

X-441901

USED CAR SHOW

Speaking at the opening of the Used Car Show at Olympia today, April 7, Mr. Ernest Marples, Minister of Transport, said:-

It would be dishonest if I did not confess that the excessive slaughter on our roads causes me more anxiety than anything else. I shudder every time the accident statistics are placed on my desk.

Accidents are caused either by human error or faulty vehicles. Parliamentary legislation cannot get rid of human error but it can eliminate faulty vehicles. Our vehicle testing scheme has run up against legal snags but these will be solved very soon. Here is an outline of our views:

1. There should be regular inspection of brakes, lights and steering of used cars.
2. We shall start first with vehicles over 10 years old. This is logical. But it must not be thought that it is our wish to drive elder vehicles off the road. Defects in cars are not so much the result of age as of lack of proper care and maintenance.

- X-441201
3. Pending the introduction of the regulations we are forging ahead with our administrative arrangements - training examiners, arranging courses, and so on.
 4. Finally this is going to be a novel venture of Government, the trade and the public to increase road safety. I am grateful to the motor industry, garages and the whole trade for their helpful co-operation.

**Ministry of Transport,
Berkeley Square House**

7th April 1960



Ring & confirm *Superhard,*
BRITISH SAFETY COUNCIL

(Constituted as a non-profit making association)

SAFETY HOUSE
60, WESTBOURNE GROVE
LONDON - W.2.

Telephone: BAYSWATER 9556/7

Telegrams: BRITSAFE LONDON W.2.

Cables: BRITSAFE LONDON

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JAMES TYE,
F.Inst.D., M.B.I.M., A.I.S.M.A.

National Director

LEONARD D. HODGE, M.S.M.A.

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SIR ALEX ZEALLEY,
(Chairman — Remploy Ltd.)

BANKERS:

MARTINS BANK LTD.

*With Compliments
for James Tye.*

AN ORGANISATION DEDICATED TO SAVE LIVES



BRITISH SAFETY COUNCIL

(Constituted as a non-profit making association)

PRESS RELEASE

29th February 1960

SAFETY HOUSE

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..."I firmly believe that the Safety Testing Service of the British Safety Council, whereby second-hand vehicles will be inspected and certified as being SAFE will appreciably reduce Britain's accident rate"...said James Tye, Chairman of the British Safety Council, today, in announcing details of the Council's Safety Testing Service, which will start in the Spring.

Added Mr. Tye... "It is impossible to assess the extent to which dangerously defective vehicles cause or contribute to accidents, but a Government White Paper in 1948 stated that... 'a disturbingly high proportion of vehicles...are in such bad condition...as to constitute a serious potential risk of accident'..."

The Safety Testing Service, which is operated by reputable second-hand car dealers, permits the inspection and certification of used vehicles to a safety standard by Seal issuing officers.

The British Safety Council will employ examining officers who will carry out spot-checks on cars bearing the seal to ensure that the testing is being carried out in its entirety.

The scheme is outlined in the appended extract from the memorandum put before the Council at its last meeting.

(James Tye - Chairman)... Business: Mai. 0831
Home: Cun. 4026

AN ORGANISATION DEDICATED TO SAVE LIVES



SAFETY TESTING SERVICE

SAFETY HOUSE, 60 WESTBOURNE GROVE, W.2.

Telephone: BAYSWATER 9556/7

Telegrams: BRITSAFE LONDON W.2.

