

IT'S QUITE A SIMPLE LITTLE sum. Add up the small cars that sell in Britain, the ones that are really in there swinging. When you finish scraping all the endless variants together into neat piles, into simple basic model categories, you get nine big sellers—nine fundamental types under 1800 cc that really pull like steam engines for every showroom in the country.

The nine? Go on, add them up. Two from Ford (Anglia and Cortina), three from BMC (Mini, 1100 and B-series Farina), two from Rootes (Imp and Super Minx) and one each from Vauxhall and Triumph (Victor and Herald).

Now try some more addition: work out the total of significant variations on these nine basic models. By significant we mean variations that alter the cars' appeal, or are supposed to alter it—things like de luxe versions, station wagons, different marque names, hotted-up alternatives. On second thought don't work it out; we'll tell you. The number is 62.

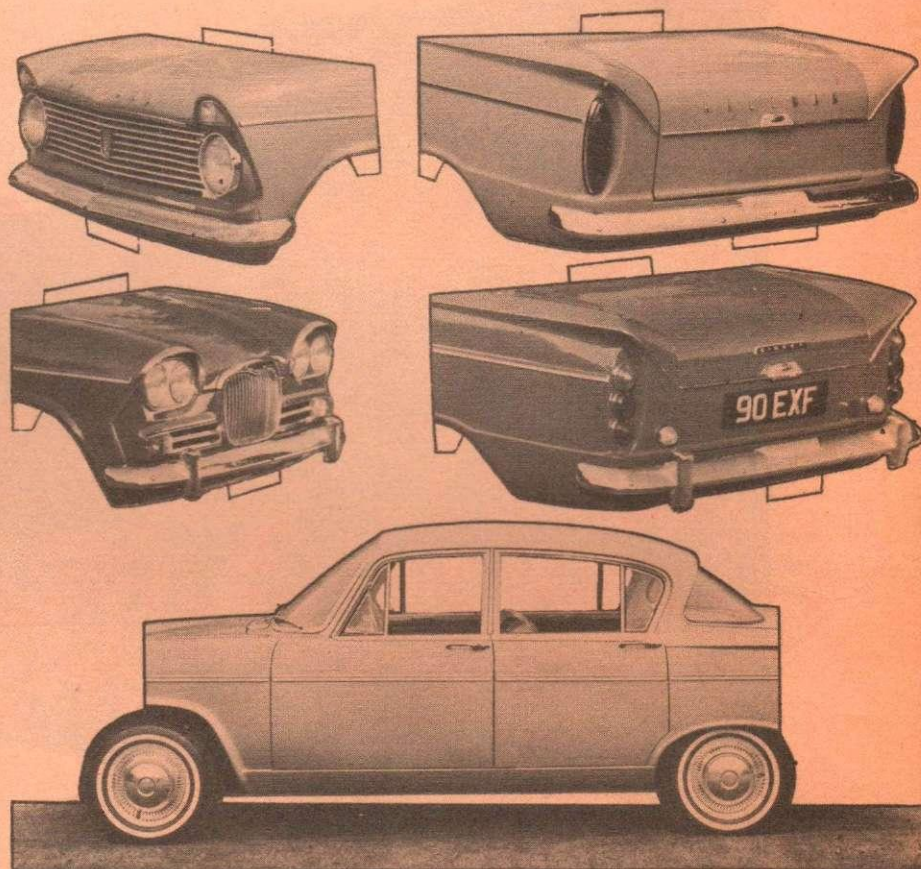
Sixty-two! Now part of this is inevitable, nobody can deny that. Alternative body styles like convertibles and station wagons have an obvious place in the automotive economy. They always have had and they always will.

Yet is it *all* essential? Do manufacturers really need to offer us nine basic cars in 62 different packages? The best way to look at the problem is to complete the little sum. Work out how many of those 62 varieties represent the same product thinly disguised for reasons that *aren't* so basic. The answer is 20, roughly a third of the total. If you count de luxe variants as non-essential you can lop off another third, leaving a far more manageable 20 or so models to spread over six basic types. But what interests us just now is that first figure—the 20 versions we threw away at once. What about them? Just what were they?

They were badges. Little plastic badges. Badges of one-time manufacturers like Riley and Sunbeam and Singer and Wolseley—forgotten

## Is stick-on prestige costing Britain too dear?

### DO-IT-YOURSELF PRESTIGE KIT



Give dolly a tin face. SMALL CAR's badge-engineering guide shows how Rootes stylists get away with using 85 per cent of the metal stampings in a saloon body to give three allegedly different marques with supposedly different traditional appeal. One other change: the roof, in this case from a 'Humber'

