun visors for driver and front passenger — plus many other features combining to ensure safety and comfort under any conditions. Economy is the keynote of the Standard 8 design with a petrol consumption 40 - 50 m.p.g.

DESIGN FEATURE



Interior arrangement scientifically designed to ensure even weight distribution between front and rear axle limits.



SUPER EIGHT



ALL CLIMATES

Additional comfort and appearance is the attraction with the Standard Super 8. The inherent design features are the same as the Family 8 but the appointments and fittings are exceptional for this class of family car. The interior is fully trimmed in vynide with ivory piping. The four wide doors have fully pivoted no-draught ventilators with recess pockets in front doors. Courtesy lights illuminate the interior as the doors are opened. A trip recorder is included in the speedometer and there is a headlamp high beam indicator. A chromium plated grille bar is mounted at the front. Super comfort is further ensured by the inclusion of a heater fitted as standard equipment to this model.

Fair weather or foul. The air conditioning unit fitted as standard equipment keeps the interior of the Super 8 snug and warm in winter, cool and fresh in summer, at a mere touch of the controls. Also a feature of the Super 10 and Companion.

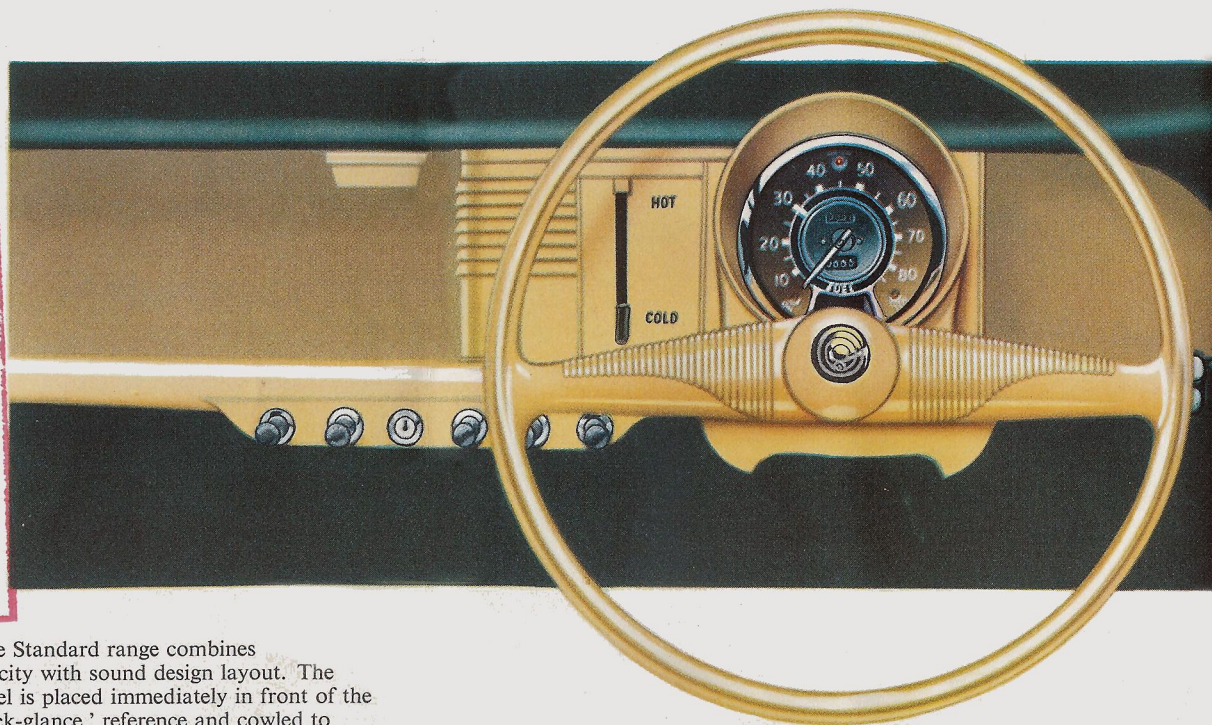
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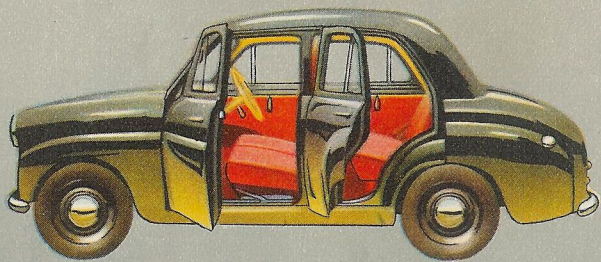
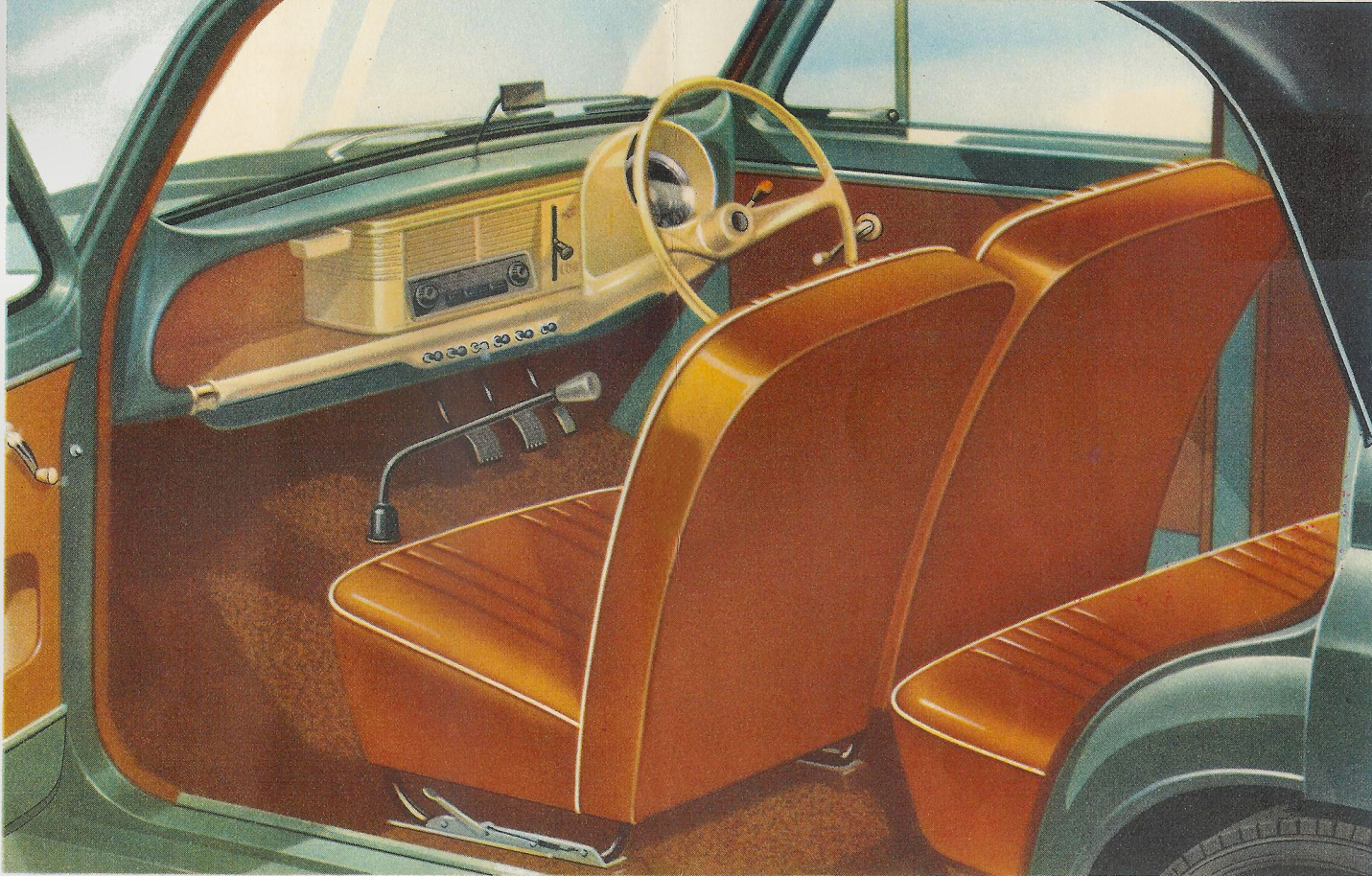


