

Atlas, un furgone per tutte le stagioni

di Giancarlo Cavallini

Nell'immaginario collettivo il nome "Triumph" è legato in modo indissolubile alle belle e mitiche spider inglesi costruite per un trentennio dalla Casa di Coventry. In Italia tutto questo è ancora più marcato soprattutto grazie al film "La dolce vita" dove un giovane e brillante Marcello Mastroianni, magistralmente diretto da Federico Fellini, scorrazza per Roma e dintorni guidando non una elegante Lancia, non una veloce Alfa Romeo e neppure una delle tante belle fuoriserie italiane così diffuse in quel periodo, bensì una spartana TR3 sconosciuta al grande pubblico, ma affascinante quasi quanto la bellissima Anita Ekberg. Qualcuno potrà ora ricordarmi che la Standard Triumph costruì anche delle robuste berline e qualche elegante coupé, e a questo punto vorrei aggiungere che questa azienda si prodigò con successo nella costruzione di veicoli commerciali leggeri. Fin dagli anni cinquanta la Standard guardò infatti con molto interesse al

mercato dei veicoli commerciali, tanto da proporre una serie di versioni pick-up e furgonate costruite sulla base delle proprie berline, veicoli che ebbero un discreto successo commerciale. Incoraggiata dalle buone vendite e consapevole che quel segmento di mercato era in forte ascesa, nella seconda metà degli anni cinquanta la Standard tentò il salto di qualità con l'obiettivo di conquistare una quota



stabile di quel mercato. Lo fece progettando ex novo un furgone che si presentava innovativo sotto molti aspetti, ma che denunciava non poche ingenuità, figlie probabilmente della mancanza di esperienza della Casa di Coventry nel settore e di una non corretta visione del prodotto da parte del marketing. L'Atlas, questo il suo nome, fu annunciato nel Settembre del 1958 dopo uno studio di progettazione che si protrasse a lungo e che impegnò significativamente le finanze della

Standard. I primi esemplari furono tuttavia resi disponibili alla rete di vendita solamente nell'Agosto dell'anno successivo; era acquistabile in versione furgonata a 520 sterline e pick-up a 510, con portata da 10 a 12 CWT (da 500 a 600 kg). Il nuovo furgone della Standard entrava quindi in diretta concorrenza con il Morris J2, il Ford Thames 400E e il Bedford CA, quest'ultimo



leader delle vendite nel Regno Unito. Commercializzato con il marchio Triumph per questioni di immagine su alcuni mercati, tra cui quello americano, l'Atlas si presentava con un design moderno e, sotto molti aspetti, ricercato ed era caratterizzato dall'adottare ruote con parafranghi completamente coprenti che, a differenza di quanto si potrebbe pensare, non erano di alcun ostacolo alla sua capacità di sterzo che era veramente notevole e la migliore se confrontata con la concorrenza.

La carrozzeria era portante, ma tutto il gruppo "motore e cambio" era sostenuto da un telaio ausiliare anteriore; questo poteva essere facilmente separato, con tutta la meccanica, dalla carrozzeria permettendo quindi minori tempi e costi per la manutenzione che risultava facilitata.

Anteriormente le ruote erano indipendenti con una balestra trasversale mentre posteriormente si era optato per un robusto ponte rigido, con un rapporto di 6.66:1, sostenuto da due balestre longitudinali. La forma della carrozzeria era stata studiata per permettere un vano di carico che presentasse una forma molto regolare e questo al fine di consentire un notevole volume disponibile e facilità di accesso. La porta del guidatore poteva essere ordinata scorrevole, così come, oltre al portellone posteriore, potevano essere richieste le pratiche porte laterali su una o su entrambe le fiancate. L'idea dei progettisti e del marketing era che più piccolo fosse stato il motore, maggiore sarebbe stata l'economicità: ecco quindi che l'Atlas fu motorizzato con il piccolo motore a benzina di 948 cc da 35 BHP mutuato da quello berlina Standard Ten.



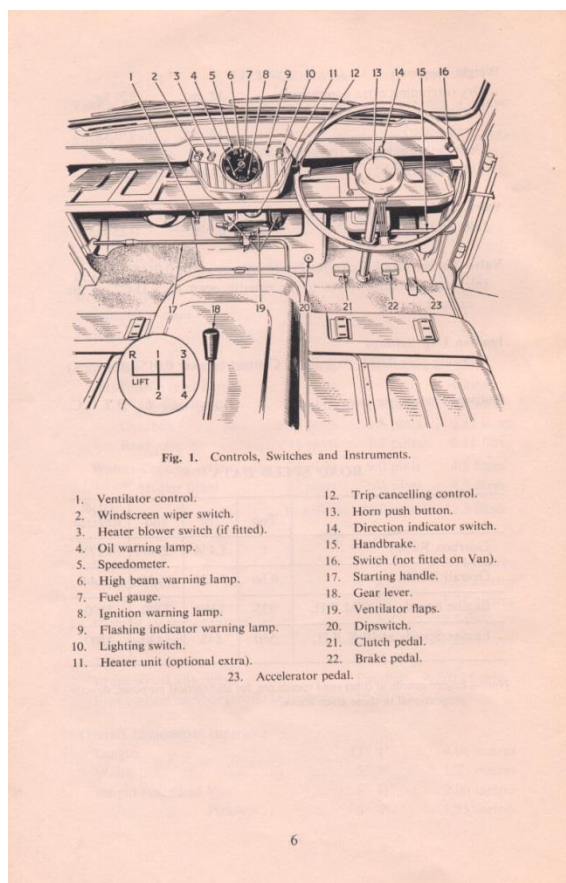
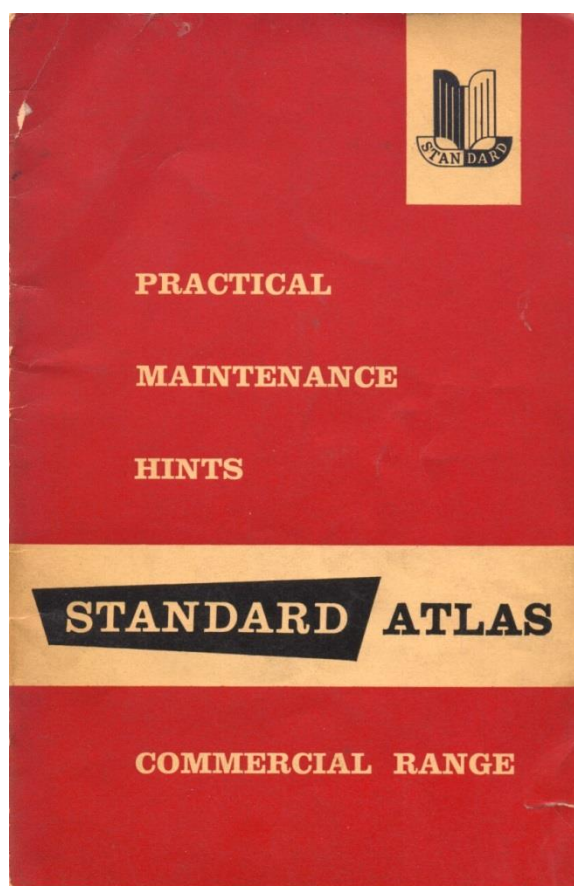


Quello che sarebbe dovuto essere uno dei punti di forza del progetto si rivelò invece ben presto il suo grande limite e problema.

La notevole capacità di volume portava a usare l'Atlas ai limiti delle sue capacità di carico, quando non oltre, e il suo piccolo motore di conseguenza veniva usato costantemente al massimo delle sue possibilità, con il risultato di consumi elevati e di prestazioni che restavano al limite della sufficienza.



L'abitacolo era rumoroso e poco isolato dal calore del motore che si trovava tra i due sedili, mentre la leva del cambio, a quattro marce con le tre superiori sincronizzate, era posta in una posizione che la rendeva scomoda da manovrare. Dopo un avvio di vendite che sembrava promettente, la domanda rallentò velocemente e questo accadde proprio sul finire del 1960 in concomitanza con i mesi di piena crisi finanziaria della Standard.



L'Atlas, il cui progetto aveva assorbito ingenti risorse economiche e su cui c'erano molte attese, stava ora tradendo tutte le aspettative.

La storia ci racconta di come la Standard sarebbe finita in breve tempo sotto il controllo prima finanziario e poi operativo della Leyland, azienda che era leader nel mercato dei veicoli commerciali e a cui mancava proprio un veicolo leggero.

L'Atlas rientrava quindi pienamente nelle strategie della Leyland e sul finire del 1960 venne rivisto nelle motorizzazioni: alla versione dotata del motore maggiorato a 1147cc, ora disponibile, si affiancava la versione Major dotata del motore da 1670 cc della Standard Ensign.



Con il 1963 il nome Atlas fu abbandonato e il furgone fu rinominato *"Standard 15"* per sottolineare la sua nuova capacità di portata ora di 15 cwt (750 kg); pochi mesi dopo, sempre nel 1963, con l'abbandono del marchio *Standard* si decise per una nuova denominazione dell'Atlas: *"Leyland 15"* e *"Leyland 20"* divennero i nuovi nomi di questo interessante veicolo che, superati i difetti di gioventù, diventava ora estremamente valido e competitivo.

COMMERCIAL VEHICLE COLOURS

TRIUMPH COURIER

Paint Finish is included in the specification for this model.

Body Colour	Trim Colour
White	Matador Red
Wedgwood	Matador Red
Gunmetal	Matador Red

STANDARD 7 CWT. VAN AND PICK-UP

Body Colour	Trim Colour
Cactus	Matador Red
White	Matador Red
Wedgwood	Matador Red

E (9/64)

La versione *"Leyland 20"*, capace di una portata di 20 cwt (1000 kg) e con passo maggiorato, veniva dotata del quattro cilindri di 2138 cc della TR4; non solo, ora era disponibile anche una versione con il motore diesel di 2260 cc da 60 BHP, lo stesso già utilizzato per la Vanguard e per i trattori costruiti dalla *Standard* per la Ferguson.

