

LENGTHEN

your

stride

with ...

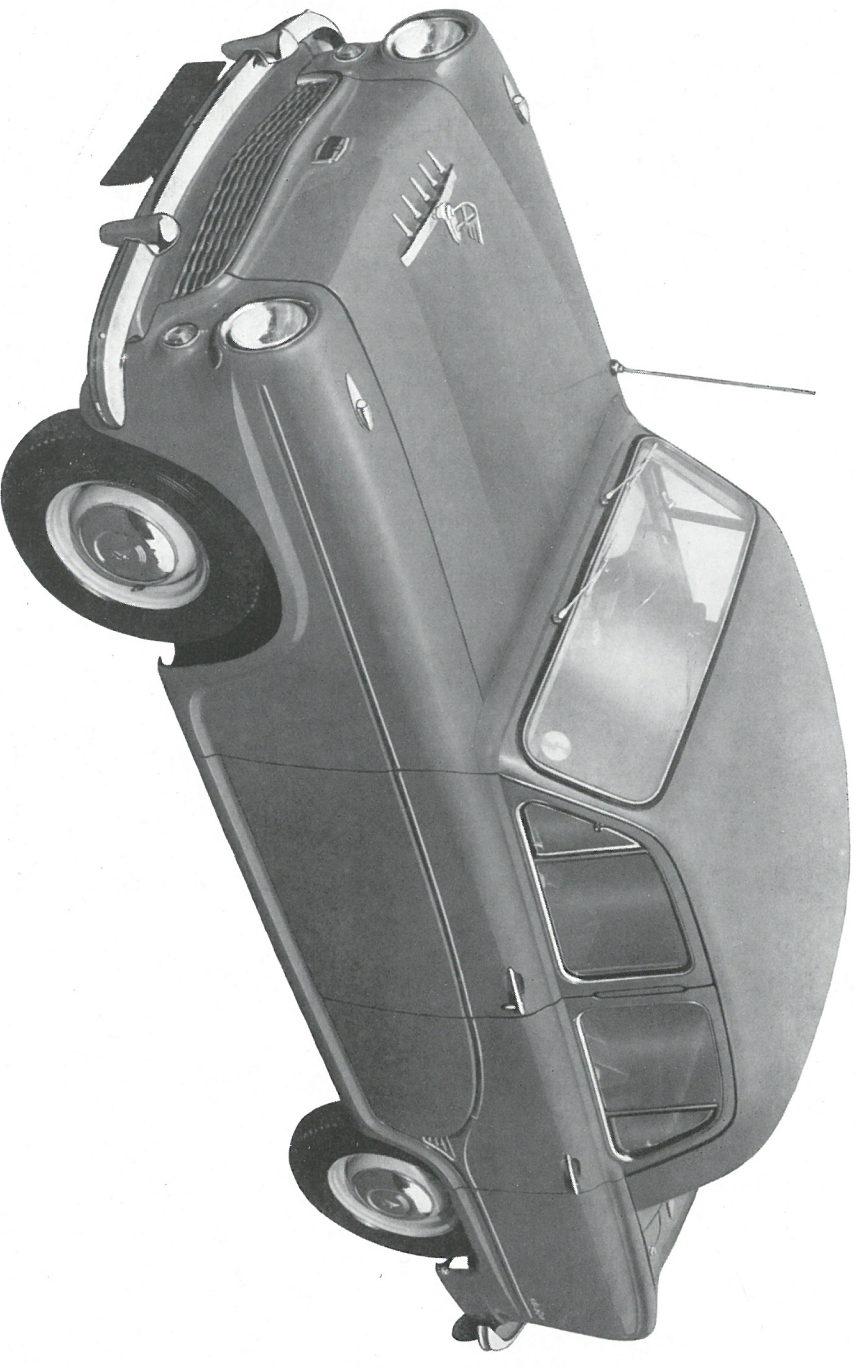
Overdrive

AS FITTED TO THE
AUSTIN A50
CAMBRIDGE SALOON

AS FITTED TO THE AUSTIN A90 WESTMINSTER SALOON

OVERDRIVE

is available on the



THE AUSTIN A90 SIX WESTMINSTER SALOON
and
THE AUSTIN A50 CAMBRIDGE SALOON

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THE AUSTIN MOTOR COMPANY LIMITED
LONGBRIDGE BIRMINGHAM
AUSTIN MOTOR EXPORT CORPORATION LIMITED
LONGBRIDGE BIRMINGHAM ENGLAND