The fascia of the Standard range combines practical simplicity with sound design layout. The instrument panel is placed immediately in front of the driver for 'quick-glance' reference and cowled to prevent dangerous reflections. Note the easy-to-reach controls. The heater, trip mileage recorder and harmonizing colour for wheel and fascia are standard equipment in the Super 8, Super 10 and Companion only.



ROAD VISION

Screen washers are included in the equipment of the Super 10 and Companion only, eliminating the risk of vision-obscuring road splash so disturbing to the driver.



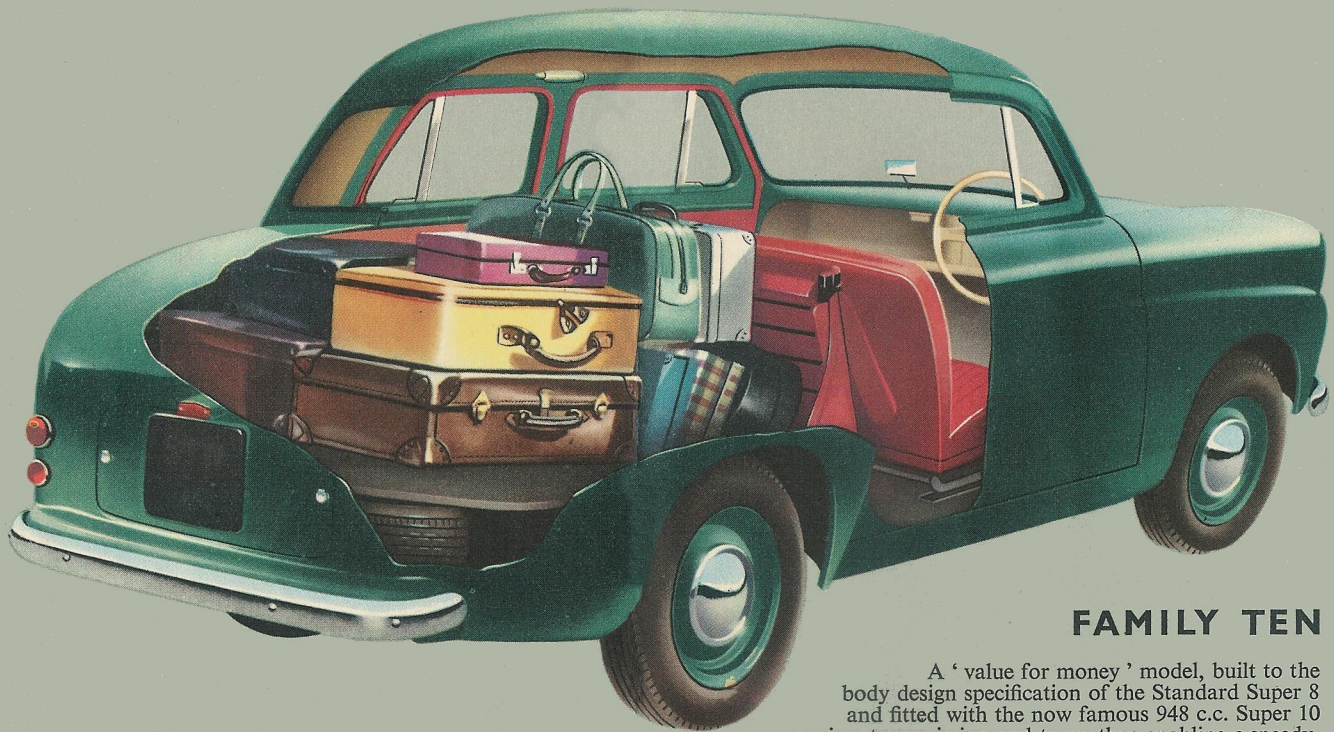
'SUPER' FEATURES

The roomy comfort of the 'Super' Family range exposed for all to see. Note the luxurious ivory piped upholstery — practical device for adjustment of both front seats — convenient door pockets and courtesy light switch — accommodation for the radio which is an extra and similar neat provision is made for the fitting of all approved extras when the unit is not included in