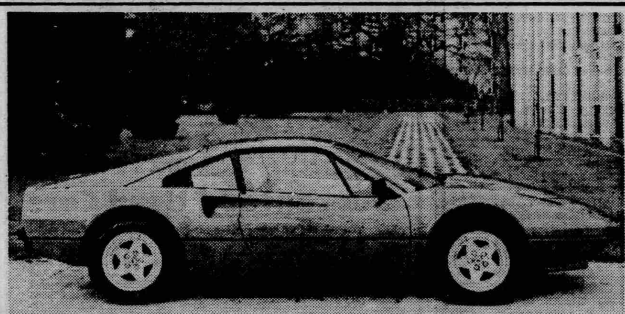


Midweek CAR AND MOTORCYCLE MART



THE first of the new Ferrari 308 GTBi and GTSi models have arrived in the U.K.

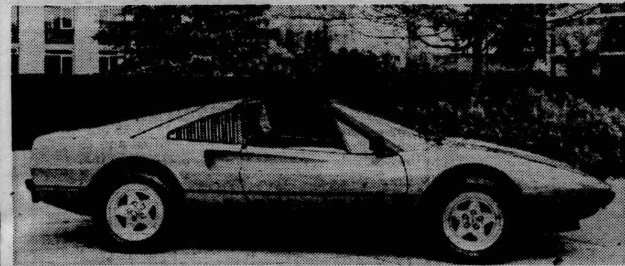
These cars, with their classic Pininfarina-designed bodies, are now fitted with the K-Jetronic system which was originally developed by Bosch and Ferrari engineers for the Ferrari 400i. One of the really noticeable effects of the fuel injection system is the low noise level achieved through the

The new quiet Ferraris are here

abolition of the air intake. On these new models Ferrari have re-

engineered the clutch mechanism and by doing so have reduced the pressure required to depress the clutch by approximately one third. The effect of this is quite dramatic and will surprise even the experienced Ferrari driver. Linked with this change, the gear lever has also been lengthened. The combination makes gear changing much easier.

Prices are: GTBi (pictured above) £21,810; GTSi (below) £22,699.



BL plan to cut delays

The car of your choice — in less than a minute

MOTORING
by David Whittaker

DO you really want a red one with HLS specification? Are you sure you won't settle for a blue one with just LS trimmings?

That's the not untypical response from the salesman with the incredulous look as he takes an order from a new car buyer who wants "his" sort of specification and not what the salesman might have in stock.

"Delivery delay

could be about six or eight weeks, but I'll let you know if we can cut that," is hardly the sort of response to impress.

If car sales are to increase, then delivery times must be slashed.

BL cars are only too aware of this and now they have introduced a "viewdata-based stock locator system." It takes less than a minute for a salesman to search the country for a car with a particular specification.

The system, using an ordinary television set, is

connected via the British Telecom public telephone system to a mini computer at the headquarters of BL Systems Ltd. in Redditch. An up-to-date record of every BL vehicle in stock in the United Kingdom will be kept on this computer.

The customer can sit with the salesman while he finds the correct vehicle. This ability to supply vehicles quickly and to specification from existing stock will obviously become a more important factor in gaining car sales.

Viewdata also allows

participants to control their stocks more effectively — an important point with interest rates at their present high levels.

Mr. Peter Johnson, Director of UK Operations, said: "In the first quarter of 1981, BL Cars have significantly increased their market share in a declining market. To continue this success it is essential that all concerned take advantage of every possible sales opportunity. Viewdata will help our sales by allowing every participating dealer access to the full stock of BL cars in the UK."

ERRINGTONS GLENRISE GARAGE

QUALITY USED CARS

- 797 VAUXHALL CAVALIER 1.6L 4-dr., red, 14,000 miles £3,100
- 797 FORD CORONA 2.0 GL, blue, 22,000 miles..... £3,250
- 785 AUSTIN MINI CLUBMAN, green, 32,000 miles..... £1,950
- 787 VAUXHALL CAVALIER 1.6L 4-dr., 14,000 miles..... £2,600
- 787 FORD CORONA 1.6L, auto., blue, 30,000 miles..... £2,500
- 785 FORD CORONA 1.6 GL, green, 34,000 miles..... £2,800
- 787 VAUXHALL CHEVETTE Hatch, red, 23,000 miles..... £2,550
- 797 FORD CORONA 2.0 Ghia, red, 41,000 miles..... £3,450
- 787 VAUXHALL CHEVETTE Hatch, beige, 16,000 miles £2,550
- 768 CHRYSLER ALPINE S, blue, 41,000 miles..... £1,850
- 767 FORD CAPRI 1.3L, blue, 60,000 miles..... £1,750

NEW CARS IN STOCK

- CORTINA 2.0 GL, chestnut brown.
- CORTINA 2.0 GL, Tibetan gold.
- CORTINA 1.6 L, dove grey, New spec.
- CORTINA 1.6 L, Tuscan beige.
- GRANADA 2.8 GL, Apollo green.
- GRANADA 2.3 L, Cordoba beige, sun roof.
- GRANADA 2.0 L, colbalt blue, New spec.
- FIESTA 1.1 L, terracotta, New spec.
- FIESTA 1.1 GL, white, opening front quarter windows. New spec.

