

Historical Morris 8 Photos *Lindsay Crossen*

Recently, while sorting books for a Rotary Bookarama, I found a book titled “The NZ Morris Minor Story”. It documents the formation of Dominion Motors by Sir Charles Norwood in 1919 and traces development of the motorcar assembly industry in NZ, with a focus on Dominion Motors Ltd. It has Morris Minors as the main theme but covers other Morris models e.g. Mini etc.

Here are a couple of interesting photographs from the book:



M8's at Christchurch assembly plant (Stevenson's in Ferry Rd)



Cars were distributed around NZ by coastal traders – this is a line-up of M8 Sedans on the Napier wharf

Morris vehicles were popular in NZ, and this was exemplified in 1937 when Dominion Motors engraved its name in the annals of Morris motors, by placing with it the first £1,000,000 order they had ever received. 3,500 cars were shipped to the colony and Lord Nuffield personally visited NZ and also ordered a £40,000 extension to the Cowley, England factory.

Walter Norwood stated: *"The motorist in NZ wants an economical low-priced car. We have a fine roads system; quite as good as England ... petrol costs 2 shillings a gallon. Therefore, the 8hp British car is preferred to the American machine. We sell all cars, but 85% are British"*.



Series E being assembled at Newmarket (Auckland) in late 1940's



CKD (complete knock down) Morris Minor as packaged for export to NZ by Morris Export Industries Ltd in UK.