the car equipment. The steering is positive and light. Both clutch and brakes are hydraulically controlled and the pressure-light pedals are placed for ease of application.

CONVENIENCE

No fumbling in the dark. Automatic courtesy lights illuminate the whole interior of the 'Super' models and Companion as the doors open.

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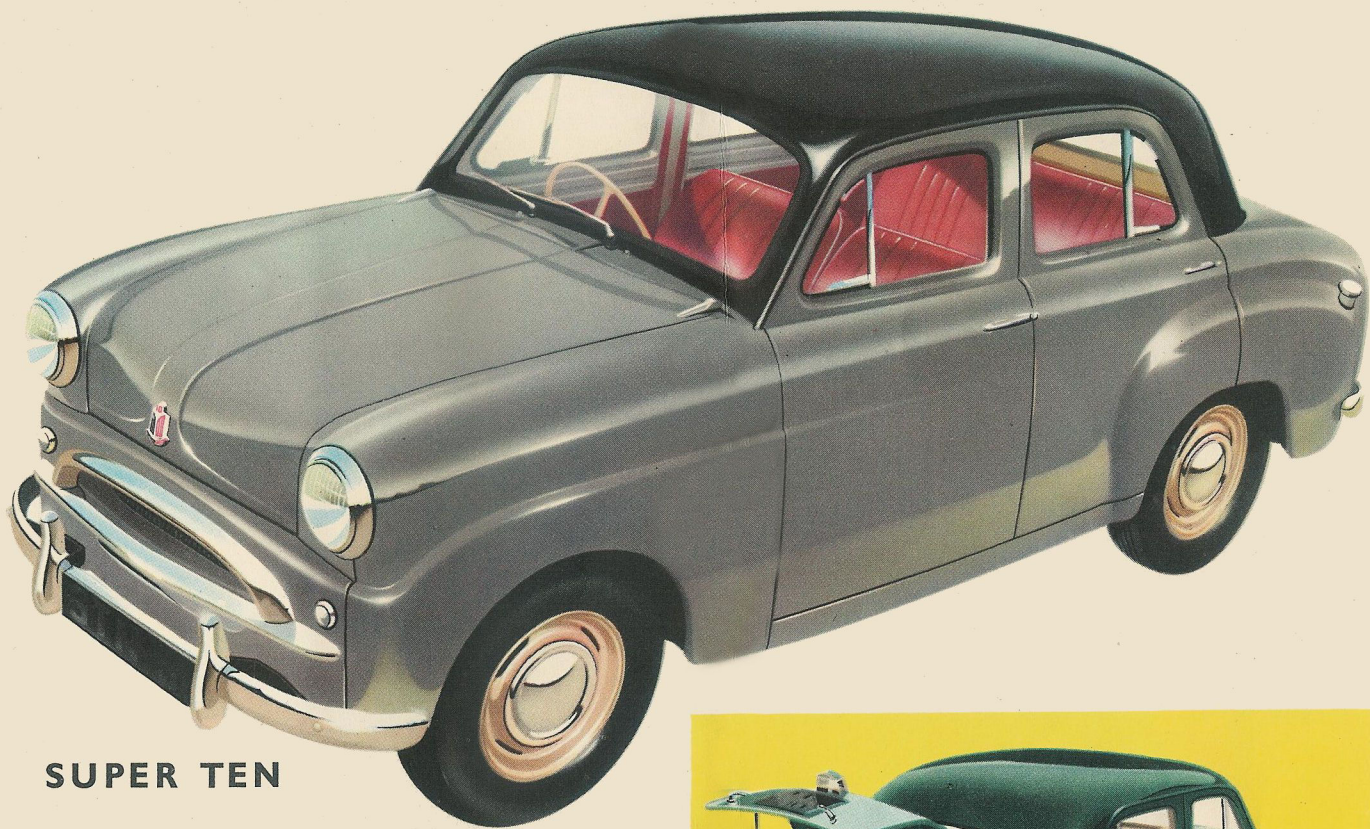


FAMILY TEN

A 'value for money' model, built to the body design specification of the Standard Super 8 and fitted with the now famous 948 c.c. Super 10 engine, transmission and tyres, thus enabling a speedy, reliable and economical family car to be offered at a moderate price. For the soloist, the couple, or the family, the Standard Family 10 is the 'roomiest' small car, yet with the technical excellence of the Super 10. Recessed pockets are provided in the front doors. The heater, however, is not standard equipment in this model. Petrol consumption 38 to 47 m.p.g. depending on driving conditions.