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SPRING BONUS



ALLEGRO 1300L 4-dr. £3,595

- ALLEGRO 1300 Estate £3,560
- ALLEGRO 1500L Estate £3,990
- PRINCESS 1700L £4,200
- PRINCESS 1700 HL £4,590

Plus REDUCTIONS ON OTHER MODELS! DEMONSTRATORS WITH SUPERCOVER

- 1980 PRINCESS 1700 HL Auto., denim, radio £4,195
- 1980 ALLEGRO 1500 4-door, russet, radio £3,395

PLUS OUR SPRING USED CAR SELECTION BEWAC 12 MONTHS' WARRANTY AVAILABLE ON SELECTED USED CARS (backed by the MAA)

- 1980 MINI CLUBMAN Estate, pageant blue £2,695
- 1979 ALLEGRO 1300 Estate, denim, one owner, 23,000 miles £2,795
- 1979 ROVER 2600, Atlantis blue, power steering, 1 owner, 29,000 miles £4,795
- 1979 HORIZON 1.3 GL 3-dr., sunset, radio, 1 owner, 13,000 miles £3,295
- 1979 CITROEN GS SPECIAL, red, one owner, 18,000 miles £2,395
- 1979 MINI 850 Saloon, vermilion, 1 owner, 21,000 miles £2,250
- 1979 PRINCESS 1700 HL, oyster, radio, one owner, 11,000 miles £3,595
- 1979 MAXI 1750 Automatic, pageant blue, 1 owner, 19,000 miles £3,295
- 1979 MINI Pick-Up, pageant blue, 28,000 miles £1,395 + VAT

THIS WEEK'S REDUCTION

- 1979 MGB GT, pageant blue, one owner, 16,000 miles. Was £4,295. Now £3,995
- 1978 (79) model MARINA 1300 4-door, pageant, one owner, 24,000 miles £2,375
- 1978 FORD CAPRI 1600 L, white, blue vinyl roof, 19,000 miles £2,675
- 1978 V.W. GOLF 3-dr., white, p.b. radio, 1 owner, 29,000 miles £2,495
- 1978 ALLEGRO 1300 2-dr., antique gold, 28,000 miles £2,195
- 1978 PRINCESS 1800HL, pageant blue, 31,000 miles £2,695
- 1978 MINI CLUBMAN Saloon, pageant blue £2,195
- 1978 ALLEGRO 1300 4-dr., russet, 1 owner, 28,000 miles £2,350
- 1978 FORD ESCORT 1300L 2-dr., blue, one owner, 12,000 miles £2,450
- 1978 FORD GRANADA 2.3L Estate, Nevada beige, 1 owner, 36,000 miles £3,975

VANS (Prices + VAT)

- 1979 MARINA 10 cwt., white, 1 owner £1,695
- 1979 ESCORT 1300 9 cwt., blue, 32,000 miles £1,595

★ LATE NIGHT OPENING WEDNESDAY 8 P.M. ★
OPEN 9 a.m.-6 p.m. Weekdays; 9 a.m.-4.30 p.m. Saturdays

LATHAMS

A BEWAC COMPANY

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YOUR BL DISTRIBUTOR

SELECT FROM THE CLARK COLLECTION

- 1980 May, LOTUS ELITE 2.2, black with black leather and blue velour inserts, 5-speed, p.o.s., stereo/radio cassette, owned and serviced by ourselves, 9,300 miles £12,950
- 1980 PORSCHE 911 SC Sport Targa, silver met., blue cloth trim, supplied and serviced by ourselves, one owner, 14,000 miles £16,250
- 1980 VOLKSWAGEN SCIROCCO GL Coupé, platinum, red velvet trim, one owner, in as new condition, 12,000 miles £5,650
- 1980 AUSTIN MINI CLUBMAN Estate, brazilia with beige cloth trim, one owner, radio with twin speakers, 4,000 miles £3,275
- 1981 ALFA ROMEO GIULIETTA 1.5, ivory, chocolate cloth trim, demonstration vehicle, 6,000 miles £4,920
- 1980 RENAULT 5 GTL, seamist met., beige cloth trim, one owner, supplied and serviced by ourselves, 12,300 miles £8,250
- 1981 ALFASUD SPRINT VELOCE 1.5, silver met., chocolate trim, alloy wheels, dem. model, 4,800 miles £3,000
- 1980 ALFASUD 1.5 Saloon, 4-dr., white with grey cloth trim, dem. car, latest model specification, 5,900 miles £3,750
- 1981 ALFASUD 1350, 4-dr. Saloon, silver met., grey cloth trim, dem. car, 650 miles £3,975
- 1981 ALFASUD 1.5 Saloon, 4-dr., Alfa red, grey cloth trim, dem. car, latest model specification, 4,800 miles £4,150
- 1979 PORSCHE 924 LUX, guards red, herringbone trim, 4 speed, sunroof, radio, p.d.m. £8,250
- 1980 PORSCHE 911 SC Targa, guards red, grey/black check trim, one owner from new, supplied by ourselves, 15,000 miles £13,250

Alfa Romeo - PORSCHE

ROGER CLARK

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