Cables: BRITSAFE LONDON

A "SAFETY TESTED" CAR IS THE SAFEST BUY

- 1) Each application to become an officially Appointed Agent of the "Safety Testing Service" is personally investigated, not only for inspection facilities, but also credit rating. Only the most reputable dealers are appointed.
- 2) The Agent enters into an 'Ironclad Contract' when taking up his appointment, which states the terms of the Safety Test, and the penalties for failure to carry out the test properly.
- 3) The contract signed by the Appointed Agent states the conditions of the appointment, the manner in which "Safety-Tested" cars may be advertised, and contains a clause whereby the contract may be instantly cancelled if, in the opinion of an Examining Officer, any one car is found to be below par.
- 4) The Safety Standard Specification to which a car must conform before a certificate is issued has been drawn up independently by the Institute of Automobile Assessors at the request of the British Safety Council.
- 5) In this first ever Safety Specification for used vehicles the amount of wear judged to be safe is stated for such parts as Brakes, Tyres, Steering, etc.
- 6) Each used vehicle bearing the Certificate of the "Safety Testing Service" has been tested in accordance with the Safety Standard.
- 7) Each Test Certificate of the "Safety Testing Service" is numbered, dated, and signed by the Testing Officer.
- 8) A counterfoil certificate, (which must be signed on the date of the test) is registered in the files of the "Safety Testing Service", and shows - Date - Certificate Number - Index Number - Make - Model, and the name of the Appointed Agent who certified the vehicle as being safe.
- 9) To ensure that the tests are being carried out thoroughly, Examining Officers, with special authority, are being employed to carry out spot checks on vehicles bearing the "Safety Testing Service" Certificate. Such spot checks are without warning or prior notification.

BRITISH SAFETY COUNCIL - SAFETY TESTING SERVICE

SYNOPSIS

A large number of accidents are caused by vehicles which have been sold in a defective and dangerous condition, and in some cases whose defects have been deliberately camouflaged.

To avoid such accidents and to provide a minimum standard for its members, their employees and the general public to recognise, the British Safety Council has evolved the first ever "SAFETY STANDARD" for used vehicles.

After thorough investigation, Managing Directors of selected dealers will be permitted to test used cars and affix the 'Safety Seal', providing they are up to the specified standard.

Examining control officers will be employed to carry out spot checks to ensure that these tests are being carried out in accordance with the "SAFETY STANDARD" specification and under the terms of the ironclad contract between the British Safety Council and the appointed dealer.

DANGEROUS STATE OF VEHICLES

There is no reason to suppose that there is any measurable difference between used cars offered to the buying public and those being driven on Britain's roads today, (except that potentially dangerous defects are often camouflaged by unscrupulous dealers), yet:-

The Ministry of Transport report on the Vehicle Testing Centre at Slough 1955-1957 showed:-

- 40% of all cars had at least one poor tyre, and tyres were frequently under inflated.
- 30% of pre-war cars were unable to stop in the distances required by Law.
- 25% of all headlights tested were correctly aimed and adjusted. (75% were not).
- 50% of all vehicles tested were judged to suffer from mis-aligned front wheels, excessive play or steering faults.
- 35% of all headlamps were found to be defective in some way or another.
- 15% had direction indicators which were not working.
- 18% had stop lights which were not working.

The Minister of Transport reported the result of the Testing Centre at Hendon to the House of Commons in Command paper 430 in May 1958:-

- Examinations of cars at the Testing Station set up by the Ministry of Transport at Hendon showed that 34% of vehicles 10 years old or more and 17% of newer vehicles had serious defects in the braking or steering mechanism and that these figures increased to 43% and 20% respectively when account was taken of lighting defects likely to cause accidents

In late 1948 a Government White Paper stated that:-

"...a disturbingly high proportion of vehicles...
are in such bad condition...as to constitute a
serious potential risk of accident".

THE NEED FOR A STANDARD OF SAFETY.

There is hardly a business transaction so fraught with danger for the buyer as that of purchasing a second-hand car, and yet some 2,000,000 used cars are sold each year. They range from "Bangers" costing £25 to £5000 for Rolls Silver Clouds.

Almost daily instances come to light of people being gypped as a result of sharp practice by motor car dealers. Quite recently a High Court Judge had to decide on the road-worthiness of a car whose back wheel fell off as it was being driven from the showroom. A lack of trust exists between public and dealer which various 'Guarantees' have not overcome.

