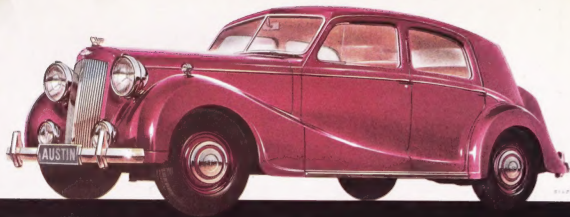
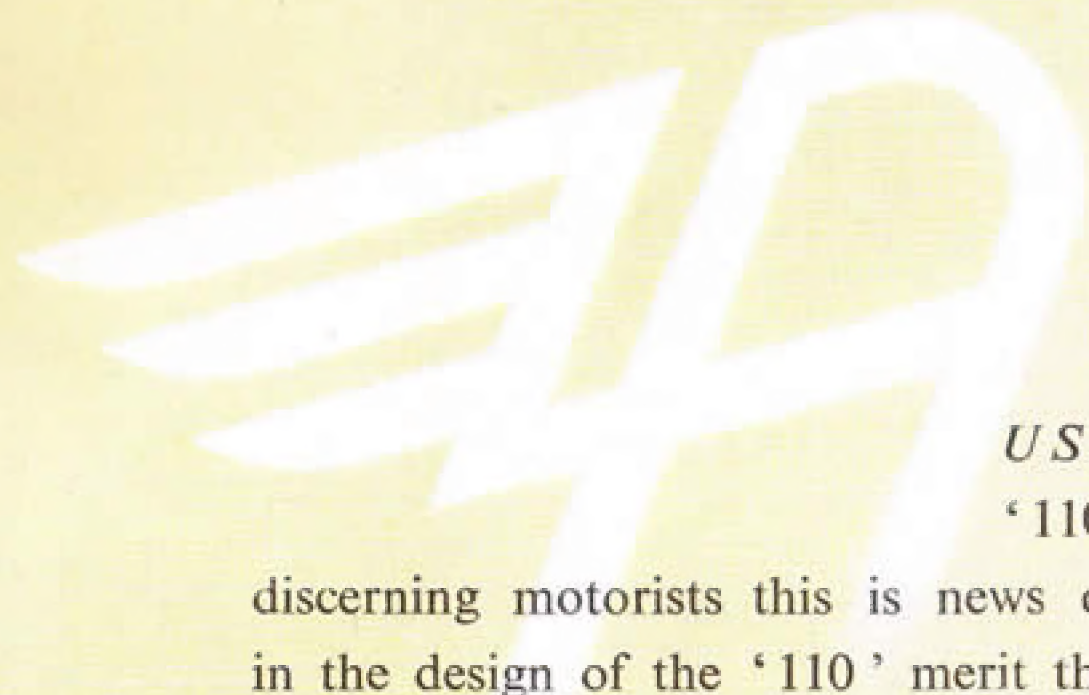