LUGGAGE FOR ALL

The space for luggage is quite unique, as shown by the cutaway view of the Family 10 above, a design feature common to the Family 8 and Super 8 models. Access to the completely dust- and water-proof boot is through the rear doors. With the two front seats occupied, the rear seats folded and tipped forward, the available luggage space is doubled giving 38 cubic feet of stowage. The spare wheel on these models is neatly contained in a separate compartment accessible from outside the car.

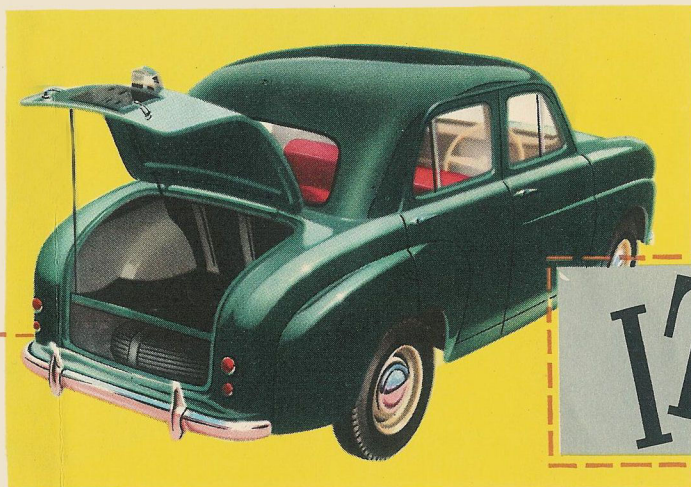


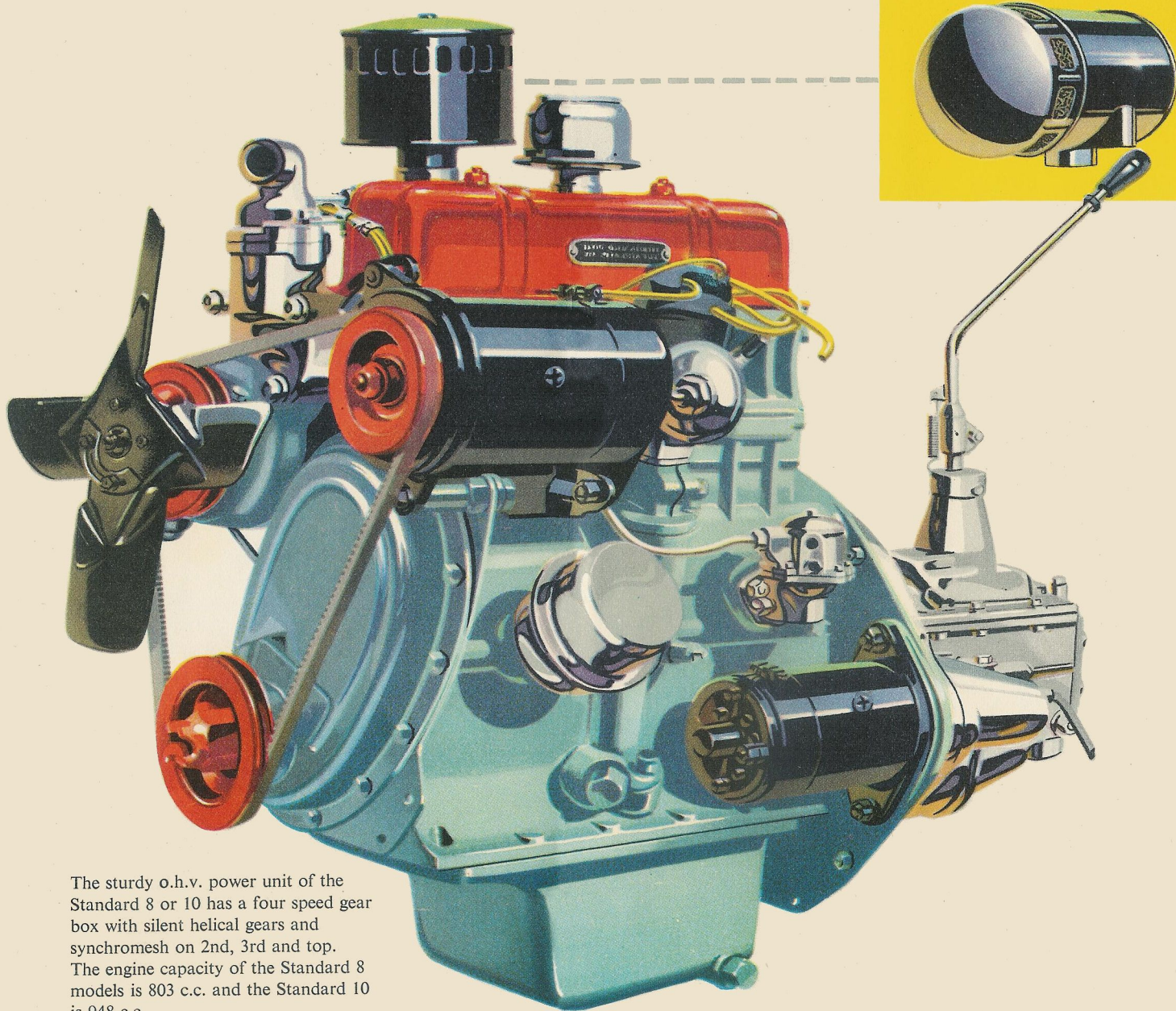
SUPER TEN

The Standard Super 10 is designed for high performance, economical running and luxurious comfort. In addition to the technical excellence of the 948 c.c. o.h.v. engine the body features include fully trimmed vynide interior with ivory piping. Recess pockets in front doors. Fully pivoted no-draught ventilators in all doors. Courtesy lights. Trip mileage recorder. Headlamp high-beam indicator. Fully chromed grille bar and surround to radiator orifice. Substantial bumpers with over-riders. In addition to the heater, the Super 10 also has screen washers included as standard equipment.

LARGE LUGGAGE BOOT

For those who prefer to have their luggage accessible from outside the car, the Super 10 has a spacious boot which is water- and dust-proof with a separate compartment for the spare wheel below the luggage. The lid is fitted with two substantial handles, one of which is provided with a lock. This view also shows the twin rear and stop lights, incorporating the self-cancelling flashing direction indicator lights, with reflectors below, also the neat bumper bar, fitted with over-riders.