Le nuove motorizzazioni rivitalizzarono l'interesse per l'Atlas le cui vendite ripartirono facendolo diventare, in breve tempo, parte integrale del paesaggio urbano di molte città inglesi.



L'Atlas diventava anche una valida base per tutte quelle trasformazioni, più o meno artigianali, solitamente eseguite e svolte dalle piccole carrozzerie industriali. Tra queste quelle di maggior successo portarono l'Atlas a essere camper, ambulanza, minibus e perfino piccolo autoarticolato.



ATLAS - always the best

Whether it's bread, milk, people, or frozen fish, whatever the load Atlas is *always* the answer. Atlas has everything: easier maintenance, taxi-turning, greatest load space, low loading level, high headroom, sliding or hinged cab doors. Wherever you look, there's an Atlas doing better, faster, more economical work. For instance . . .



◀ The Atlas Kenex Caravan

. . . has more body height and width than any comparable competitor outside the Atlas range, giving generous cupboard space and comfortable dining and sleeping for four people. Unmatched reliability, manoeuvrability and economy.



◀ The Atlas Lomas Ambulance

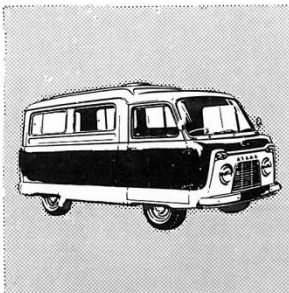
. . . has sound insulated engine, maximum interior room, low loading level, wide rear door with single action closing. It carries one stretcher case, three to four sitting patients plus attendant—or two stretcher cases and attendant. Interior equipment can be varied, of course, to suit individual requirements.

The Atlas Barham Bros. Milk Float
. . . has remarkable running economy under start-stop conditions, a strong, hygienic alloy floor with storage compartment beneath, strong body pressings eliminating the need for additional side posts and driver access from either cab door. Atlas Milk Floats are the most manoeuvrable on the roads today.



▶ The Atlas Botwoods Insulated Van

. . . has a wide side loading door and low loading level for easy, speedy kerbside delivery. It has flat-topped wheel arches and a greater capacity than any other van in its class, enabling an insulated compartment of 80 cubic feet to be fitted.



◀ The Atlas Kenebrake

. . . has more head clearance than any other vehicle in its class, an incredibly tight turning circle and plenty of room to carry up to 12 passengers, including the driver, in real comfort. Wide rear and side doors.



◀ The Atlas Pickup

. . . has all the virtues of the Atlas Van with a steel tail-board which can be locked horizontally or dropped right down, extra large rear cab window, and reinforced all-steel chassis and body.

STANDARD

ATLAS

10/12 cwt

Van £475 Pick-up £465



SAHARA TESTED

In October 1958, a production model Atlas covered the 10,000 miles from Cape Town to Tangier via the Sahara desert

... and **STANPART** service wherever you go!
WITH A TWELVE MONTH GUARANTEE, OF COURSE

STANDARD TRIUMPH
STANDARD-TRIUMPH GROUP COVENTRY - LONDON SHOWROOMS: BERKELEY SQ.



Con la fusione avvenuta nel 1968 tra la Leyland e la BMC la produzione fu fermata dato che l'Atlas entrava in sovrapposizione con il nuovo furgone Morris JU250, lanciato nel 1967 e ritenuto, a ragione, ben più moderno e competitivo.



In pratica, come accadde in altri casi simili, le attrezzature della catena di montaggio furono trasferite in India dove la produzione fu riavviata nel 1970 per terminare definitivamente nel 1980.



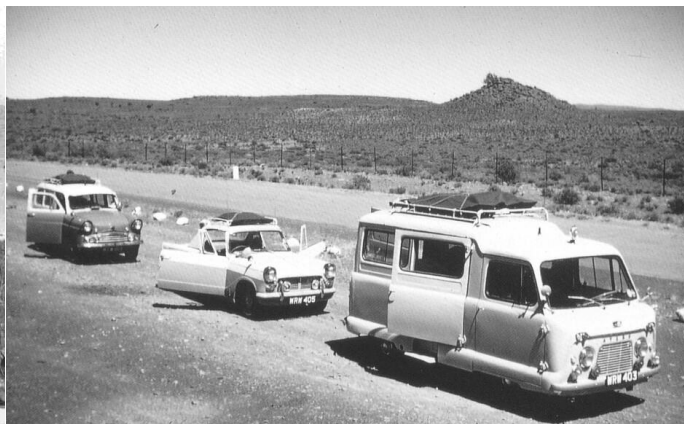


E' facile immaginare come pochi siano oggi gli esemplari sopravvissuti e reperibili perché, analogamente a tanti altri veicoli commerciali, anche gli Atlas furono soggetti a una dura vita di lavoro. Se la versione furgonata è rara, ancora di più lo sono le versioni pick-up e minibus, mentre meno difficili da trovare sono le versioni trasformate in camper. Il risultato sono quotazioni che, per veicoli perfettamente restaurati ed efficienti, sono estremamente elevate.



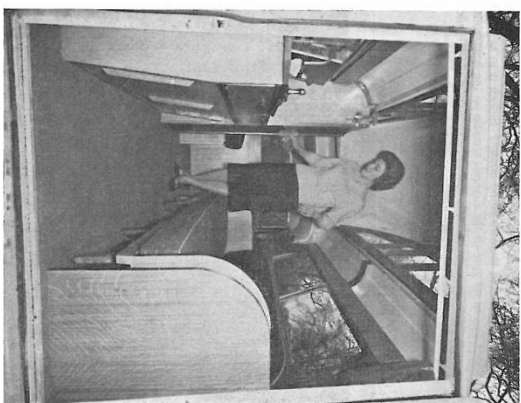
IL RAID DA CITTÀ DEL CAPO A TANGERI

Durante il raid da Città del Capo a Tangeri organizzato nel 1958 per il lancio commerciale della Herald, l'Atlas fu utilizzato come veicolo di supporto. Durante l'intera attraversata dell'Africa l'Atlas si comportò più che egregiamente affrontando ogni tipo di strade e, non ultimo, l'attraversata del deserto algerino. L'avventura è raccontata nel libro "Turn Left for Tangier" edito dalla Standard Triumph nel 1960.



What they have done with Standard's latest commercial vehicle . . .

The Calthorpe Home Cruiser—an Atlas conversion by Calthorpe Home Cruisers Ltd., London, giving complete caravan facilities including cooker, sink unit, wardrobe, cupboard and toilet.



THE ADAPTABLE ATLAS

SINCE the announcement of the Atlas late last year, the *Standard Car Review* has been besieged with news of conversions. The stream of information on how to turn these versatile vans into milk floats, buses, caravans and bakers' specials has resulted in this article designed to place the best of these features on record.

Alphabetically, we begin with B for Baker, and coincidentally B for Belfast, because from that City comes the Atlas with a sliding second roof. Customers buying from this van are protected from the elements and so are the goods. This novel conversion was carried out by Clarence Engineering Co. Ltd., Ormeau Avenue, Belfast.

Still with the B's we come to Buses. Kenex Limited of Dover has fashioned four conversions and named them the "Kenbrake". The "Kenbrake Yeoman", the "Kenbrake" with upholstered seats, and the "Kenbrake" with slatted seats. These conversions are all from the Atlas with side loading door, front passenger seat, heavy duty tyres and heavy duty shock absorbers. The "Kenbrake" has twelve seats of which eight (including that of the driver) are forward facing, the other four being arranged length ways on either side of the vehicle at the rear.

The "Yeoman" is similar to the "Kenbrake" with the exception of the rear lengthways seats which are wooden slatted and not upholstered.

In the "Kenbrake" (with upholstered seats) the ten rear seats are arranged lengthways on either side of the vehicle. With this exception, the construction of the seating and the trim are as the

"Kenbrake". There is also available the "Kenbus" with wooden slatted seats, which are similarly positioned.

Eastern Automobiles of Chelmsford have also converted an Atlas into a bus, with a seating capacity for ten people.

C for Caravans, and C for Calthorpe (Home Cruiser) Ltd., of Park Lane, London, who have produced an outstanding caravan conversion. This is such a magnificent job that it justifies a separate article to describe it. From the illustration it is possible to see some of the inventive genius which has made the conversion. More about this in a subsequent issue.

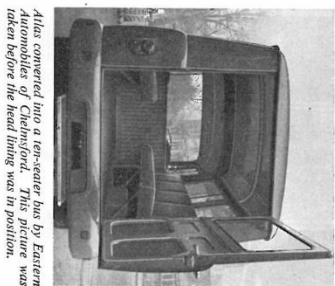
Milkmen have received a lot of attention from the converters and the first M for Milk float comes from Two Gates Garage, Ryton-on-Dunsmore, Coventry.

Somerset Motors Limited of Taunton, have also produced a Milk float conversion.

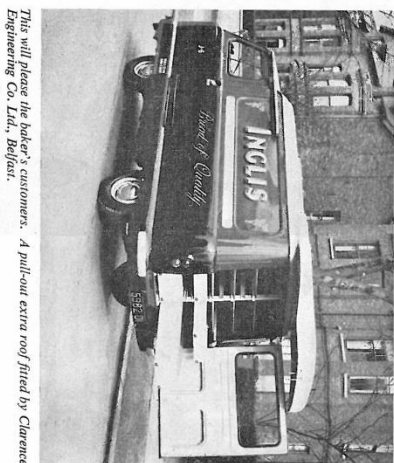
There isn't the slightest doubt that this short article will spark the imagination of others and we expect the flood of conversion news to continue to produce material for yet another feature in a later issue.

