

Abingdon art

With new-generation MG sports cars in the news, Martin Hodder has been taking a backward glance at some of the methods used to promote Abingdon's best in the past

THE mainstream motoring press have, quite rightly, made much of the MG PR3 project, a mid-engined rear wheel drive sports car which is expected to sell for around £14,000 when it is launched in two years' time. And what a car! – just look at this artist's impression from our sister magazine *Carweek*.

Unlike the MG RV8, which was not really promoted by Rover because of its low-volume production, the new car will be pitched right into the burgeoning sports car market, and can be expected to do extremely well. Clearly, it will be pushed heavily, with extensive advertising, probably on television as well as in magazines and newspapers.

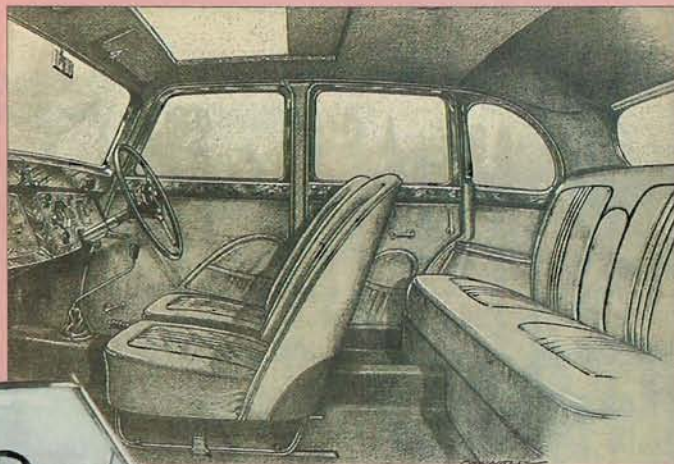
The images projected will be a far cry from those used for previous MGs, when aggressive advertising techniques had yet to be invented. These illustrations, taken from brochures for the MG Y-type, the MGA, MGB and Midget, represent a span of three decades and four very different cars, and show steadily changing styles of promotion.

Yet there's a pleasant, relaxed feel throughout, despite the



New MG should introduce whole new generation to sports cars

sporting nature of the cars. Make the most of it, because the next MG is likely to be sold in a very different way, despite being a direct descendant of the cars shown here. ■



However the new MG is promoted, it's unlikely we'll see the superb artwork that characterised the brochures of the early post-war years. This selection shows how photography gradually took over – more accurate, but maybe not quite so inspiring!

Look into the Mark II



Midget



Safety  *fast!*