The sturdy o.h.v. power unit of the Standard 8 or 10 has a four speed gear box with silent helical gears and synchromesh on 2nd, 3rd and top. The engine capacity of the Standard 8 models is 803 c.c. and the Standard 10 is 948 c.c.

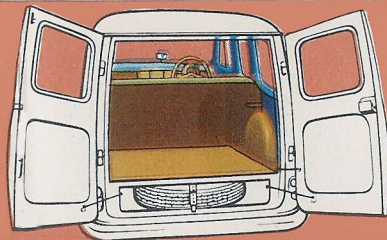
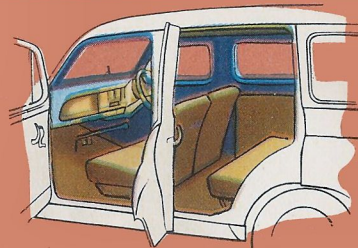
TEN COMPANION

The Standard 10 Companion (Estate Car) is based on the highly successful Standard 10 Saloon. This model is the answer for those who require a dual purpose vehicle which is attractive to look at, easily garaged and managed, has a lively performance, is generally economical yet suitable for really hard work. This sturdy yet lively double purpose vehicle provides comfortable travel for four passengers and their luggage up to 1 cwt. The simple operation of lowering the rear seat squab converts it into a serviceable and economical goods carrying vehicle with a load capacity of four cwt. of goods with two passengers. Wide opening easy access doors for all round visibility and forward hinged for safety, with access doors for goods at rear.

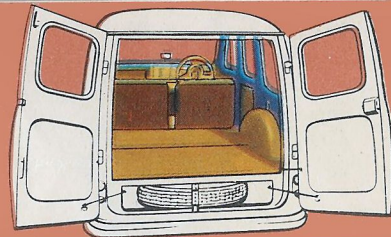
FAMILY COMPANION

A Family Companion model is offered to those who require a car similar to the Companion but not so elaborately equipped. It is built to the same general specification but without the following: radiator stoneguard, over-riders, heater, screen washer, ashtray, passenger's sun visor, courtesy light switches, roof lamp, door pockets.

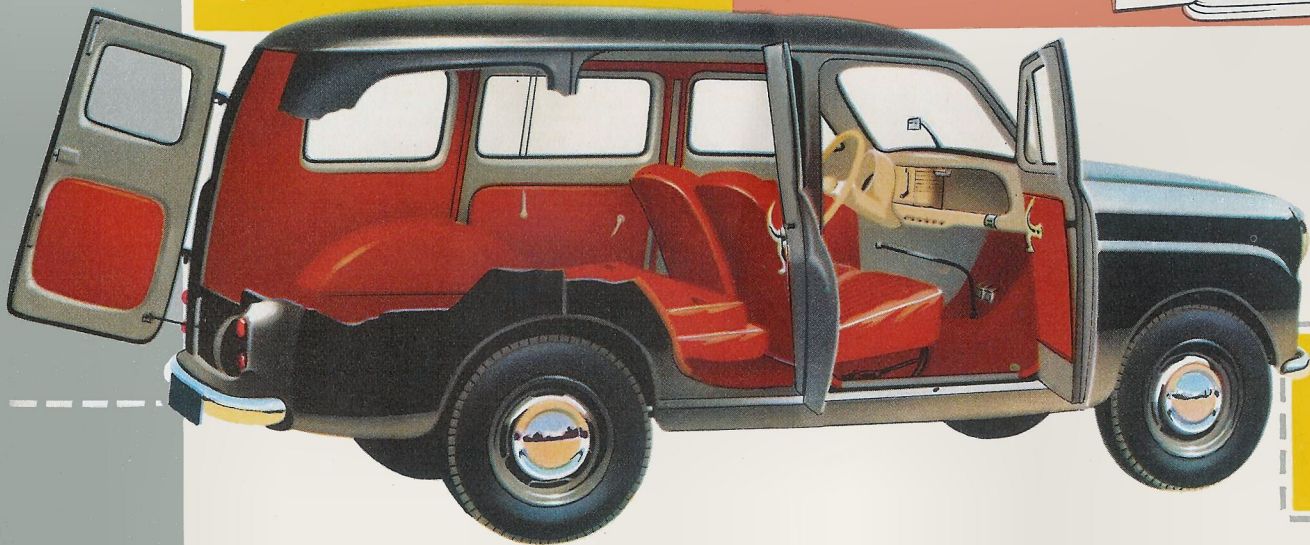
Saloon car comfort for four passengers showing wide opening, forward hinged doors.