STYLED IN *Sheerline*



THE NEW **AUSTIN '110'**

SIX-CYLINDER



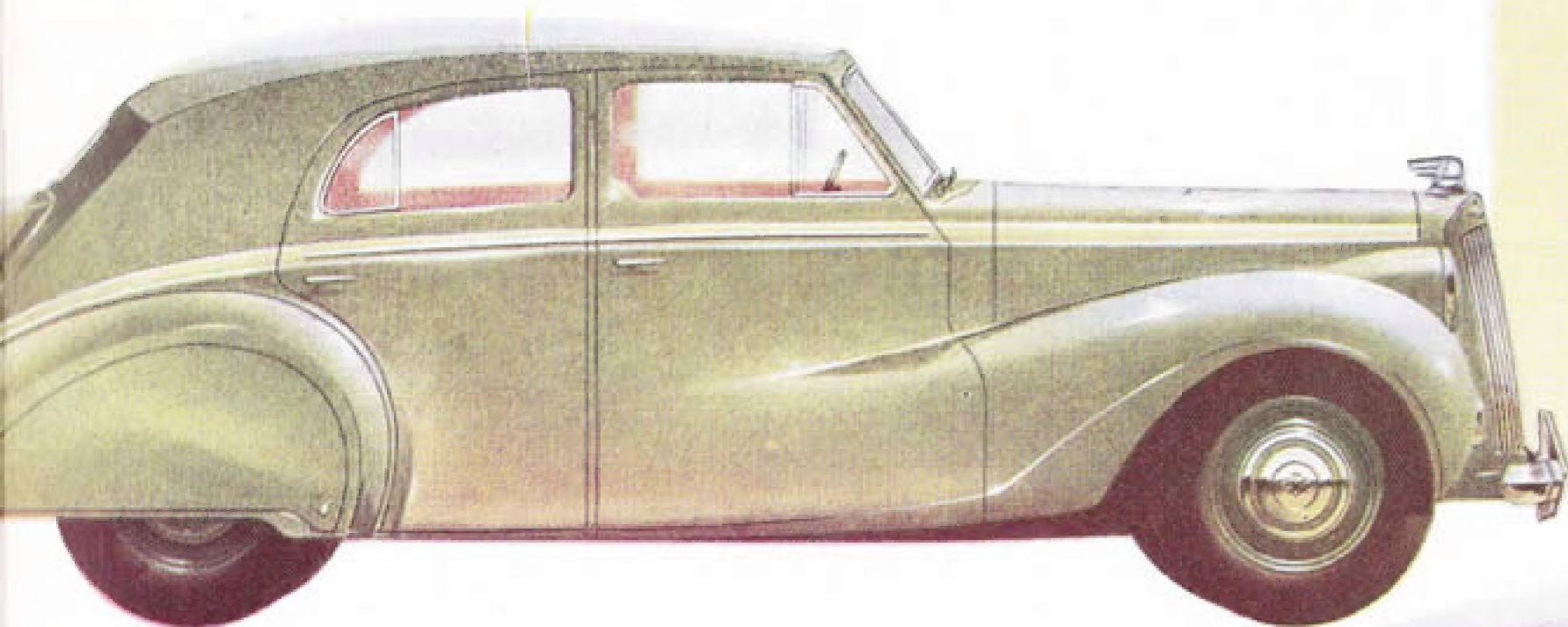
AUSTIN re-enters the six-cylinder market with an entirely new '110' Saloon styled for tomorrow in 'Sheerline.' To all discerning motorists this is news of first importance and the wealth of features incorporated in the design of the '110' merit the greatest enthusiasm, revealing as they do the thoroughbred qualities of this fine new Austin.

The chassis, new in every detail, has independent front wheel suspension, powerful two-leading shoe hydraulic brakes, and steering column gear selector control which, with hypoid final drive rear axle, permits unobstructed floor space front and rear. Smooth, silent power, with willing response, is assured by the six-cylinder overhead valve engine while accurate yet easy steering makes the '110' responsive to the lightest touch.