An interesting final note! One of Standard's Home Sales Zone Representative made a conversion in two seconds when he was asked to suggest a time-saver for a milkman about to buy his first Atlas. "Why not have a left-hand drive model?" he said.

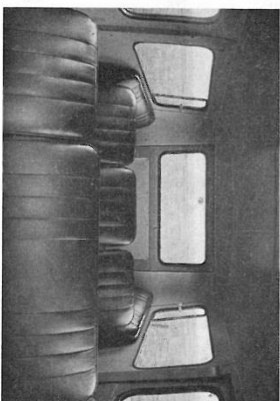
That milkman is reported to be saving time and money by this simple suggestion and he doesn't have to wait for the traffic to pass in order to leave his driving seat. This may not appeal to all, but he found it very useful.



Atlas converted into a ten-seater bus by Eastern Automobiles of Chelmsford. This picture was taken before the head lining was in position.

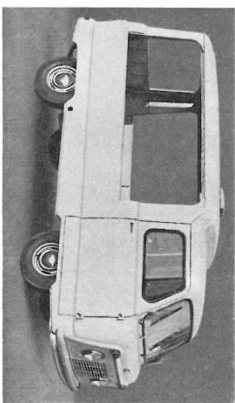


This will please the baker's customers. A pull-out extra roof fitted by Clarence Engineering Co. Ltd., Belfast.



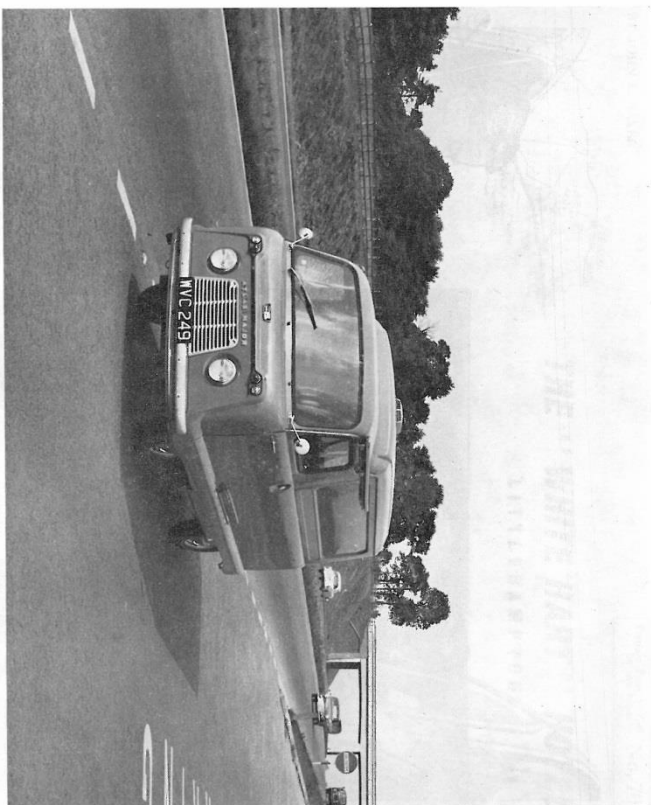
An interior view of the Standard Atlas conversion by Kenex Ltd. of Dover, showing the layout of the seating arrangement.

Milk float by Two Gates Garage, Ryton, Coventry, who claim it will carry 48 crates or 120 gallons with shelves for butter, cream and orange juice.



Another milk float conversion by Somerset Motors of Taunton with similar amenities. The window behind the driver is the one taken from the rear of the Atlas before conversion.





NEW ATLAS "MAJOR" at the COMMERCIAL MOTOR SHOW

The new Atlas "Major" delivery van and pick-up truck, introduced at the Commercial Motor Show combines the practical features of the Atlas forward control range, but with the 1670 c.c. o.h.v. four cylinder engine proved in the Standard Engine Saloon.

Designed to meet the requirements of operators making regular deliveries over a wide area, the Atlas "Major", with its more powerful engine, can carry large loads effortlessly, offering great flexibility and economy over long distances at higher average speeds. The body and chassis of the 12 cwt. Atlas van are already well-known in the commercial field at home and abroad for outstanding carrying capacity, low loading level, good headroom, rapid maintenance by removal as one unit of engine, gearbox and front suspension, and unrivalled manoeuvrability due to the 29 ft.

turning circle. These features are retained when the Atlas is equipped with the Engine engine which develops 50.5 b.h.p. at 4,000 r.p.m., giving a top speed of 60 m.p.h.

The price of the Atlas "Major" is £230 for the van and £510 for the pick-up truck.

The 10/12 cwt. Atlas forward control delivery van and pick-up truck equipped with the 948 c.c. o.h.v. engine continue to offer a unique combination of a large load space and a very low fuel consumption, ideal for the delivery of bulky but light goods over shorter distances or where many stops and starts are necessary.

A full range of bodies for specialist users is offered on the Atlas chassis, and includes motorised caravans, vans, milk floats, ambulances and personnel carriers.

BRIEF SPECIFICATION

Brief Description. Large capacity van body. Steel panelled, rust proofed and fully dust proofed. Curved screen fitted with toughened safety glass. Two hinged doors and large hinged goods door at rear. Each cab door fitted with sliding windows and pivoting ventilator. Full width window in goods door.

Engine : Number of cylinders 4. Bore of cylinder 76 mm. (2.992 in.) ; Stroke of crank 92 mm. (3.622 in.) ; Capacity 1670 cc. (102 cu. in.) ; Compression Ratio 7-1 ; R.A.C. Rating 14.3 h.p.

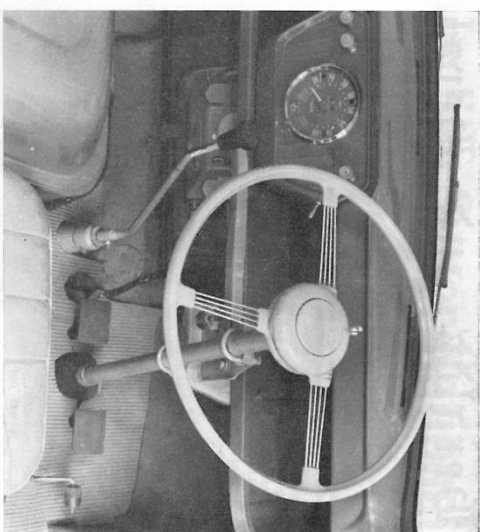
General Dimensions. Wheelbase : 7 ft. 0 in. (2135 mm.) ; Track—Front 3 ft. 9 in. (1145 mm.), Rear 4 ft. 3½ in. (1315 mm.) ; Ground Clearance (Static Laden)—7½ in. (195 mm.) ; Turning Circle—29 ft. 0 in. (885 metres) ; Overall Dimensions—Length 13 ft. 4½ in. (4070 mm.) ; Width 5 ft. 7 in. (1700 mm.) ; Height (unladen) 6 ft. 7½ in. (2025 mm.).

Interior Dimensions. Floor 92 in. × 63 in. (2340 mm. × 1600 mm.) ; Rear door opening 47½ in. × 42 in. (1205 mm. × 1065 mm.) ; Loading height 22½ in. (570 mm.) ; Load capacity 180 cwt. (5.1 cum.).

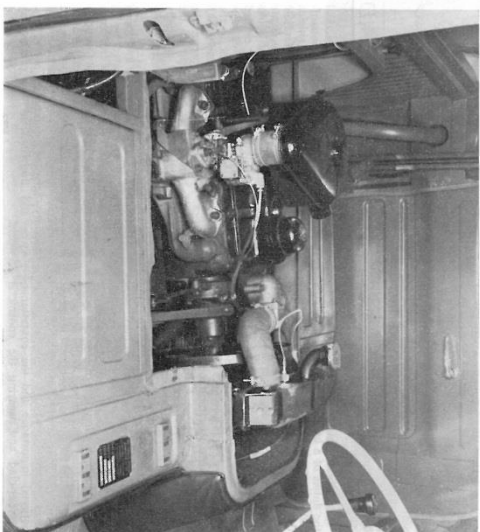
Weight (Approx.)—Dry (excluding extra equipment) 21½ cwt. (1100 kg.) ; Complete (including fuel, tools, oil and water) 22½ cwt. (1140 kg.) ; Gross vehicle weight (including passenger) 37½ cwt. (2175 kg.) ; Capacities—Fuel Tank 10 gallons (45.5 litres) ; Engine Oil 9 pints (6 litres) ; Gearbox Oil 1½ pints (0.85 litre) ; Rear Axle 1½ pints (0.85 litre) ; Cooling System 12 pints (6.85 litres). Tyre Size—6-40"—13" Tubeless 6 Ply Rated.

Performance Data. Max. B.H.P. 57.5 at 4000 r.p.m. (gross) and 50.5 at 4000 r.p.m. (net) ; Piston Speed at 30 m.p.h. in top gear 1160 ft./min. at 1920 r.p.m.

Engine Speeds (R.P.M.) at 10 m.p.h.—Top 645, Third 590, Second 1355, First 2285, Reverse 2940 ; 10 km.p.h.—Top 400, Third 355, Second 845, First 1420, Reverse 1830 ; Road Speed at 1000 r.p.m. in top gear 15.5 m.p.h. **Maximum Speed**—62 m.p.h.



Controls of the Atlas "Major" 12 cwt. forward control van, including the central gear change lever instead of the rear mounted lever on the 948 c.c. Atlas.