Goods doors at rear showing stowage space of 9 sq. ft. for 1 cwt. of luggage.



Luggage platform folded flat giving 16 sq. ft. of stowage space for 4 cwt. of luggage.



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SPECIFICATION

The specification given below is general to all models.

The principal differences are indicated by colour guides as follows:

FAMILY EIGHT

SUPER EIGHT

FAMILY TEN

SUPER TEN

TEN COMPANION

ENGINE. Four cylinders; compression ratio 7; aluminium alloy split skirt pistons; three bearing crankshaft, precision microbearings. Push rod operated overhead valves. Chain driven camshaft with four bearings and hyposine cams. Pump circulation flow thermostatically controlled. 12½ in. dia. four-blade fan with vee belt drive. A.C. mechanically operated pump. Solex downdraught carburettor. Hot spot manifold, inlet and exhaust integral. Combined air cleaner and silencer. Hobourn-Eaton high capacity oil pump, with feed to main bearings, big end and all camshaft bearings under pressure. By-pass oil cleaner. Coil ignition, with centrifugal and vacuum automatic advance control. Dynamo ventilated type vee belt drive. Flexible rubber mountings for engine and gearbox unit.

58 mm. bore (2-283 in.); 76 mm. stroke (2-992 in.); 803 c.c. capacity (49 cu. in.).

63 mm. bore (2-48 in.); 76 mm. stroke (2-992 in.); 948 c.c. capacity (57-8 cu. in.).

TRANSMISSION. Single dry plate Borg and Beck clutch, 6½ in. dia. hydraulic operation. Gearbox, four forward speeds and reverse, with change lever centrally placed above gearbox. Oil filler, screwed plug on right-hand side of gearbox, correct oil capacity to plug level. Synchronesh gears 2nd, 3rd and top. Silent helical gears. Hardy-Spicer all-metal propeller shaft, with needle roller bearings. Final drive hypoid bevel gears.

Overall ratios:

Top 4-875, 3rd 7-088, 2nd 11-993, 1st and reverse 20-820. Rear axle ratio 4-875.

Top 4-55, 3rd 6-62, 2nd 11-2, 1st and reverse 19-45. Rear axle ratio 4-55.

SUSPENSION. Low periodicity coil springs for independent suspension at the front, controlled by telescopic type direct acting hydraulic dampers. Wide semi-elliptic springs on rear, controlled by piston type hydraulic dampers.

BRAKES. Girling hydraulic brakes, two leading shoe type for front wheels, leading and trailing shoe type for rear wheels. Alloy cast iron drums 7 in. x 1¼ in. area 68 sq. in. Foot brake operating to all four wheels (hydraulic), handbrake to rear wheels only (mechanical). Handbrake lever centrally mounted.

FRAME & BODY. Unitary body and chassis construction is used in all these models. It forms a light and very rigid assembly.

Four door, four light, four seater Saloon type body. Steel panelled, rust proofed and fully dust proofed. Triplex safety glass to all windows and screen. Forward hinged doors with wind up windows, press button door handles. Separate front seats adjustable fore and aft by means of easily operated control.

Estate car body, steel panelled, six light, four seater, four forward hinged passenger doors fitted with press-button handles. Two goods doors at rear with external locks.

Front seating.

Separate upholstered Vynide.

Separate using spring cases with deep valences, shaped squabs, upholstered Vynide with ivory piping.

Rear seating.

Divan type with separate folding squabs to permit easy access to luggage boot. The whole seat can also be folded forward to give additional luggage space in rear compartment. Seat upholstered in Vynide.

Divan type with fixed rear squabs.

Divan type rear squab can be folded flat and level with luggage platform to extend goods space.

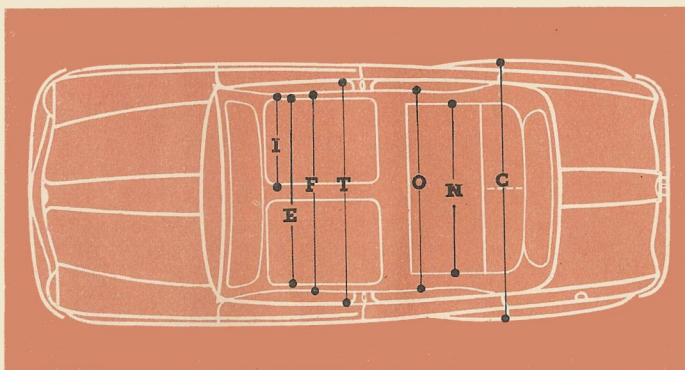
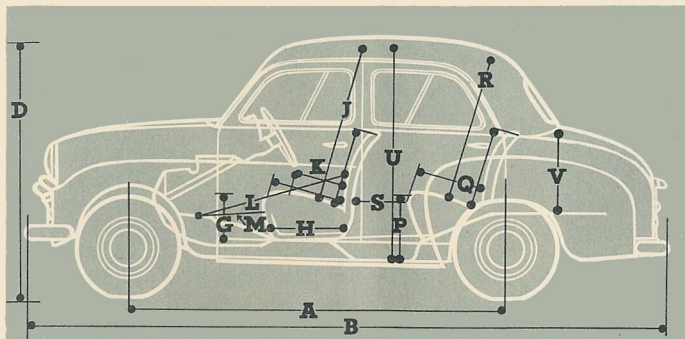
JACKING. Mid-point side jacking.