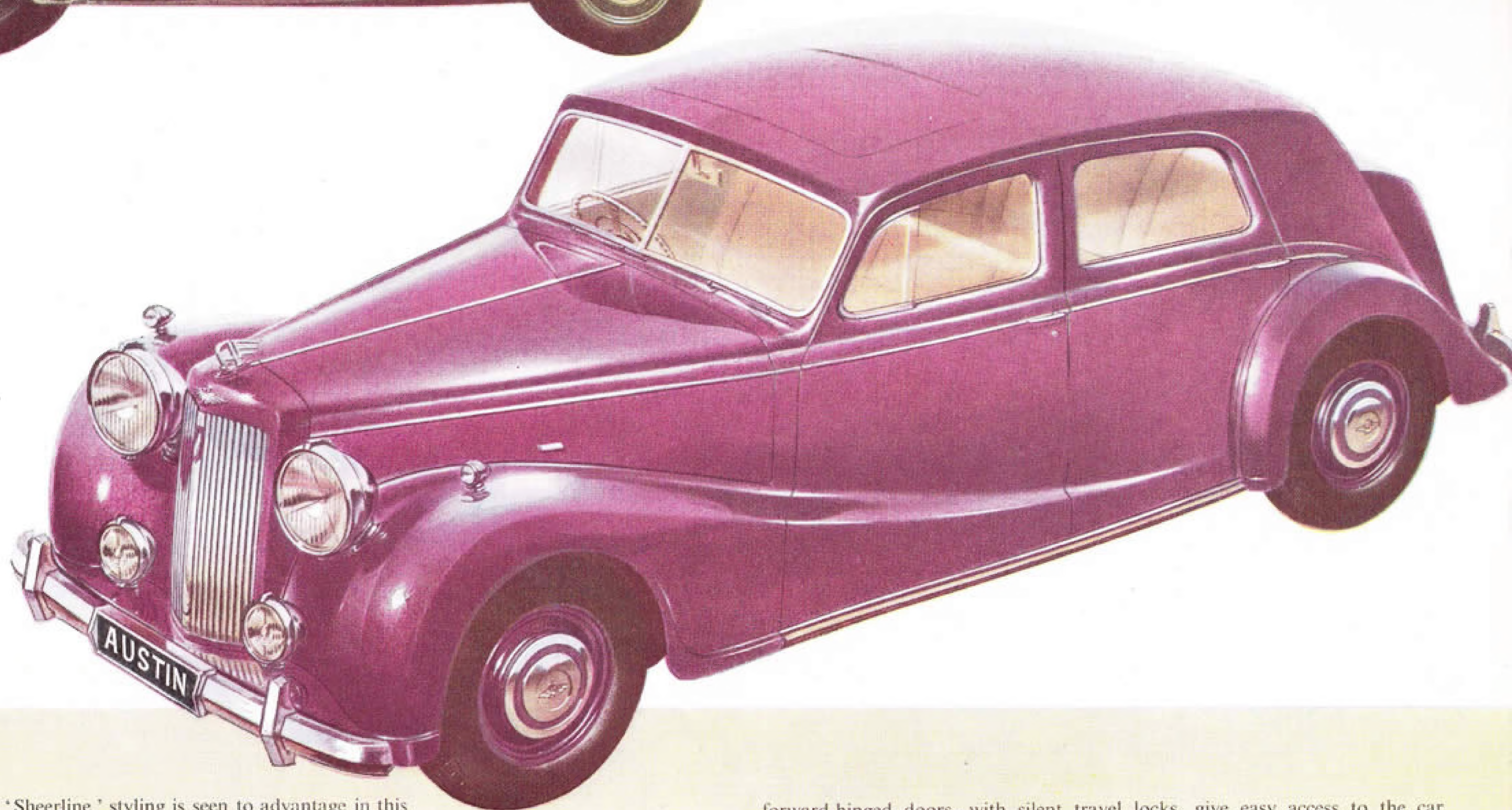
The 'Sheerline' body is one of Austin's finest creations; graceful in every line, it signifies speed and smooth performance while maintaining a perfect balance between appearance and comfort. The seating accommodation, for five or six according to front seat specification, and the coachwork appointments are of the highest quality—luxurious in every detail. Special features include interior heating and ventilation with screen de-misting and de-frosting, radio, and an extremely roomy built-in luggage compartment at the rear, with fitted suitcases available at extra cost.

In fact no detail for performance, comfort or convenience has been overlooked in this new Austin—you can depend on it.





For those motorists who require an individual coachbuilt body, the 'Princess' Saloon shown to the left has been produced by craftsmen of the famous firm of Vanden Plas, on the Austin '120' chassis. This chassis is basically the same as the '110', but has a more powerful engine. The coachwork for the 'Princess' Saloon is of composite aluminium construction and has similar appointments and specification to the Austin 110 'Sheerline' Saloon shown below.



The 'Sheerline' styling is seen to advantage in this view. Combining dignity with grace it is distinctive, yet at the same time extremely practical. The narrow windscreen pillars provide excellent visibility and the wide

forward-hinged doors, with silent travel locks, give easy access to the car seating. Polished walnut fascia panels and door mouldings, with leather upholstery and thick pile carpets, give the interior an air of refinement that ensures supreme comfort.

