

**It is to the 80s
what the Lotus Elan
was to the 60s.**

MIDAS GOLD. The sports car for grownups.

If you like the idea of a sports car but wonder at both the lack of sophistication and the cost of what's on offer, allow us to enlighten you.

For considerably less than the cost of, say, a Porsche 924, we can show you an alternative which delivers infinitely more than any ordinary mass-production car, sets new standards of performance and economy – and is all British.

It will, for example, top 112mph while using petrol at 41.4mpg in everyday driving (ask *Motor* magazine. They did it.)

It'll sprint to 60mph in 9.6 seconds, get to 100 inside the magic 30 seconds, and cruise all day (laws permitting) at a relaxed 100mph.

Its carefully shaped smooth underpan gives it almost uncanny high speed stability (in Formula One circles it's called ground effect.)

And because of very low overall weight, even lower drag co-efficient, tall gearing and a particularly high torque engine, running costs are remarkably modest. Mechanical service and spares are available from any of BL's 1,550 dealers.

grownups.

What distinguishes this from other high efficiency sports cars, however, is the handling. It's quite simply sensational.

So because the general rules of oversteer and understeer hardly apply, we've invented a new term entirely.

It's called "thinksteer". In effect it means the car goes exactly where you point it with a contemptuous disregard for speed or road conditions.

The motoring press, it seems, agree wholeheartedly. "... the almost Porsche-like quality of the damping," said *Motor*. "... even at over 100, the rock steady stability continues to impress," declared *Car*.

Even Brabham's chief Formula One designer, Gordon Murray, chose our car as his personal transport ("I couldn't have done better myself" he declares.)

The name of this wonder machine?

Midas

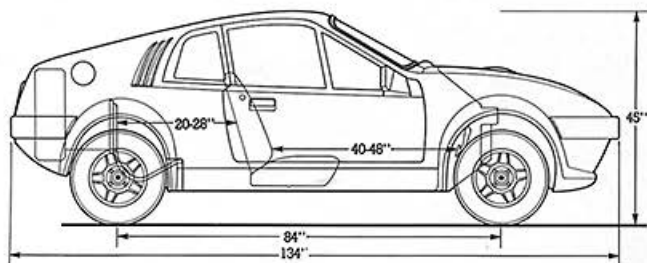
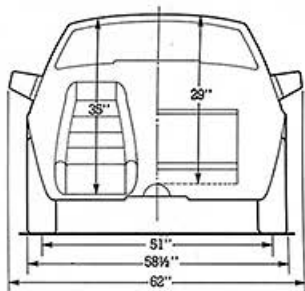
Very special, built to order, 100% British.

If you want one, we respectfully invite you to join the queue.



Technical details.

The Midas 1.3S is a 2+2 sports coupé of monocoque grp construction. It is powered by the 1275cc MG Metro engine, and thus is front wheel drive. Gearing is very tall (19.2mph/1000rpm), and although the standard front suspension is retained, a specially built independent rear suspension system is used. The interior is cloth trimmed and fully instrumented; reclining bucket seats are standard, folding childrens' seats in the back are optional. Opening rear hatch supported by gas struts. Monocoque structure carries lifetime no-rust guarantee, exhaust system guaranteed 25 years. Top speed 112mph, 0 to 60mph takes 9.6 seconds, typical mpg 38/45. Prices from £6,345, but each car built to individual specification.



Dimensions

Overall Length	134"
Overall Width	62"
Overall Height	45"
Ground Clearance	5 1/2"
Kerbweight with fuel, water and oil	620kg.

Typical Performance Figures

	Max. Power bhp.	Max. Speed m.p.h.	Acceleration 0-60 m.p.h.	Overall Consumption m.p.g.
1.3	65	102	11.5	40-48
1.3S	75	112	9.6	38-45

MIDAS CARS

St. Luke's Road,
Corby, Northants NN18 8AJ
05363 60044