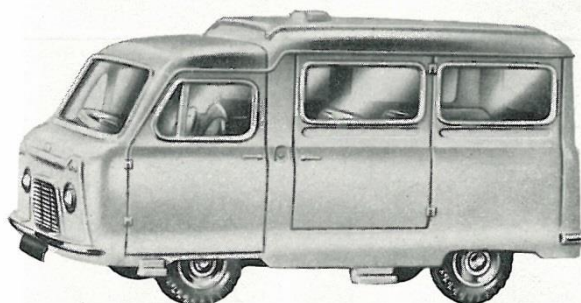


The 1670 c.c. o.h.v. four-cylinder engine so well proved in the Standard Engine Saloon.

MODELLISMO

Un modello di Atlas è stato prodotto in scala 1:43 dalla Dinky con il numero di catalogo 295, nelle varianti minibus e ambulanza.

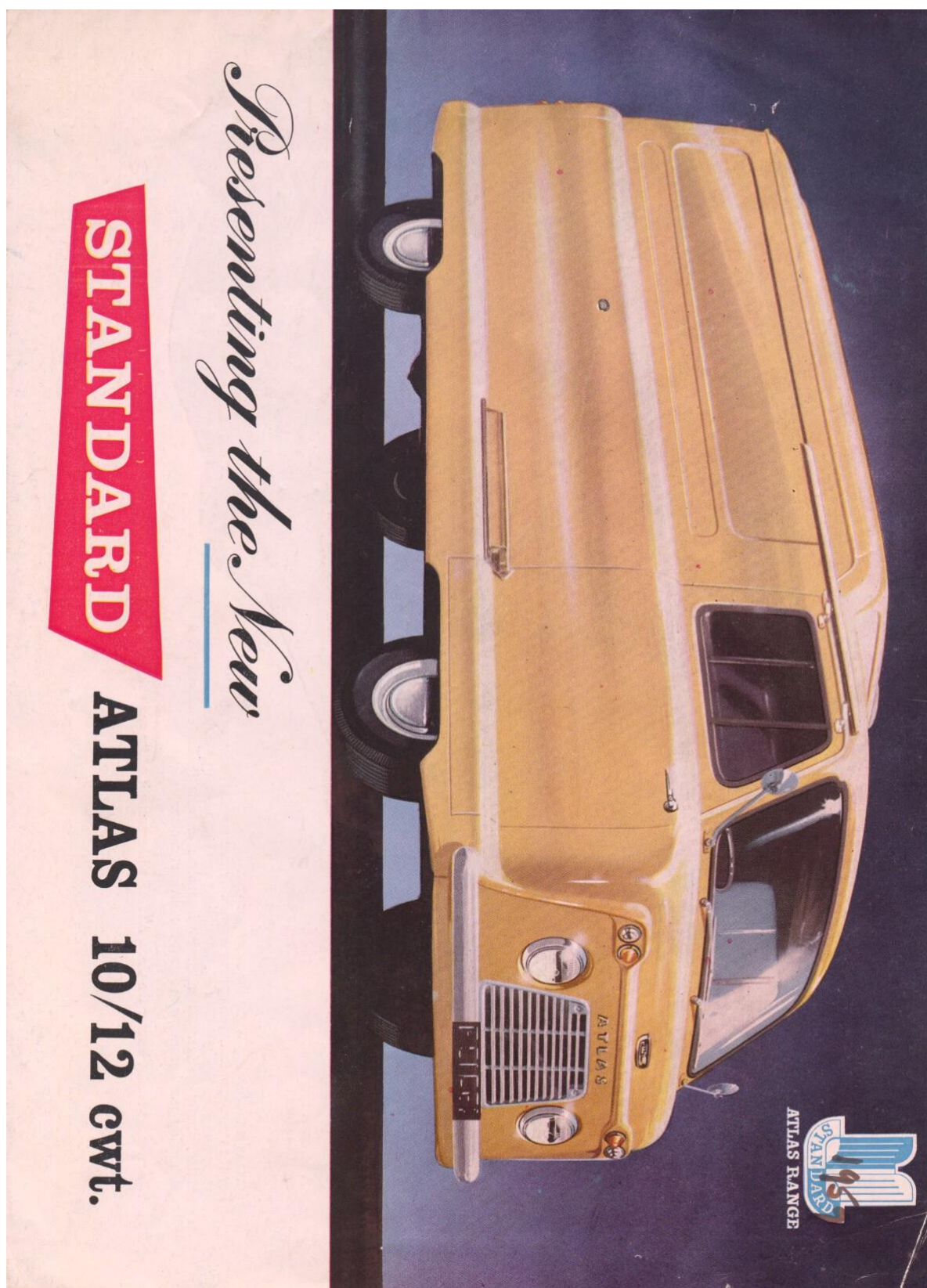
ATLAS DINKY



MECCHANO LIMITED, makers of Dinky Toys, have recently produced a realistic miniature of the Standard Atlas Bus, conversion by Kenex. It is the first model they have produced fitted with interior seating and a steering wheel, and it is also the first commercial vehicle in the Dinky Toys range to be fitted with four-wheel suspension. The Atlas Bus is to the usual Dinky Toys scale of quarter inch to one foot. It has plated wheels and an attractive two-tone colour scheme of pale blue and grey and is $3\frac{1}{2}$ inches in length. Numbered 295 in the Dinky Toys range, its price in the United Kingdom is 3/9d.



Brochure Atlas e Atlas Major



Atlas, un furgone per tutte le stagioni



ATLAS RANGE

Only **ATLAS** gives . . .

**BIGGER LOAD
SIMPLER SERVICING
EASIER DRIVING**

Here is a van that carries more than any other in its class; turns as easily as a London taxi; is serviced easier and quicker than any other forward control vehicle. There's no doubt the new Standard ATLAS 10/12 cwt. van stands ahead of all others.

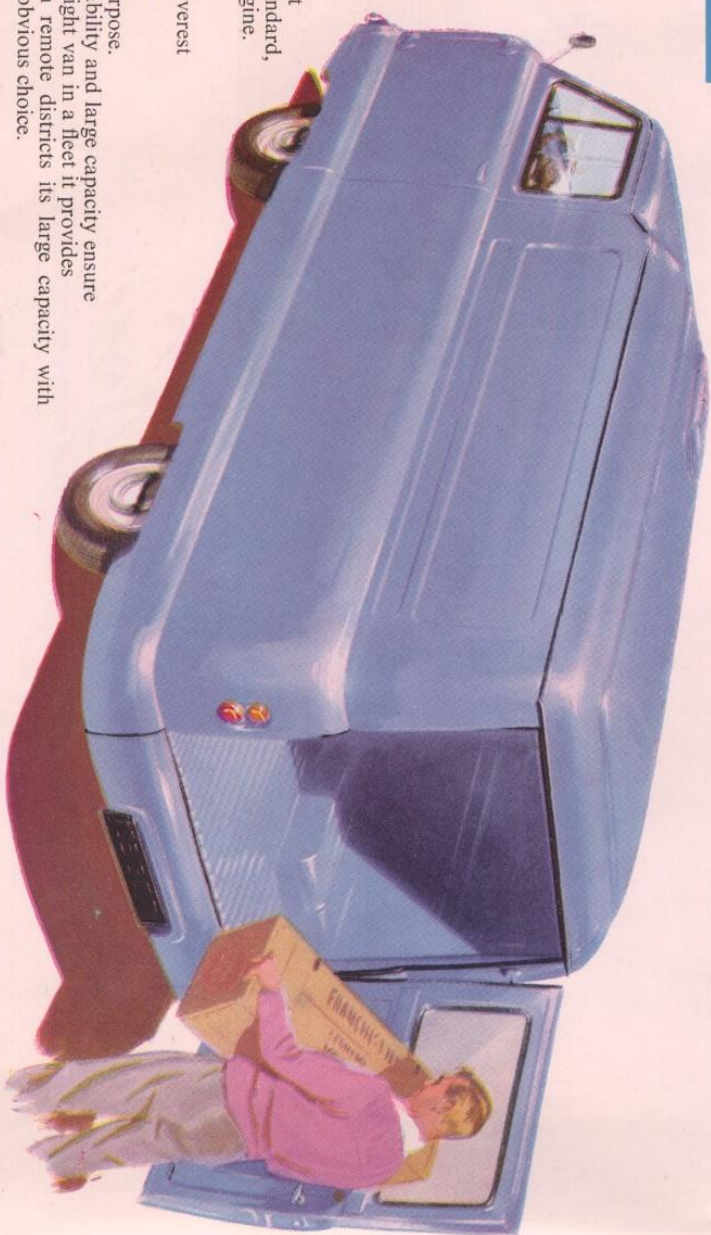
And those fine engineering qualities that have won world renown for the name of Standard, have gone into the 948 c.c. Power Plus engine.

A separate rigid chassis gives that extra strength to face the hardest wear and the severest conditions.

ATLAS is the ideal light van for every purpose.

For the tradesman its amazing manoeuvrability and large capacity ensure speedy and economical deliveries. As a light van in a fleet it provides reliable, sturdy service. As a carrier in remote districts its large capacity with outstanding petrol economy makes it the obvious choice.

Whatever the load, **ATLAS** will manage it easier and quicker.



ATLAS carries more than any other van in its class

ATLAS has a load capacity of 180 cu. ft. taking the maximum internal dimensions as 92" long × 63" wide × 55" high, with additional space beside the driver when a passenger is not being carried—greater than that of any vehicle with a similar payload.


With this exceptional carrying capacity goes a low overall weight which enables ATLAS to give a better ton-miles-per-gallon and cubic foot-load-per-gallon performance than any other British vehicle of its class.

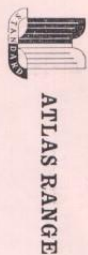
Indeed, the ATLAS takes a bigger load per journey than any other similar vehicle. This means that delivery costs are cut to a minimum.

