

29/2 HU

The "MONTIGO"
BL's New Car



Reminded 1/3

10 DOWNING STREET

From the Private Secretary

24 February 1984

David/Kir

When I chased DTI today
they said you had agreed
that the SPS DTI should
send the message.

OK to P.A.?

Kay
1/3/84

Kay

Yes please.

JWB
2/3

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.

JWB



10 DOWNING STREET

David

Norman Childs, Public Relations of Austin Rover in Coventry phoned.

Last year Tim arranged for a PM message to go to dealers on the launch of the Maestro, 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:

0203 70111 ext 3153
or direct line 0203 73988

PTO

Press Office are
looking out papers
— attached.

Nicky.