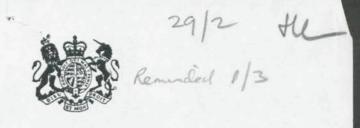
The "MONTEGO"

BL'S New Car



10 DOWNING STREET

From the Private Secretary

24 February 1984

David / Kin

When I chased DTI today
they said you had agreed
that the St DTI should
send the newage.

OK to P.A? Kay

Kars Ves please. Last year on the launch of the Austin Maestro the Prime Minister sent a message to the British Leyland dealer network. Mr. Norman Childs, Public Relations Director of Austin Rover has now enquired whether it would be possible for the Prime Minister to send a similar message for the launch of the Montego. I should be grateful for your urgent advice whether such a message would be appropriate, and if so a draft by Wednesday 29 February.

Tim Flesher

Andrew Lansley, Esq., Department of Trade and Industry.

Toul



David DOWNING STREET

Norman Childs, Public Relations of Austin Rover in Coventry phoned. hast year Tun arranged for a PKI Message to go to dealers on the launch of the Massiro, he wonders if the same could be done for the Montego to be launched shortly A Message would be needed by Friday next week His number is: 020370111 EXT 3153 or direct line 0203 73988

Preso Office are looking out papers - attached

Nicky