A single hinged rear door and a low-loading height allow heavy and awkward articles to be lifted easily. The generous internal height enables the average man to work from inside without being cramped. A hinged side-loading door is available as an optional extra.

With ATLAS you can load more,
Load it easier, load it quicker



ATLAS RANGE




ATLAS has tightest turning circle

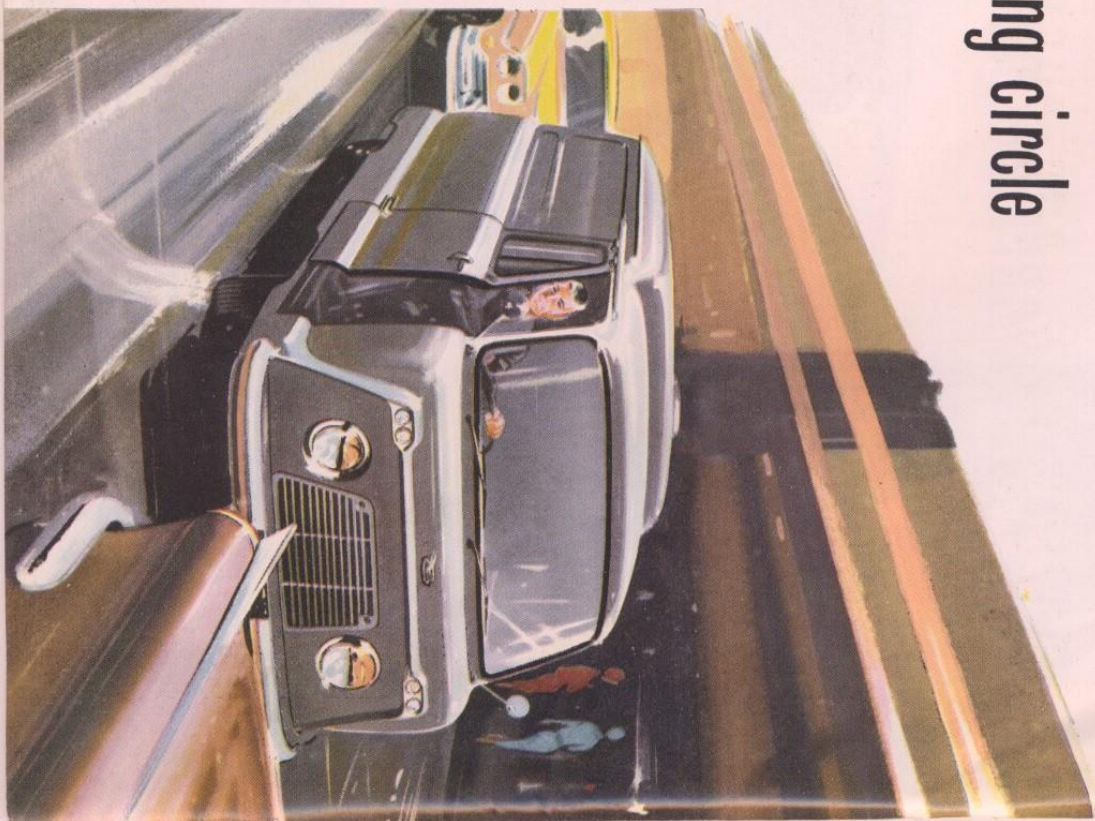
**TURNS AND PARKS EASIER THAN ANY
OTHER VAN IN ITS CLASS**

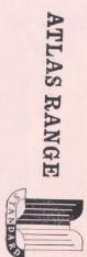
The ATLAS has a turning circle which is *considerably less than that of any other van in its class.*

Think what this means when your driver has to negotiate the congested streets of your town or city. How it will ease his parking and turn-round problems. How it will save time, fuel, wear and tear.

It means also that the ATLAS can be garaged easily, be driven down narrow lanes in country districts and handled effortlessly in confined spaces. Station yards, factory or warehouse loading-bays, docks and carriage drives, for example.

The 'taxi-turn' ATLAS saves money and man hours.





Amazing new construction slashes service time

unique 'quick-removal' chassis

A special feature of the ATLAS is the arrangement by which the engine and gearbox and front suspension are quickly removed as one unit for servicing.

The well-proved Standard 948 c.c. engine provides ample power and gives a petrol consumption of 35 miles per gallon on straight runs. For multi-stop urban delivery work, averaging four stops a mile, the consumption is still as low as 25 miles to the gallon. The petrol tank holds 10 gallons and permits non-stop journeys of up to 350 miles.

Vans with similar payloads to ATLAS are usually powered by much larger and less economical engines. ATLAS takes *bigger* loads at *less* running costs.

**Quicker maintenance means
Maximum running hours with less cost**



BIGGER WINDSCREEN THAN ANY OTHER VAN IN ITS CLASS

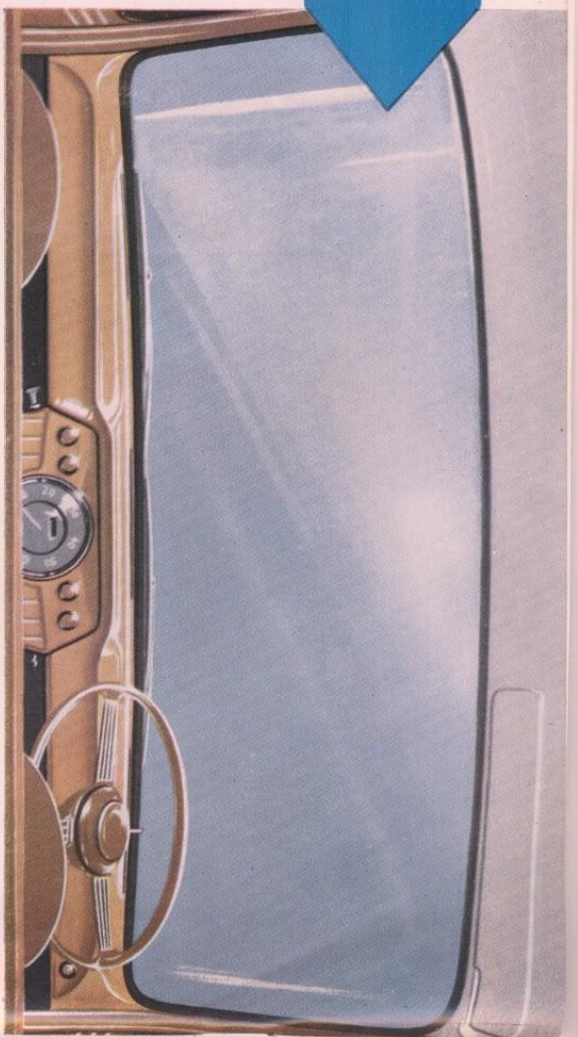
The driver of the ATLAS enjoys full visibility through a large curved windscreen of 1,128 sq. inches, *larger than that of any comparable van.*

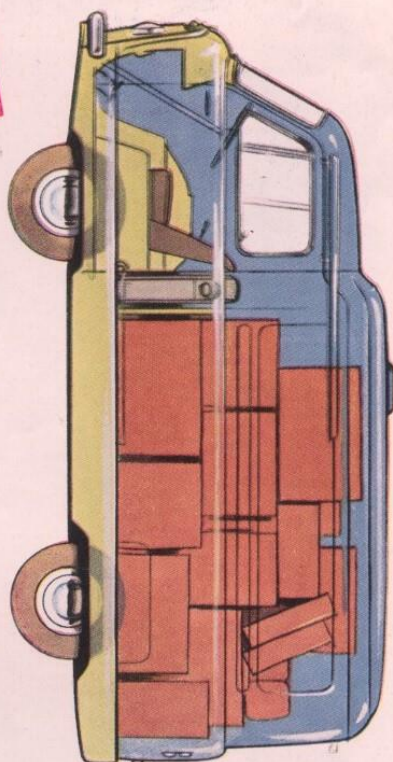
Placing the driver's cab as far forward as possible not only increases load space, but also improves weight distribution. Light, positive steering and hydraulic clutch operation reduce driver fatigue. This will make ATLAS a favourite with lady drivers. Large diameter hydraulic brakes bring ATLAS to a quick stop in an emergency.

PLUS Forward control for maximum visibility and greater capacity

Everything has been done to provide the driver with the greatest possible comfort. There is a well-spaced, deeply cushioned seat. Instruments and controls are all within easy reach. The seat is adjustable for drivers of different heights and so placed that easy entry and exit are possible. Washable plastic headlining in the cab reduces wear and acts as an extra insulation against heat and cold.

Lighting and ventilation have been designed for the maximum comfort and convenience. In addition to sliding windows and pivoting quarter draughtless vents on the doors, air is admitted into the cab through scuttle ventilators. The goods compartment has a roof ventilator. The roof light is placed so as to illuminate both the cab and the goods compartment.

