











Anderson went on to document the intended market and design requirements. For example, for the Coupe, we are told:

“Here we are aiming at replacing the Marina Coupe with a much more stylish mode which will command a higher price and hence produce more economic margin.... This market is traditionally very volatile and the success of this part of the programme will depend on the stylist’s ability to create a “long-life” design.”

Interestingly, a follow up memo was issued two weeks later. Amongst other matters, Anderson writes:

“Fascia: Mr Cassarchis requests that he be given maximum freedom to develop new features such as fibre optics in this area. I believe that the switches and other features be specified before styling starts.”

While Anderson recognises the importance of styling to the success of the whole project, the Styling Terms of Reference, issued to both Michelotti and Cassarchis, seems to give little room for freedom of expression. As we shall see, the models from Cassarchis and Michelotti are very similar in appearance – almost like a skin stretched over the engineering hard points. During the work in Turin, Anderson relates that Michelotti asked if he could move the spare tyre forwards by 10 mm – a concession which was granted.



Fig. 3.27 P82 1/4 scale models of Saloon, Compact and Coupe by Cassarchis.

Submissions for the design of P82 were invited from Michelotti and Cassarchis. Cassarchis, as was his way, went immediately into clay and produced three designs representing different body styles for the range: Saloon, Compact, and Commuter Coupe.

These were modelled full-size, and the only full-size clay models ever produced at Victoria Park for a complete vehicle proposal.

Michelotti prepared renderings and proceeded to 1/4 scale models for the saloon and Compact.

The state of play, quite late in the piece, is given in the September 1974 Status Report written by Fulford and Anderson:

“Five sets of renderings in 1/4 scale were submitted by Michelotti. He has progressed the selected theme in 1/4 scale models to completion of low-line and high-line saloon and is proceeding with 1/4 scale models of Coupe and Compact. He has completed initial full-scale skin lines of the Saloons. Michelotti has worked accurately within the Styling Terms of Reference.



Fig. 3.28 Michelotti and Leyland Australia’s John Kay discuss the P82 design at the Turin studio.