A new transmission T

It's
Automatic

by the
normal
operation



A new transmission 7

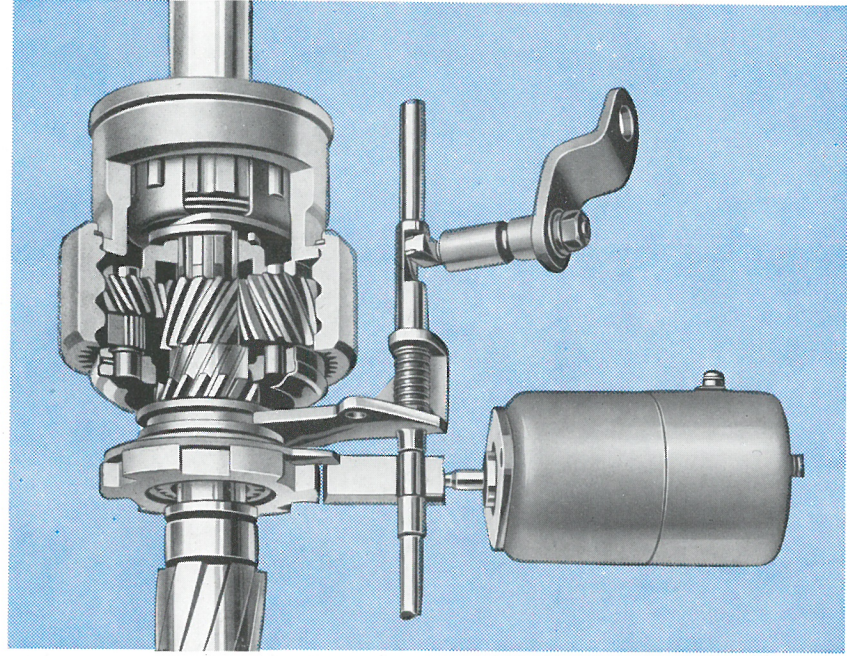
It's Automatic

by the
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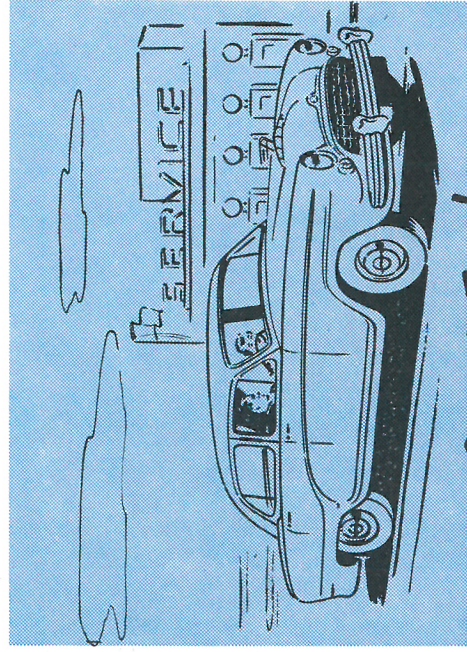
WHAT MATCHES DRIVERS' REFLEXES.



Of all the optional extra equipment available to the modern car owner, none bring him so many advantages or such lasting satisfaction as an overdrive. Moreover, its initial cost is largely offset by the savings made in fuel and maintenance costs.

In effect, an overdrive adds an extra two high ratios to the normal gearbox. When engaged, these reduce engine speeds by about 30 per cent., but the car travels at the same road speeds. Thus both fuel consumption and engine stress are reduced without loss of efficiency, a highly desirable and money-saving feature with any car. This Overdrive neither adds to the difficulties of driving nor detracts from its pleasures, because it will operate entirely automatically or under the conscious control of the driver.