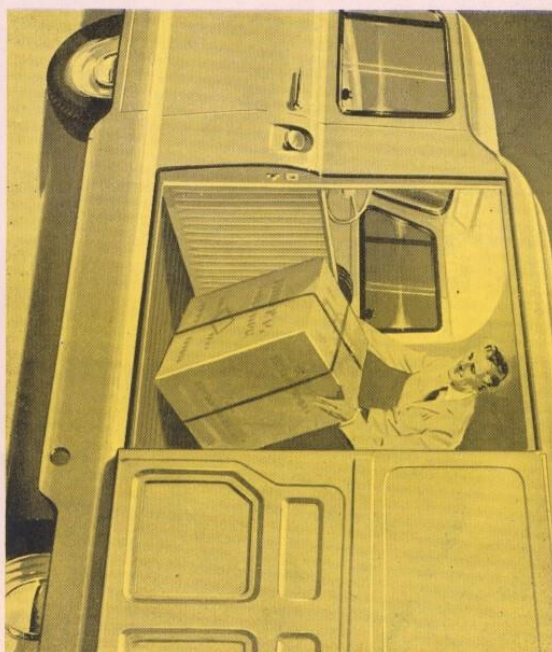


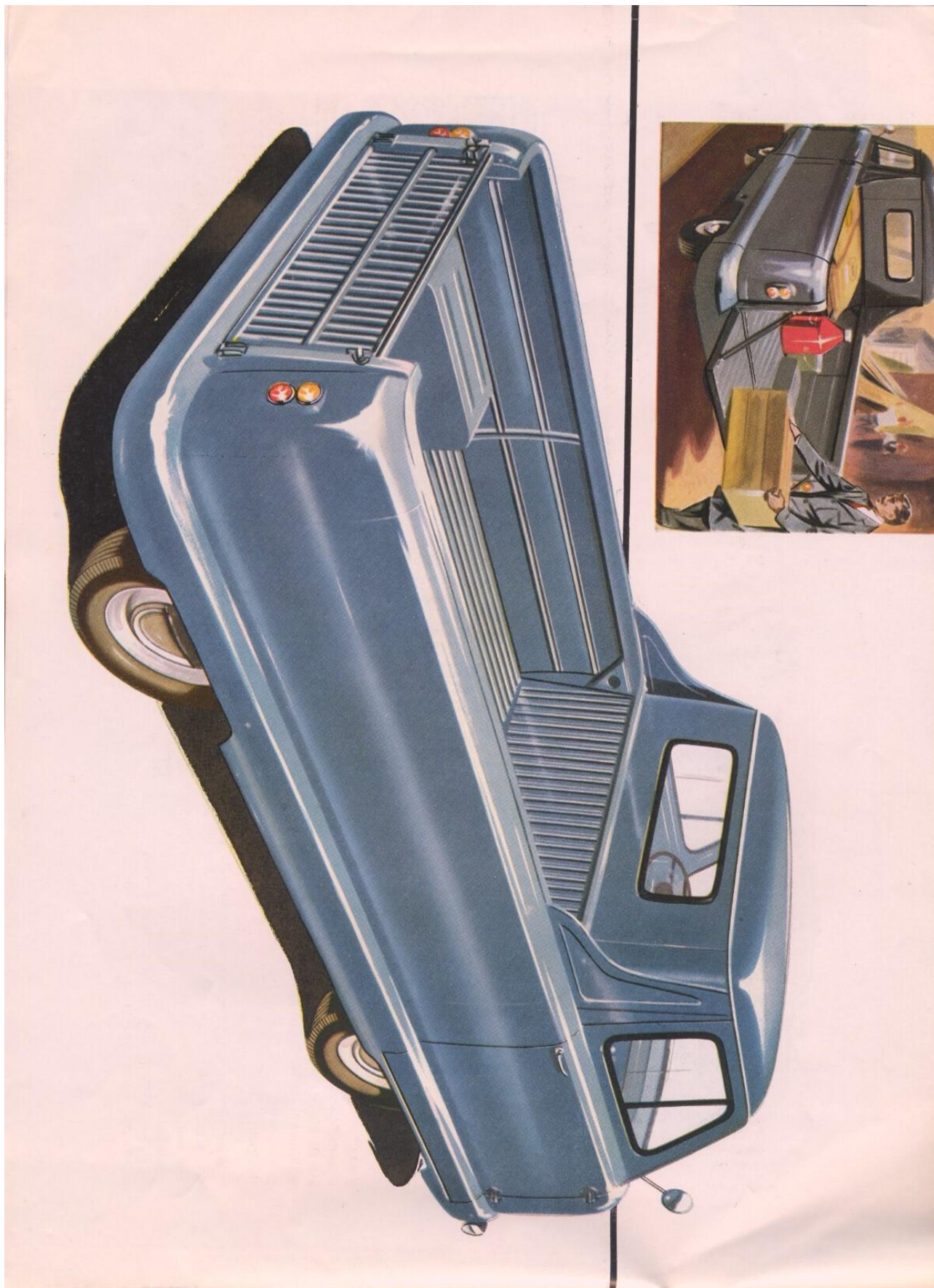


plus Easy loading... easy access

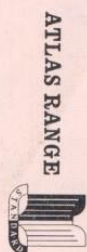
ATLAS, with its extra capacity, easy loading through a single hinged door—a hinged side-loading door can be fitted as an optional extra—is easily adapted for all kinds of goods. Shelves can be installed, windows cut in the sides without seriously damaging or weakening the superstructure. Bread, milk, gowns, suits, papers, carpets, furniture, general goods—anything and everything can be carried in ATLAS.

Wide, forward-hinged cab doors are fitted as normal equipment, but sliding doors are available for multi-stop delivery work at a small extra charge. The half-portion behind the seat makes it possible for the driver to unload small packages without opening the rear door. A passenger seat is available as an optional extra.





The ATLAS 10/12 cwt. Pick-up truck

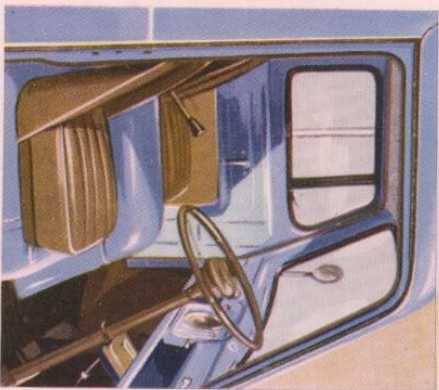


The ATLAS 10/12 cwt. Pick-up truck has all the virtues of the ATLAS van. Sturdy, reliable, easy to handle and always quick off the mark whatever the weather conditions, it is the ideal vehicle for building contractors, plumbers, farmers, dairymen—in fact, all those whose businesses call for loads to be carried regularly and quickly.

The all-steel chassis frame and body are designed and mounted in such a way that all component parts combine to lend strength to the entire structure. Extra durability and reliability are given by the steel box-section reinforcements.

A steel tailboard is fitted to the rear and can be held in the horizontal position if required, or dropped vertically. At the rear of the driver's cab an extra large window is provided to give maximum visibility.

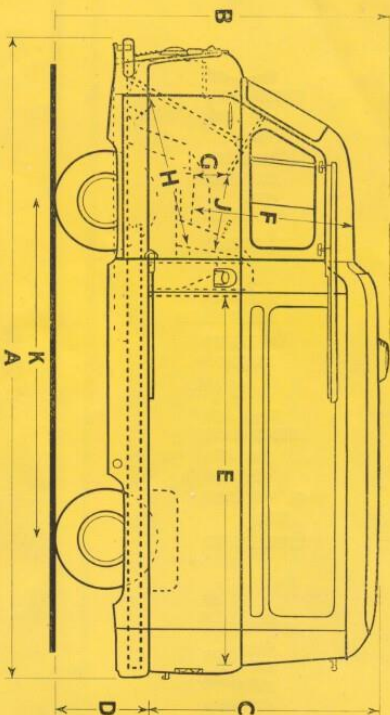
Such easy loading. Such easy running. Such easy turning. Indeed, the ATLAS 10/12 cwt. has no rival in its class.



The driving cab of the ATLAS 10/12 cwt. Pick-up truck has comfortable seating, a hinged door with opening quarter lights and extra wide visibility.



The remarkable 'taxi-turning' circle of the ATLAS 10/12 cwt. Pick-up truck, its muppy engine and its economy add up to more than any other vehicle in its class can offer.



DIMENSIONS

VAN

PICK-UP

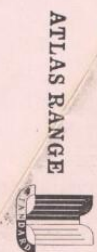
A. Overall length ...	13' 4 1/2" (4080 mm.)	13' 4" (4065 mm.)
B. Overall height (unladen) ...	6' 7 3/4" (2025 mm.)	6' 4" (1930 mm.)
C. Floor to roof (max.) ...	55" (1400 mm.)	—
D. Loading height ...	22 1/2" (570 mm.)	26 1/2" (675 mm.)
E. Length of body floor ...	92" (2340 mm.)	92" (2340 mm.)
F. Headroom ...	39" (990 mm.)	39" (990 mm.)
G. Steering wheel: Clearance from seat ...	8 1/2" (215 mm.)	8 1/2" (215 mm.)
H. Squab: Max. ...	36" (915 mm.)	36" (915 mm.)
I. Min. ...	34" (865 mm.)	34" (865 mm.)
J. Steering wheel to squab: Max. ...	15 1/2" (395 mm.)	15 1/2" (395 mm.)
K. Min. ...	13 1/2" (345 mm.)	13 1/2" (345 mm.)
L. Wheelbase ...	7' 0" (2135 mm.)	7' 0" (2135 mm.)
Max. interior width ...	63" (1600 mm.)	64" (1625 mm.)
Max. exterior width ...	67" (1700 mm.)	67" (1700 mm.)
Rear door opening height ...	47 1/2" (1205 mm.)	—
Rear door opening width ...	42" (1065 mm.)	—
Payload floor area ...	42 sq. ft. (3.9 sq.M.)	42 sq. ft. (3.9 sq.M.)

VAN LOAD CAPACITY : 180 cu. ft. 5.1 cu. M.