ENGINE: "Sheerline" Saloon, bore 3.5 ins. (85 mm.); stroke 4 ins. (101.6 mm.); capacity 211 cu. ins. (3,460 c.c.); R.A.C. rating 26.9 h.p.; b.h.p. 110; max. torque 182 lbs. ft. at 1,500 r.p.m.; compression ratio 6.8 to 1; The engine of the "Princess" Saloon develops 120 h.p.

Cylinders: Six-cylinders cast integral with crankcase. Special cast iron is used and there are full length water jackets. The detachable cast iron cylinder head carries the overhead valve gear.

Crankshaft: The forged steel counterbalanced crankshaft has a torsional vibration damper and is supported by four detachable "Thinwall" bearings.

Connecting Rods: The connecting rods are of forged steel with detachable "Thinwall" big-end bearings.

Pistons: Aluminium alloy with anodised surface. Split pin type with three compression rings and one scraper.

Camsshaft: The forged steel camshaft is supported by four "Thinwall" bearings and driven by a duplex roller chain. A synthetic rubber tensioner ring for the timing chain and a sound insulated timing gear cover combine to ensure quiet operation.

Valves: The valve gear for the push rod operated overhead valves is of a patented design giving quiet operation. Heat and corrosion-resisting steel is used for the exhaust valves and silicon chrome steel for the inlet valves, while twin exhaust down pipes permit the unrestricted escape of the exhaust gases from the engine. The valve rocker cover, which is sound proofed, carries the combined oil filler and air breather.

Lubrication: A pressure gear-pump forces oil from a fin cooled cast aluminium sump to all main, big-end and camshaft bearings. Each main bearing oil feed is supplied from a circular channel cut in the bearing housing, which provides a uniform feed of oil between the bearing surfaces. Wipal bearing lubrication, controlled by a special oil feed in the crankshaft also provides for jet lubrication of the cylinder walls, while oil from the camshaft front bearing is guided by deflector, fitted to the camshaft gear, on to the timing chain. Oil capacity: 15 pints (8.4 litres) plus 2 pints (1.12 litres) for full-flow Tecamatic filter.

Cooling: Circulation is by a large output centrifugal pump with a thermostat to assist rapid warming from cold. A four blade fan draws air through a patented radiator which prevents the loss of cooling water and anti-freeze, either by splash or expansion. Cooling system capacity: 28 pints (15.6 litres).

Ignition: Coil with automatic advance and retard, assisted by vacuum control.

Dynamo: High output 12-volt fan ventilated unit with compensated voltage control.

Starter: Lucas unit operated by push button solenoid type of switch.

Fuel System: Fuel from a dual gallon (72 litres) rear tank, with 16 pillars, is fed by an A.C. mechanical pump to a Stromberg carburettor having an accelerating pump and automatic choke. The air intake filter is of the "1" type with oil wetted gauze and the induction manifold incorporates a hot spot for easy starting. The "Princess" Saloon has twin carburettors.

Mountings: There are twin live-rear mountings at the front of the power unit with a semi-circular rubber cradle mounting at the rear of the gearbox.

CLUTCH: The Borg and Beck 10-inch diameter dry single-plate clutch has a spring cushion drive and specially compensated linkage for easy pedal control.

GEARBOX: Provides four-speeds forward and reverse with synchronism on second, third and top gears. The gears are engaged by a short movement of the selector lever on the left side of the steering column, which has a special safety stop for reverse gear. The gearbox mainshaft is extended in a housing which allows the use of a short propeller shaft and provides intermediate shaft bearings to give firm positioning for the gears.

TRANSMISSION: The open propeller shaft has Hardy-Spicer needle-roller bearing universal joints.

REAR AXLE: The three-quarter floating rear axle has hypoid final drive gears to permit the propeller shaft to be underdriven thus allowing a level floor for the coachwork. Pre-loaded taper roller bearings are used for the pinion and wheel hubs and the large centre gear carrier is welded to strong axle tubes to give exceptional rigidity.

OVERALL GEAR RATIOS: 4.45; 6.34; 10.5; 15.08; to 1 with 18-2 reverse.