And these are the ad-



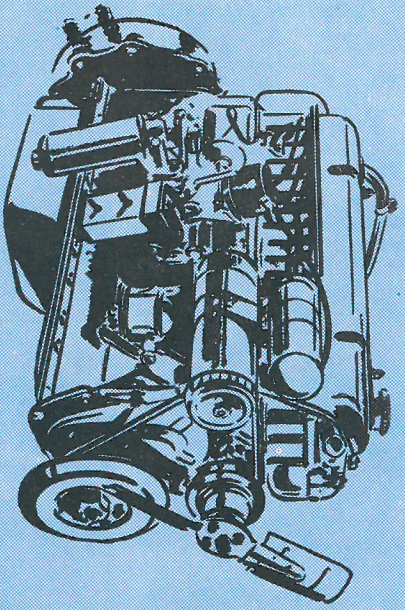
Saves Fuel

The Overdrive is operated electrically, it automatically "cuts-in" whenever the car reaches a speed of about 32 miles per hour, and "cuts-out" as soon as the speed falls below 26 miles per hour. Under normal driving conditions, the overdrive is therefore engaged during a very considerable part of the time occupied by any journey. As the engine speed is reduced throughout this period by about 30 per cent., it is plain that appreciable savings in fuel will be made. It is just this added fuel economy which alone makes an overdrive a "must" for the modern car owner. And it brings him other benefits besides. It should be remembered, too, that the savings made are cumulative. The greater the yearly mileage, the more the car owner saves in fuel costs.

ontrol is maintained

THE BORGG-WARNER OVERDRIVE

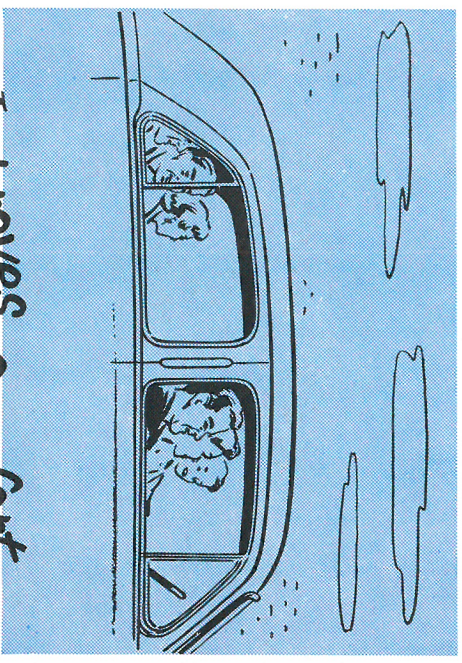
Advantages



Reduces Engine Speed

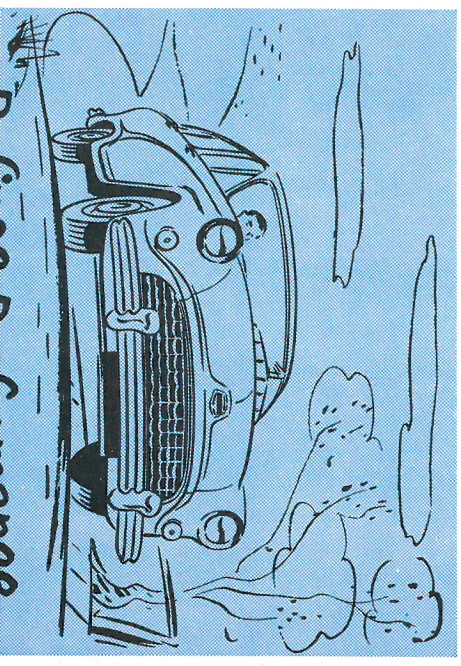
It has been stated that an overdrive, when in operation, reduces engine speeds by about 30 per cent. In other words, with a conventional gearbox the engine is required to turn over at, for example, 4,000 r.p.m. in order that a certain road speed be maintained. When an overdrive is installed, however, the engine turns over only 2,800 r.p.m. at that speed, a reduction of no less than 1,200 r.p.m.

It will be obvious that as the engine is running more slowly, rotational stresses will be reduced and servicing and maintenance will be necessary at less frequent intervals. Such is the common experience of owners of cars fitted with an overdrive, especially with those who habitually motor hard and fast.



Improves Comfort

Even in quite high-priced cars engine noise and vibration become noticeable when a certain speed has been reached, and thereafter both increase steadily as the car is driven faster. This causes fatigue to driver and passengers alike. But with an overdrive engine noise and vibration are almost halved, thus riding is more restful and, therefore, more comfortable.



Refines Performance

An overdrive allows a much finer degree of control. As it cuts in and out automatically, according to the speed of the car, the driver has the advantage of two gears without the necessity of operating the clutch and the gear lever. Less driving effort is required, allowing the driver to concentrate more on the changing traffic conditions.