Specification

BODY: VAN: Large capacity van body, steel panelled, rust proofed and fully dust proofed. Curved Screen fitted with safety glass. Two hinged cab doors, large hinged goods door at rear. Cab doors fitted with sliding windows and pivoting, no draught ventilators. Full length window in goods door. Adjustable bucket seat trimmed in Vynide. P.V.C. leathert cloth headlining. **Instruments:** One 5" instrument dial centrally mounted in fascia containing: speedometer with trip, fuel gauge, ignition and oil pressure warning lights. Direction indicator warning light mounted in fascia. **Controls:** Buttons mounted in fascia for head lamps, side lamps and screen wiper. Ignition switch, choke control and starter button mounted behind engine cover. **Parcel and Spare Wheel Accommodation:** Deep parcel shelf extending full width of fascia. Spare wheel housed in rear of cab behind driver's seat. **Ventilation:** Scuttle vent for additional cab ventilation. Roof ventilator for goods compartment. **Locks:** External locks for goods and driver's door. Passenger door has internal lock. **General Equipment:** Sun Visor. Channelised swaging type goods floor heavily bonderized before painting. Horn button in steering wheel centre boss. Speedometer illuminating light. Rubber floor covering in cab. Control for flashing indicators on steering column with warning light, self cancelling switch. Roof lamp with integral switch. Fittings included for installation of extras, i.e. air conditioning, heating and demisting unit. Passenger footrest (incorporating starting handle stowage). Spare wheel and tyre. Jack, wheelbrake, starting handle and tool roll. Engine cover arranged with fastener permitting quick removal. Headlamps flush fitting sealed units, pre-focus bulbs. Dipswitch foot operated. Front parking lamps flush fitting. Separate direction indicator lamps. Number plate illumination light. Twin rear/stop lamps. Separate rear direction indicator lamps. Front bumper painted (porcelain ceramic). One screen wiper, with electric motor under bonnet. Provision for fitting second arm and blade. Two outside driving mirrors.

PICK-UP: Cab details as for Van. Large capacity pick-up body with lowering tailboard.



ENGINE: 4 cylinders: 63 mm. bore (2.48 in.), 76 mm. stroke (2.992 in.), 948 c.c. capacity (57.8 cu. in.). Compression ratio 7 : 1. Aluminium alloy, split skirt pistons. Three main bearing crankshaft of robust construction with integral balance weights. Push rod operated overhead valves. Chain-driven 4 bearing camshaft, hyposine cams. $7\frac{1}{2}$ pints capacity cooling system (8 $\frac{1}{2}$ pints if heater fitted). Pump circulation, thermostatically controlled flow. 12 $\frac{1}{2}$ " dia. four-bladed fan with vee-belt. 10 gallon (45.5 litres) fuel tank at side. Mechanically operated petrol pump, diaphragm type. Solex down-draught carburettor. Hot spot manifold, inlet and exhaust integral. Combined air cleaner and silencer. High capacity internal gear rotor pump, with feed to main bearings, big end and all camshaft bearings under pressure. Sump capacity 7 pints. By-pass oil cleaner. Coil ignition,

centrifugal and vacuum automatic advance control. Dynamo-ventilated type with vee-belt drive. Flexible rubber mountings for engine and gearbox unit.

TRANSMISSION: Single dry plate Borg and Beck clutch, 6 $\frac{1}{2}$ in. dia., hydraulically controlled. Gearbox, four forward speeds and reverse, with change lever centrally placed. Synchromesh silent helical gears on 2nd, 3rd and top. Overall ratios: Top 6.66, 3rd 9.684, 2nd 16.38, 1st and reverse 28.44. Hardy Spicer all-metal propeller shaft, needle roller bearings. Final drive hypoid bevel gears. Taper roller bearings. Ratio 6.66.

SUSPENSION: Front: Transverse leaf spring with anti-roll bar characteristics, controlled by telescopic direct acting dampers. Rear: Semi-elliptic springs,

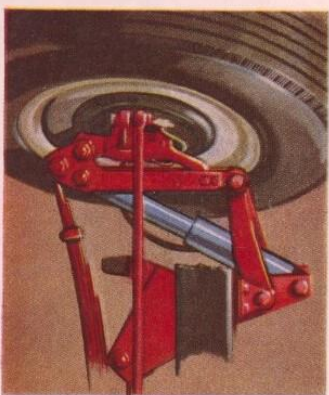
controlled by lever arm piston-type dampers. Steel disc wheels with chromium nabe plates.

BRAKES: Hydraulic operation. Two leading shoe for front wheels. Leading and trailing shoe type for rear wheels. Alloy cast-iron drums, 9" dia \times 1 $\frac{1}{4}$ " wide front, 8" dia. \times 1 $\frac{1}{4}$ " wide rear. Total area 99 sq. in. Hand-brake to rear wheels only (mechanical). Pistol-grip lever under dash.

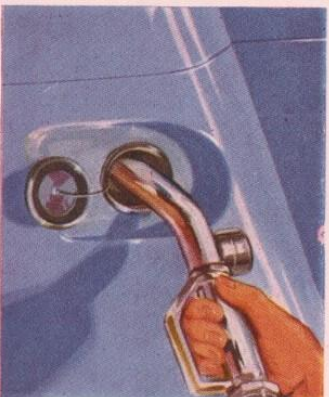
FRAME: Box section side and cross members. In two sections bolted together. Front portion readily detachable for removal of engine, gearbox and front suspension as a complete unit for major service.

JACKING: Four point side-jacking.

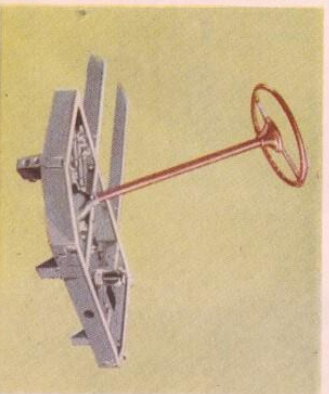
Specification continued overleaf.



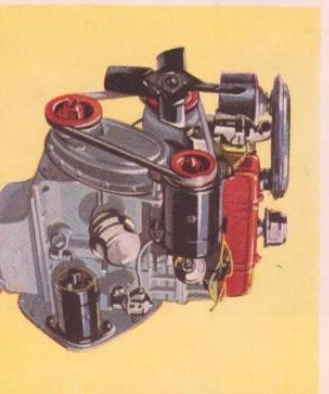
The ATLAS front transverse spring suspension with telescopic shock absorbers, ensures maximum comfort and steadiness.



The ATLAS petrol tank, holding 10 gallons, has a greater capacity than any other van in its class, and will permit non-stop journeys of up to 350 miles.



Exceptionally light positive steering is assured with the ATLAS through the re-circulatory ball system.



The ATLAS is powered by the famous Standard 948 c.c. engine which gives a petrol consumption, fully loaded, of 35 m.p.g. on straight runs.



ATLAS turns tighter.



ATLAS cuts delivery costs.



ATLAS carries more.



ATLAS slashes service time.

Specification continued

STEERING: Burman recirculating ball type, steering wheel 16 in. dia. (406 mm.), three spoke. Optional right or left-hand drive.

TYRE SIZE: 6.40 x 13" Dunlop tubeless.

ELECTRICAL EQUIPMENT: 12 volt large capacity battery located behind passenger seat platform.

TURNING CIRCLE: 29 feet (8.85 metres).

OPTIONAL EXTRAS: Heater, passenger seat, rear corner bumpers, second wiper blade, second sun visor, Dunlop heavy duty tyres/shock absorbers. Painted Cornflower Blue, Pearl Grey, Coffee, Jamaican Yellow.

VAN ONLY: Interior rear goods loading lamp, sliding cab doors, side-loading door, low-loading platform, manual control unit for roof ventilator.

(Note: Side-loading door and pivoting, no-draught ventilators available with hinged cab doors only).

Performance data

Engine Performance: 35 B.H.P. @ 4500 TORQUE: 560 lb. in. @ 2750 B.M.E.P. 112 lb/sq. in.

Vehicle Performance (fully laden): Max. speed 52 m.p.h.

Engine r.p.m. at road speeds of:	Top	3rd	2nd	1st and reverse
10 m.p.h.	935	1360	2300	4000
10 km.p.h.	580	845	1430	2500

Consumption (fully laden):

Petrol (non-stop) 35 m.p.g. averaging 30 m.p.h.
4 stops per mile (15 sec.) 25 m.p.g. averaging 20 m.p.h.

Oil—4 stops per mile (15 sec.) averaging 3,000 m.p.g.

CONDITIONS OF SALE: The goods manufactured by The Standard Motor Company Limited are supplied with an express warranty which excludes all warranties, conditions and liabilities whatsoever implied by Common Law, Statute and otherwise. The Company reserves the right to vary the list of prices at any time and all goods are invoiced at the prices current on the day of delivery, ex-works. The Company reserves the right on the sale of any vehicle to make before delivery, without notice, any alterations to, or departure from, the specifications, design or equipment detailed in its various publications. Every precaution has been taken to ensure accuracy, but the Company accepts no liability for errors or omissions.