ROAD SPEEDS at 1,000 R.P.M. Top 18.5 m.p.h.; third 13 m.p.h.; second 7.85 m.p.h.; first 5.46 m.p.h.

STEERING: The Cam gear steering box has a variable ratio (16 to 1 straight ahead, 18 to 1 on full lock) and provision for taking up wear. The steering linkage is of very sturdy construction and has patent Thompson tie-rod connections. The spring scope steering wheel, which is adjustable for height, has a cellulose acetate covering.

SUSPENSION—Front: Austin independent wish-bone construction controlled by helical coil springs and double acting hydraulic shock absorbers.

Rear: Long semi-elliptic springs fitted with zinc interleafs arranged for direct lubrication. The springs are mounted on silent-bloc rubber bushes and are controlled by double-acting hydraulic shock absorbers inter-connected by an anti-roll torsion bar.

BRAKES: Lockheed hydraulic front and rear operated by pedal with two-braking shoe brakes at front. Pistol grip handbrake, mounted under centre of instrument panel, operates mechanically on rear wheels only.

WHEELS AND TYRES: The easy clean pressed steel wheels have large chromium plated centres. The spare wheel is housed in a separate compartment behind the rear number plate panel. Extra low pressure 6.50-16 tyres.

JACKING: Built-in power operated four wheel hydraulic jacks.

FRAME: The pressed steel cross-braced chassis frame is of great torsional stiffness having full length side-members of deep box section.

ELECTRICAL: 12-volt lighting and starting with the two 6-volt batteries carried in the frame beneath the rear seat floorboards; battery capacity 70 amp. hr. at 10 hr. rate; positive earth; separate side and head-lamps; foot operated dip switch for headlamps; dual fog lamps with individual switches; twin tail-lamps with reversing lamp and

stop lamp; dual interior lamps at the rear; map reading lamp at the front; concealed instrument lighting; direction indicators; dual wind tone horns; built-in radio; built-in interior heating and ventilation system; dual windshield wipers; cigar lighter.

INSTRUMENTS: Oil, water temperature, and petrol gauges, ammeter, speedometer with trip and total readings; electric clock.

COACHWORK: Composite steel and light alloy sound insulated body; five- or six-seater four light saloon styled in "Sheerline"; toughened glass to all windows and doors; centre hinged bonnet unlocked from inside car; combined barrel type ignition, door and luggage boot key; noiseless locks and concealed hinges on all doors; single piece adjustable front seat with folding arm rests (dual front seats alternative); rear seat side- and centre-folding arm rests; leather upholstery; pile carpets with felt underlay; well-laid floor; twin veneered fascia panel; detachable instrument panel mounted centrally; closed glove compartments each side of instruments; polished waist band mouldings with fitted ashtrays on door interiors; friction controlled ventilators and large pockets in front doors; large built-in luggage compartment in rear with rear panel to form partition for additional luggage; bumpers with over-riders and valances; flush fitting sliding roof; flush fitting sun visors; fitted suitcases available at extra cost.

The "Princess" Saloon with coachwork by Vanden Plas has a similar coachwork specification to the above with the following exceptions:

Convertible single-piece or individual front seat having flush fitting tables for rear seat passengers; Vauxhall luxan grain leather and all wool cloth upholstery; closed glove compartment on fascia board; built-in head, sun and luggage compartments; interior lights controlled internally and automatically by the opening of the doors.

LEADING DIMENSIONS

	110 SHEERLINE				*120* PRINCESS			
Front Seat Width	40 in.	30 in.	10 in.	30 in.	40 in.	30 in.	10 in.	40 in.
Rear Seat Width	30 in.	11 in.	10 in.	21 in.	40 in.	0 in.	10 in.	23 in.
Overall Length	160 in.	0 in.	4 in.	87 in.	160 in.	0 in.	4 in.	87 in.
Overall Width	50 in.	1 in.	0 in.	25 in.	50 in.	0 in.	1 in.	25 in.
Overall Height	50 in.	7 in.	0 in.	20 in.	50 in.	0 in.	7 in.	20 in.
Wheelbase	90 in.	11 in.	0 in.	20 in.	90 in.	11 in.	0 in.	20 in.