STEERING. High efficiency gear steering. Steering wheel 16 in. dia. (406 mm.) two spoke. Optional right- or left-hand drive.

ELECTRICAL EQUIPMENT. 12 volt battery, located under bonnet.

INSTRUMENTS. In one 5 inch dial placed in front of driver containing speedometer, fuel gauge, ignition and oil pressure warning lights. Dial is cowled to prevent reflection on screen.

Speedometer fitted trip mileage. Head lamp, high beam warning light.



CONTROLS. Centrally grouped control buttons below parcel shelf for Starter, choke control, head and side lamp switch which also operates speedometer illuminating lights, screen wiper switch. Headlamp dip switch, foot operated. Trafficators control with indicator light below steering wheel.

Additional switch and controls for air conditioning and booster motor, and for windscreen washer. Automatic switches on doors for courtesy entry lights.

LUGGAGE & PARCEL ACCOMMODATION. A large luggage compartment or boot at the rear accessible by tilting the squabs of the rear seats. When only two persons occupy the front seats a large amount of additional luggage can be carried by folding the whole of the rear seat forward. There is a most useful parcel shelf in the fascia panel. The spare wheel is carried in a tray below the luggage boot, access being by a panel at rear secured by two budget locks.

Access to the luggage boot is by means of an outside hinged lid fitted with two handles, one with lock. There is in addition a parcel shelf above the rear seat squabs.

Luggage space is behind seats at rear and can be extended by folding the rear seat flat. Luggage capacity with two persons only and rear seat folded, 4 cwt, with four passengers — 1 cwt.

VENTILATION. Pivoted adjustable glass ventilators front doors only. Air may also be admitted into car through scuttle ventilator.

Pivoted adjustable ventilators on all doors.

Fitted with heater and air conditioning unit as standard equipment by means of which air can be admitted to the car interior, with controls for temperature and demisting front screen.

	ft. in.	mm.	ft. in.	mm.	ft. in.	mm.
A Wheelbase	7 0	2130	7 0	2130	7 0	2130
Track: front	4 0½	1230	4 0½	1230	4 0½	1230
Track: rear	4 0½	1230	4 0½	1230	4 0½	1230
Ground Clearance: Static Laden	6½	165	6½	165	6½	165
Turning Circle	32 0	9-8 m.	32 0	9-8 m.	32 0	9-8 m.
Overall length	11 10	3610	12 1	3680	12 0	3660
Overall width	4 10	1470	4 10	1470	4 10	1470
Overall height (unladen)	5 0	1520	5 0	1520	5 0	1520
Front seat width (effective)	3 7	1090	3 7	1090	3 7	1090
D Door to door	4 2	1270	4 2	1270	4 2	1270
E Front seat height	10½	270	11	280	11	280
G Front seat depth	1 6	460	1 6½	470	1 6½	470
H Front seats width of each	1 8	510	1 8	510	1 8	510
I Front head room	3 2	940	3 2	965	3 2	965
Steering wheel clearance from seat cushion	6	150	7	180	7	180
K Steering wheel clearance from seat squab: min.	10	250	9½	240	9½	240
max.	1 4	400	1 4	400	1 4	400
L Pedals to seat squab: min.	2 10	865	3 0	915	—	—
max.	3 4	1015	3 6	1070	—	—
M Seat front to clutch pedal: min.	1 1½	340	1 1½	340	1 1½	340
max.	1 8	510	1 8	510	1 8	510
N Rear seat width (effective)	3 2	965	3 3	990	3 3	990
O Door to door	4 0	1220	4 0	1220	4 0	1220
P Rear seat height	1 3	380	1 2	360	1 2	360
Q Rear seat depth	1 5	430	1 4½	420	1 4½	420
R Rear head room	2 9½	850	2 10½	880	2 10½	880
S Rear seat knee room: min.	6	150	5	130	5	130
max.	1 0½	320	11½	290	11½	290
T Interior width inside doors: max.	4 6	1370	4 2	1270	4 2	1270
U Interior height: max.	4 0½	1230	4 0½	1230	4 0½	1230
V Luggage boot: height	15-18½ (in.)	380-470	16-18 (in.)	406-460	—	—
length	2 11½	900	2 9	840	—	—
width: min.	3 3	990	3 2½	985	—	—
max.	3 9	1140	3 8	1120	—	—
width behind rear seat squab	3 3	990	—	—	—	—
cubic capacity with rear seats folded forward	12 cu. ft.	0-34 m ³ .	10 cu. ft.	0-28 m ³ .	—	—
Maximum width goods doors	—	—	—	—	3 1	940
Maximum height goods doors	—	—	—	—	2 5	740
Effective flat floor length	—	—	—	—	2 11	890
Effective flat floor length (rear seat flat)	—	—	—	—	4 9	1450
Payload Capacity:	—	—	—	—	—	—
4 up { Area	—	—	—	—	9 sq. ft.	—
Weight	—	—	—	—	1 cwt. 50 kg.	—
Volume	—	—	—	—	17 cu. ft.	—
2 up { Area	—	—	—	—	16 sq. ft.	—
Weight	—	—	—	—	4 cwt. 200 kg.	—
Volume	—	—	—	—	37 cu. ft.	—

LOCKS. The passenger doors are locked internally. The driver's door is locked externally by key. The one-piece bonnet is fitted with a lock release.

