



NEWS BULLETIN

- * 'TVR Could Turn to 100 per cent export' - says Managing Director
- ** Export Boom Could Lead to Real Living Standard Improvements

Martin Lilley, Managing Director of TVR Engineering who manufacture the range of hand made, high quality TVR sports cars, has received further substantial export demands from his overseas dealer network.

'We have been asked for over 300 cars each from two of our USA dealers alone and it is an interesting point that we have over thirty officially appointed outlets in the States at the moment. The Americans in particular are now fully appreciating the individuality of our models which are marketed at a very attractive price in their country. The possibility of buying a real sports car which also offers major benefits in fuel economy, namely 45 mpg at 50 mph, has a great appeal to the American motorist. Our greatest problem will be fulfilling these demands as our production capacity must be affected to a certain extent by the current industrial situation. However, forward planning has ensured that we were in a better stock position than many people in industry and as it happens, we will not be as badly affected as other car companies whose labour is not as mobile or as co-operative as ours.'

Commenting on the export scene in general, Mr Lilley commented, 'Britain cannot afford these disputes and it is a great tragedy when our products are so competitive abroad that with normal full production, every family in the country would very rapidly have a substantial improvement in their real income.'

For further press information and facilities, please contact:-

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NEWS BULLETIN

- * TVR Announce Model Changes For 1974
- ** Extensive Interior and Exterior Revisions
- *** Better than Ever Value For Money

TVR Engineering, manufacturers of the handbuilt range of TVR sports cars, are introducing substantial changes to all their models for 1974.

The TVR 3000M has received major bodywork and interior changes following suggestions from customers and their favourable reaction to the specification of the super luxury TVR 3000ML seen at last year's Motor Show. Significant improvements in sound-proofing have been made to the car and the interior upholstery is now of a similar pattern to that used for the 3000ML. New carpeting has been used and three extra parcel compartments have been added to this model for the convenience of drivers and passengers. The rear compartment which is located below the luggage platform, has been designed to accept a large number of small tools and components which should appeal particularly to owners taking their cars on long touring holidays abroad. A second small compartment has been added to the top of the transmission tunnel to offer space for spectacles, cigarettes and other odds and ends. The third and final compartment is situated close to the passenger's legs and occupies a space immediately behind the nearside front wheel arch.

One major revision which is sure to be appreciated by driver and passenger alike is the introduction of completely new seating. These are of a semi-reclining design with detachable headrests. The new seats will tilt forward making access to the luggage platform far easier and removing what has always been a source of criticism of the previous car. The infinitely adjustable reclining mechanism will also enable drivers of widely differing heights and build to sit more comfortably in the car and also reduce long distance driving fatigue.

A completely new fascia has been incorporated in the 1974 model and the door panels have also been altered to present both a better finish and increased arm room. Following these trim changes, the 3000ML will now

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be sold in the following interior trim/exterior colour combination. Black interior available with Yellow or Silver. Tan interior available with Metallic Blue, White, Metallic Green, and Rich Brown exterior finishes.

The TVR 3000ML, which shares the improved seating of the 3000M, will have a wide range of individually appointed super luxury interiors using the highest quality coachbuilding materials throughout. The dashboard is finished in first quality walnut and, in addition, West of England cloth is used for the roof lining. All carpets are Wilton throughout, including the luggage platform area.

EXTERIOR CHANGES

Substantial revisions have been made to the exterior bodywork of the car. A vinyl roof has been made standard on both the TVR 3000M and the 3000ML. New model badges have been added to the side pillars to attractively finish the area where the vinyl roof line ends. TVR have also given their models a much longer, lower and more aggressive appearance by introducing black front and rear valances and black sills.

All other luxury features of the 3000M and 3000ML continue unchanged with such items as sun roof, automatic seat belts, alloy wheels, push button radio, radial tyres, Sundym glass, thermostatically controlled fan, leather steering wheel, and heated rear window all fitted as standard.

TVR's unique five year anti-corrosion guarantee will cover the new models and offers the TVR owner an excellent safeguard against depreciation.

PRICES

TVR 3000M	Basic	£2200.00	ex. works
	Car Tax	£ 183.30	
	VAT	£ 238.33	
	Total	£2621.63	

TVR 3000ML	Basic	£2340.00	ex. works
	Car Tax	£ 195.00	
	VAT	£ 253.50	
	Total	£2788.50	

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