



cf

10 DOWNING STREET

Prime Minister 2

You were, as ever, right.

Rover Group replaces B.L.

The names of the constituent
companies are unchanged.

mb

DKW
9/7



BL Public Limited Company

**News
Service**

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For information and guidance

7 July 1986


 **ROVER GROUP**

Name change for BL Public Limited Company

The change of name of BL Public Limited Company to The Rover Group plc will take effect from 10 July 1986 when the registration of the new name will legally come into force.

From that day the Rover Group plc will be the name of the Group's holding company, and a new identity (see attached) will be used for the holding company only and should be used only in this context.

The names, identities and product marques of the Group's operating companies are not affected, and continue as before, with the exception of BL Technology Limited which is renamed Gaydon Technology Limited (see separate release).

Cont'd..



ROVER GROUP

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AUSTIN ROVER EX/AFFS

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** TOTAL PAGE.04 **

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The most widely used among them are:



Austin Rover Group
(Austin, Rover, MG)



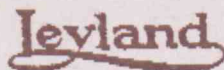
Land Rover
(Land Rover, Range Rover)



Freight Rover
(Sherpa light commercial vehicles)



Leyland Trucks
(commercial vehicles)



Leyland Bus
(Single decker/double decker, coaches, rail vehicles)



Unipart
(after-market services and distribution)



Istel
(computer and data services)

Your help in establishing the Rover Group new identity while maintaining the separate identities of the above operating companies will be greatly appreciated.

Further information

Brian Johns
Director, Corporate Communications

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