Goods doors at rear fitted with external lock.

CAPACITIES. Engine oil 7 pints (4 litres); Gearbox 1½ pints (0-85 litres); Rear axle 1½ pints (0-85 litres); Fuel tank 7 gallons (32 litres).

Cooling system:

7 pints (4 litres). 8 pints (4-5 litres), if heater fitted.

8 pints (4-5 litres) heater standard equipment.

TYRE SIZE.

5-20" — 13" Tubeless.

5-60" — 13" Tubeless.

CONDITIONS OF SALE. The goods manufactured by The Standard Motor Company Limited are supplied with an express warranty which excludes all warranties, conditions and liabilities whatsoever implied by Common Law, Statute and otherwise. The Company reserves the right to vary the list prices at any time and all goods are invoiced at the prices current on day of delivery, ex-works. The Company reserves the right on the sale of any vehicle to make before delivery without notice any alterations to or departures from the specification, design or equipment detailed in its various publications. Every precaution has been taken to ensure accuracy, but the Company accepts no liability for errors or omissions.

GENERAL EQUIPMENT. Interior driving mirror. Headlamps flush-fitting sealed units with pre-focus bulbs, foot-operated dipswitch. Side-lamps are also flush-fitting. Number-plate illumination light. Twin rear lamps, combined stop and tail lamps. Twin rear reflectors. Horn button in steering wheel centre boss. Speedometer illuminating light. Rubber flooring throughout. Flashing-type, self-cancelling direction indicators. Chromium-plated bumpers. Chromium hub covers. Twin screen wipers, electrically operated, with motor under bonnet. Twin sun visors. Spare wheel and tyre. Jack. Tool roll and tools. Combined wheel nut spanner, jack handle and starting handle. Steel disc wheels.

	No (Fittings included for installation)	Yes	No (Fittings included for installation)	Yes	Yes
Heater and air-conditioning unit.	No	Yes	No	Yes	Yes
Courtesy lights, Ash tray, Cowl, fascia panel and steering wheel in colour to harmonize with body.	No	Yes	No	Yes	Yes
Over-riders.	No	No	No	Yes	front only
Screen washers.	No	No	No	Yes	Yes

WEIGHT

	13½ cwt. 700 kg.	14½ cwt. 725 kg.	14½ cwt. 725 kg.	14½ cwt. 740 kg.	15½ cwt. 775 kg.
Dry (excluding extra equipment.)	13½ cwt. 700 kg.	14½ cwt. 725 kg.	14½ cwt. 725 kg.	14½ cwt. 740 kg.	15½ cwt. 775 kg.
Complete (including tools, water, oil, fuel)	14½ cwt. 740 kg.	15 cwt. 760 kg.	15 cwt. 760 kg.	15½ cwt. 775 kg.	16 cwt. 815 kg.

PERFORMANCE — 2 up.

Max. speed.	62 m.p.h. (100 km.p.h.)	68 m.p.h. (109 km.p.h.)
Max. b.h.p. at r.p.m.	28 at 4,500	33 at 4,500
Max. torque at r.p.m.	470 lb./in. at 2,800. Equiv. to 120 lb./sq. in. b.m.e.p.	550 lb./in. at 2,500. Equiv. to 120 lb./sq. in. b.m.e.p.
Piston speed at r.p.m.	2,320 ft./min. at 4,650 Equiv. to 62 m.p.h. road speed.	2,260 ft./min. at 4,550 Equiv. to 68 m.p.h. road speed.
Acceleration — Top 10-30 m.p.h. (16-48 km.p.h.)	15 secs.	14 secs.
30-50 m.p.h. (48-80 km.p.h.)	18 secs.	16 secs.
Through gear 0-50 m.p.h.	25 secs.	22 secs.
Engine r.p.m. at 10 m.p.h. (16 km.p.h.)	Top 750 3rd 1090 2nd 1850	680 990 1670
1st & rev.	3200	2900
Approx. speed	top 13-5 m.p.h. 3rd 9 m.p.h.	15 m.p.h. 10 m.p.h.
At 1,000 r.p.m.	2nd 5-5 m.p.h. 1st & rev. 3 m.p.h.	6 m.p.h. 3-5 m.p.h.
Consumption (All in motoring)	Petrol 40-50 m.p.g. (5-6-7 litres/100 km.) Oil 3,000 m.p.g. (1100 km./litre)	38-47 m.p.g. (6-7-4 litres/100 km.) 3,000 m.p.g. (1100 km./litre)
Braking Stopping distance from 30 m.p.h. (48 km.p.h.)	30 ft. (9 m.)	30 ft. (9 m.)

OPTIONAL EXTRAS. Heater, radio, screen washers, oil bath air cleaner, ash-tray, over-riders, roof rack, ignition lock, roof lamp, leather trim, stone-guard, frontal grille.

Leather upholstery, screen washer, radio, dual-tone paint, over-riders, roof rack, stone-guard.

Heater, leather upholstery, screen washer, radio, dual-tone paint, over-riders, roof rack, stone-guard.

Radio, leather upholstery, roof rack, dual-tone paintwork.

Radio, leather upholstery, roof rack.

