

PRIME MINISTER

THE NEW ROVER 800

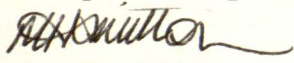
Mick Thomas will be making clear  
to Mr Denton that the car needs  
to arrive 1/2 hour early for  
checking. MTA 8/1

You are test driving the new Rover on Thursday.

The most straightforward way of arranging this  
would probably be for you to drive the car  
from the front door towards the bottom of Downing  
Street, reversing into the side road, and then  
driving back up the street to the front door.  
Graham Day might accompany you but not I think  
Mr. Musgrove.

If you would like to handle the test drive  
in this way, you would need to feel fully  
confident about manoeuvring the car into the  
side road and back out again. The alternative  
would be to walk down to the car at the  
bottom of Downing Street and drive it back to  
the front door.

Agree to go for the first option? Or prefer  
to keep it simple.

  
Mark Addison

7 July 1986

Furtrophin.

mt

PRIME MINISTER

THE ROVER 800

You are trying out the Rover 800 tomorrow at Chequers, between 1000 and 1030, to familiarise yourself with the car before the test drive in front of the cameras in Downing Street next Thursday.

The car will be arriving, covered, towed behind a Range Rover. The Range Rover drivers will be John Timms and Colin Kilsby. To present the features of the car to you and to give you a little background about it will be Roy Axe, the Design Director, and Derek Peck, the Engineering Director of the Rover 800 project. They will be arriving in a separate car.

This is only an opportunity to familiarise yourself with the car. There will be no publicity.

MARK ADDISON

4 July 1986

JALATU

NOTE FOR FILE

Jean Denton rang me this morning from Switzerland.

She said that the Evening Standard seemed to be aware that the Prime Minister would be "accepting" a Rover 800 on 10 July. I said that I was not particularly concerned that they had advance knowledge of the fact that a Rover was coming to Downing Street, though it should be made quite clear to them that the Prime Minister was not accepting a car as a gift, but simply trying it out or demonstrating it. Jean Denton apparently took the point. I subsequently spoke to Jim Coe and Nick Towers in Press Office who relayed a similar message to the Standard when they rang about the story. (Despite these efforts the Standard's story was thoroughly misleading.)

Miss Denton also informed me that the Rover would be brought to Chequers on a trailer behind a Range Rover, and would be accompanied by Mr. Ray Axe (Chief Designer) and Mr. Derek Peck (Director in charge of the project). She will let us have the registration number of the Range Rover in due course.

Mark Addison

3 June 1986

NOTE FOR THE RECORD

I offered Jean Denton two tentative opportunities for the Prime Minister to try out the new Rover 800:

1600 hours on Thursday 10 July or 1100 hours on Tuesday 15 July. She will consult her Chairman and come back to me.

She is fully aware of the importance of getting the right colour this time, and sees no difficulty in arranging a trial at Chequers before the Rover comes to No. 10.

MEM

Mark Addison

6 May 1986

BM2ALU

D8C

MR. INGHAM

PM's Test Drive of the new Rover 800

As you can see from the attached, I have written to Jean Denton, and will ring her to see if we can agree a firm date. I shall also mention the points the Prime Minister made about arranging for a trial at Chequers and about the colour. You and your colleagues could then pick up the press side from there.

B/U 2/5

Mark Addison

29 April 1986



Austin Rover Group Limited  
 Sales & Marketing  
 Canley Road  
 Canley  
 Coventry CV5 6QX

Telephone: Coventry (0203) 70111  
 Telex: 312571

Our Ref: JBB/vb

25th April, 1986

The Rt Hon Mrs M H Thatcher,  
 Prime Minister  
 House of Commons  
 London  
 SW1A 0AA

*Jeandenton?  
see*

*no need to reply.  
 We are already  
 dealing with R28  
 Mr Denton.  
 Mon 24/4*

Dear Mrs Thatcher,

As you are aware, Austin Rover has been running a Demonstration Fleet, for three years, the sole purpose of which is to keep Members of the House abreast of our latest models.

We shall, of course, be launching the Rover 800 Series during the Summer but in the meantime may I bring to your attention the range of 1986 model year vehicles which are now available within the VIP Fleet. These are:-

- METRO (incl new All White Turbo)
- MAESTRO
- MONTEGO SALOON (incl new All White Turbo)
- MONTEGO ESTATE
- ROVER 216

All of these cars and estates can be made available for demonstration, at fairly short notice and as usual can be booked by phoning our VIP Administration Service on 0203 70111, Ext. 3091 (Robin Jarman)

Incidentally, when you require details of our VIP Preferential Purchase Scheme please do not hesitate to contact me, directly, on 0203 712682. If you are considering the purchase of a car or estate now or in the future, I am sure the terms would be of interest.

Thank you for your attention and may I advise you that our Director of External Affairs will be writing to you with full details of the Rover 800 just before its official launch. Shortly, thereafter, Rover 800 demonstration cars will be available.

Yours sincerely,

JOHN B BAKER  
 Manager  
 Customer Liaison Department

1011

The Addison

MGM

Amrit  
Chay next



10 DOWNING STREET

Could you  
please put an  
agenda for  
daily meeting  
and seek DT  
advice?

W. Ingham

Shr 25

Worthwhile, if  
she will do it,  
to demonstrate "we  
still have heyland."

Presumably <sup>we</sup> need DT  
views + we need to  
be very careful over  
timing.

Worth raising at  
a daily meeting. Will  
you pursue it shall we?  
N.L.W. 24-3

not CF  
- GE's? → CF



could I pl  
see you  
at (in Rly)

10 DOWNING STREET

N.

Mr Wicks

Please see the attached.

This would be good publicity  
if it is politically desirable.

The Prime Minister helped  
to launch the Maestro in  
Downing Street.

X

If she were to agree  
to launch the 500 I would  
make sure this time they  
brought a blue (not a red)  
car.

John 2/3



**AUSTIN ROVER**



BY APPOINTMENT  
TO HER MAJESTY THE QUEEN  
MANUFACTURERS OF ROVER CARS  
AND AUSTIN CARS  
AUSTIN ROVER GROUP LIMITED  
CANLEY COVENTRY

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External Affairs  
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Telephone: Coventry (0203) 70111  
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18 March 1986

Mr B Ingham  
Chief Press Secretary  
Press Office  
10 Downing Street  
LONDON  
SW1

*Dear Mr Ingham,*

In early summer we will launch the new Rover flagship, the 800. Would it be possible to deliver one to No. 10 Downing Street for the Prime Minister to try. I plan that the hand-over of cars to VIPs should be made by the people involved in building them at Cowley, and I would welcome the opportunity for one of our apprentices to present the car which is ~~to~~ key to Austin Rover's continued recovery to the Prime Minister.

I appreciate the security requirements you have at No. 10, but may it not be possible for us to arrange secure conditions for the Prime Minister to examine and try the car.

I look forward to hearing from you, and if it is a possibility will firm up a definite date.

Yours sincerely,

JEAN DENTON  
Director  
External Affairs.

JD/eg/166