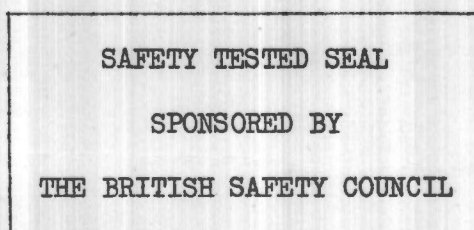
There are in existence a large number of these Warrantees/Guarantees, the vast majority of which are utterly useless, although a small percentage are valuable.

With the continuous adverse publicity in the Press, on T.V., in magazines and from the 'friend in the know', the buyer is conditioned to suspect the motives of the vendor no matter how honourable they are or how genuine the car. With this in mind various vendors have from time to time instituted schemes of warrantees for repair without cost, replacement or refund of money. These, however, have not overcome the distrust of the buyer because they do not come from an impartial body.

What is needed by the purchaser and vendor in nearly every used car transaction is a:

CERTIFIED STANDARD OF SAFETY AND ROAD WORTHINESS CARRIED OUT OF AN INDEPENDENT AND IMPARTIAL ORGANISATION

in short a:



VALUE OF SEAL

The affixing of such a Safety Tested Seal to a windscreen of a car should be of the same value as a British Standards Institute kite mark to electrical or other equipment purchased in a shop. It should be instantly recognisable as a standard set by a neutral and impartial body and its very existence will improve the quality and road-worthiness of a vehicle offered for sale.

ADVERTISING AND PUBLIC RELATIONS ACTIVITY

The effectiveness of the Seal as the mark of a "Safety Tested" vehicle is to a large extent governed by the number of people who recognise the Seal, and are aware of the stringent conditions governing its use by the appointed Issuing Officer. Also, the conditions of the 'ironclad' contract which a company has to enter into before it is permitted to display its appointment badge denoting that it sells cars that are safety tested.

Therefore a campaign will be started which will aim to make known the value of buying cars which have been "Safety Tested".

Initially..... An informative leaflet setting out the basis of the scheme will be sent to factory members of the British Safety Council - (who employ some 3,000,000 workers).

Details of the scheme will be set out in an article in "Safe Times", the British Safety Council newspaper.

A factory poster, specially designed for the purpose, will be sent to 9,000 factories.

Advertising..... Advertisements will be placed in suitable media giving details of the scheme.

Daily, Sunday, Provincial and Local Newspapers will receive reports of the progress of the scheme, plus announcements of participation wherever agents are appointed in the area.

A monthly bulletin specially written for the trade and specialised publication field will be circulated; again names of up to date appointments will be included.

Television and Radio..... Experience in the past has shown that developments in the motoring field have provided the basis for many television and radio programmes.

SEAL DISPLAY

A specially designed Seal, which incorporates the index number of the vehicle and the Issuing Officer's name has been designed for affixing to windscreens of "Safety Tested" cars.

COSTING

There will be no cost whatsoever to the car purchaser. As the scheme is primarily in the interest of dealers who wish to display a distinguishing mark which helps to sell more "Safety Tested" cars, it is right that the cost will fall directly upon dealers, and this will be in the nature of a Registration Fee to qualify as a "Safety Seal" agent.

Books of seals will be sold at a nominal cost.

QUALIFICATIONS FOR PARTICIPATION

In order for a dealer to participate in the scheme he should have a reputable status, servicing facilities, plus a reasonable credit rating before he is selected. This means that a personal inspection will have to be carried out of his premises, and reference to his credit rating in Bradstreets Register.

DEALERS PARTICIPATION

Each dealer so far approached considers that the existence of a "Safety Seal" put out by an impartial and neutral body will help to dispel the fears in the minds of all those who enter car showrooms, and this is well worth the effort in testing and selling safe cars.

ISSUING OFFICERS.

The Managing Director or Secretary of the Company which is operating the Safety Seal will be made an accredited Issuing Officer of the scheme. He will enter into a contract with "Safety Testing Service" whereby he undertakes that he will be responsible for the tests to be carried out, the issuing of the appropriate seal, and the posting of the appropriate counterfoils to "Safety Testing Service" for filing purposes.

He will also have to sign a test certificate outlining the method and components tested, and will have to certify that they have been arrived at without recourse to artificial means, (sawdust in back axle, etc.).

EXAMINING OFFICERS

Examining Officers employed by "Safety Testing Service" will from time to time inspect vehicles, without prior warning, wherever a Safety Seal may be displayed.

This service will be a form of control on Issuing Officers, who will make sure that the Terms of the Contract entered into between the Issuing Officers and "Safety Testing Service" will be carried out to the letter. They will also immediately report back should there be any transgression, no matter how slight, in the method of testing, or other points relating to the contract.

MANUFACTURERS PARTICIPATION

Manufacturers over the last eighteen months have instituted various Warrantees and Guarantees which aim to give the buyer a fair deal. This is not necessarily so, however, in so far as these so-called warrantees are between the purchaser and the dealer, not the manufacturer.

The primary objective of such schemes, which are all sponsored by the car manufacturers, (but whose name does not appear on the warranty - this is between the dealer and purchaser) is to:

- a) _____ Stimulate the used car sales field (because a dealer cannot buy new cars for re-sale unless his capital is freed and not tied up in second-hand cars).
- b) _____ Provide a sales advantage for main dealers.
(This is obvious).
- c) _____ Protect and maintain the good names of the car manufacturers.

OTHER ORGANISATIONS PARTICIPATION

Preliminary conversations with members of the Motor Agents Association, Society of Motor Manufacturers and Traders, British Motor Traders Association, etc. would indicate that they will be only too pleased to cooperate in a scheme of this nature where the status of the reputable motor dealer may be raised, and the bomb-site racketeer may be made to conform to a standard of practice. No reputable body or person to whom this scheme has been explained has criticized it in general principle.

OPPOSITION TO THE SCHEME

It is expected that such criticism will come from firms, dealers, etc. who operate mostly from open-air showrooms and are without substance or reputation. The fiercest criticism will undoubtedly be forthcoming as the introduction of "Safety Tested" vehicles will by comparison expose and spotlight vehicles which are unroadworthy, (and are alas without a Safety Seal).

Enquiries to:

James Tye
Chairman
British Safety Council - Safety Testing Service,
Safety House,
60, Westbourne Grove,
London, W.2.

VOICE AND VISION LTD

Public Relations

107 BAKER STREET LONDON W1
HUNTER 9938

PRESS SERVICE

FACTS ABOUT THE USED CAR SHOW - 1960

Duration and times

The Show opens to the public at 11 a.m. on Thursday 7th April and remains open until 8 p.m. on Saturday 16th April.

The opening ceremony will be at 2.30 p.m. on the 7th and the official opener is The Minister of Transport, Mr. Ernest Marples.

Hours of opening are : Weekdays 11 a.m. to 8 p.m.
(Closed on Sunday and Good Friday)

Organisers

The Show is organised by Pall Mall Exhibitions Ltd., 133 Oxford Street, W.1. The Managing Director, Mr. L.W. Redhead, is available for interview and may be contacted through the Show Press Office (SHE 4346 extension 10).

Exhibitors

65 car dealers and 11 hire purchase finance companies and banks occupy the main area of Olympia's Grand Hall. Other exhibitors include the Ministry of Transport, the Royal Automobile Club, the A.A., the motoring press, the Evening Standard, West London Road Safety Committee, the British School of Motoring, Associated British Cinemas, the Royal Society for the Prevention of Accidents and the Montagu Museum. A full list of exhibitors' names and addresses will be found in the official catalogue, obtainable from the Press Office.

Cars on show

During the Show every type of car will be offered for sale - Rolls and Bentleys, bubble-cars, sports and racing cars, family and business cars, estate cars, etc. Besides British makes there will also be American, French, Italian and German cars.

Cars sold each day of the Show will be replaced before it opens the next day.

Guarantees

Dealers exhibiting at the Show are offering guarantees or warranties to buyers, depending on the price and year of the car. Guarantees vary from three to six months.

Further information

The Press Office telephone number is SHE 4346 (extension 10) and it will be manned daily during the hours the Show is open.

For further information at other times telephone Desmond Reynolds, HYDe Park 6050.