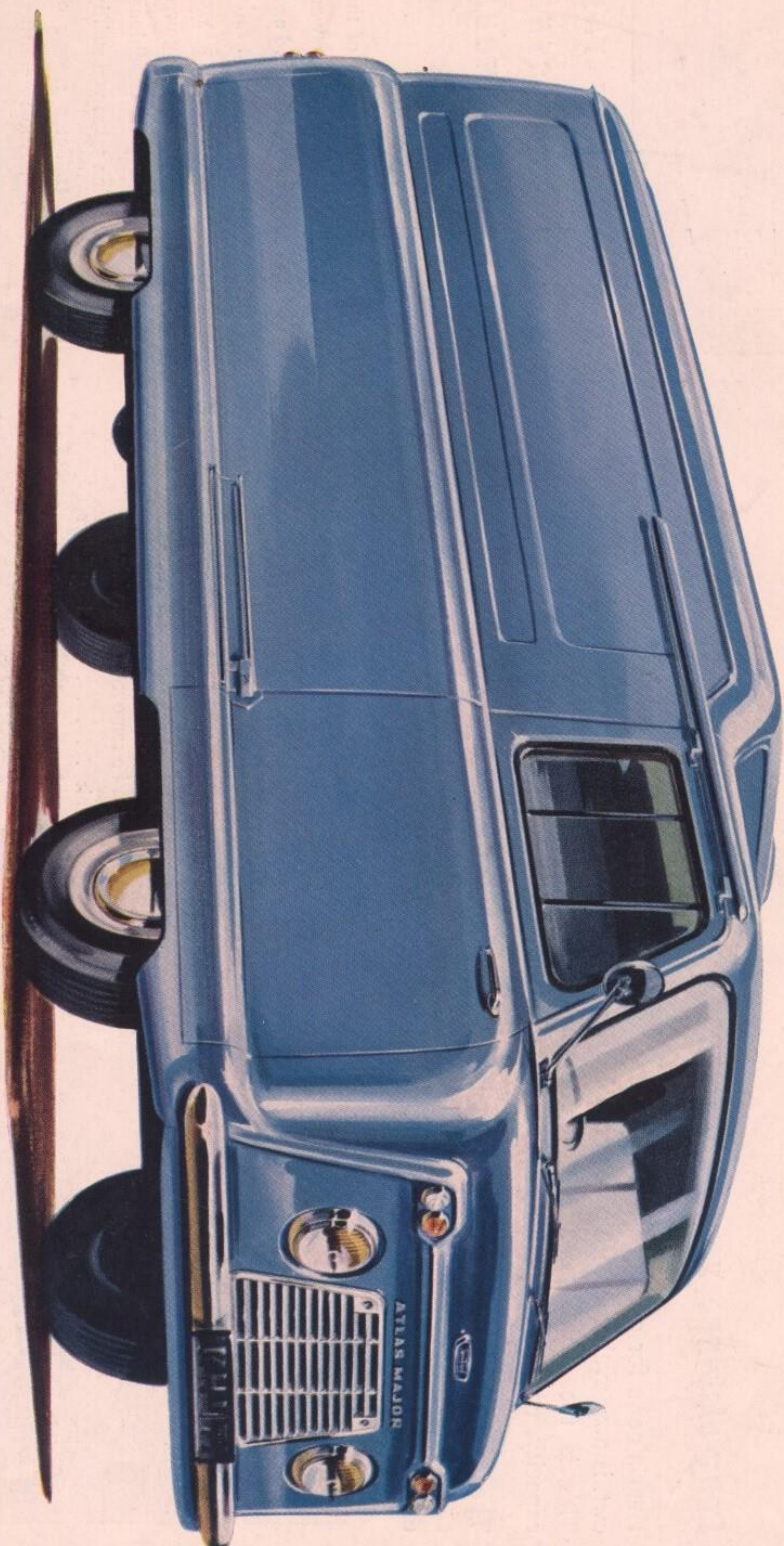
In addition to country-wide service The Standard Motor Company offers a generous guarantee with all its products, and all Stanpart replacement units.

THE STANDARD MOTOR COMPANY LIMITED • COVENTRY • ENGLAND

REF. 379/1/58 REP

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THE **NEW** **ATLAS MAJOR** 10/12 GWT.



- MORE POWER TO THE ATLAS

ATLAS MAJOR

Long-distance version of the wonderful 948 c.c. ATLAS

HERE'S news for everyone who uses vans over a wide area. The famous ATLAS 10/12 cwt. is now available with a powerful 1670 c.c. version of the famous Vanguard engine. This is the new ATLAS MAJOR long-distance model—a perfect balance of load capacity, compactness and ease of operation.

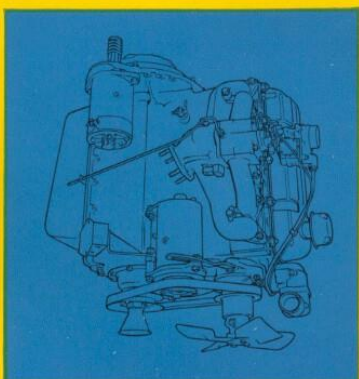
The new ATLAS MAJOR has all the unique features of the ATLAS 948 c.c. range; a bigger capacity than any other vehicle in its class; a hairpin-tight turning circle; unmatched ease of servicing; Standard-Triumph qualities of engineering.



UP AND AWAY

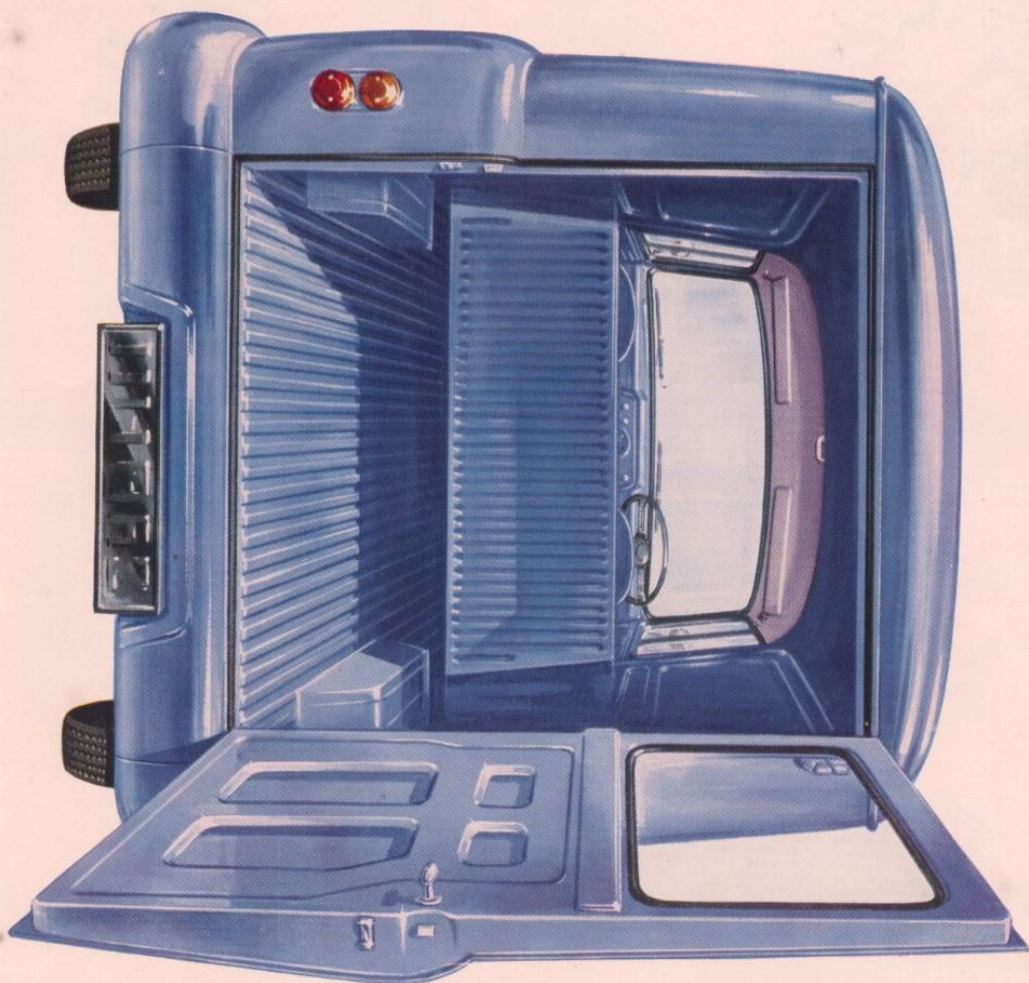
Because of its unique chassis and sub-frame arrangement the ATLAS MAJOR engine, gearbox and suspension can be removed for servicing as one complete unit and quicker maintenance means maximum running hours with less cost.

SERVICE TIME CUT BY HOURS



A VERSION OF THE VANGUARD ENGINE WITH THE FAMOUS WET LINERS

This is the 1670 c.c. version of the Vanguard engine which has won fame for the Standard Vanguard and Triumph T.R.3. Compression ratio is 7 : 1. 57 B.H.P. gives you remarkable economy with the power you need under all conditions. Lively acceleration takes you swiftly through town traffic; a reserve of power makes possible effortless cruising speeds on the open road. The replaceable wet liners mean longer life, and lower overhaul costs.



***INSIDE STORY of the biggest
load carrier
on seven feet!***

The ATLAS MAJOR packs a load of 180 cu. ft.—all on a 7 ft. wheelbase. This is a greater capacity than any other vehicle with a similar payload. The main goods compartment is 92" long, 63" wide, 55" high. There's additional space beside the driver when no passenger is carried.

A large rear door, nearly 4 ft. by 3 ft. 6 in., and a low floor height make packing heavy or awkward goods a simple matter. And the average man will not be cramped working inside. A side-loading door can also be fitted.

ATLAS MAJOR

- turns like a London taxi!

The ATLAS MAJOR turning circle is far less than that of any other van in its class.

It is only 29 ft.

See what this means in congested streets. Parking is easier, turn-round is quicker. Garaging is simpler, narrow lanes or restricted yards pose no problems.

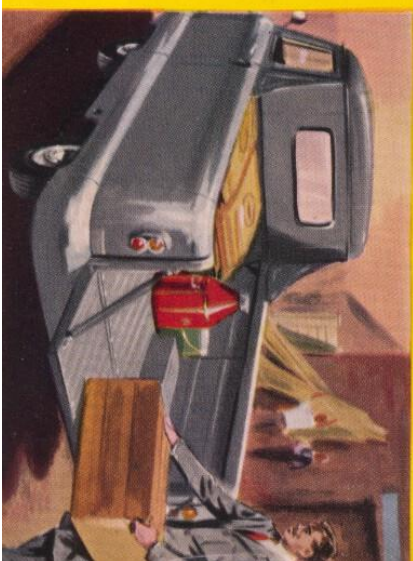
Hairpin turning saves you money and man hours.

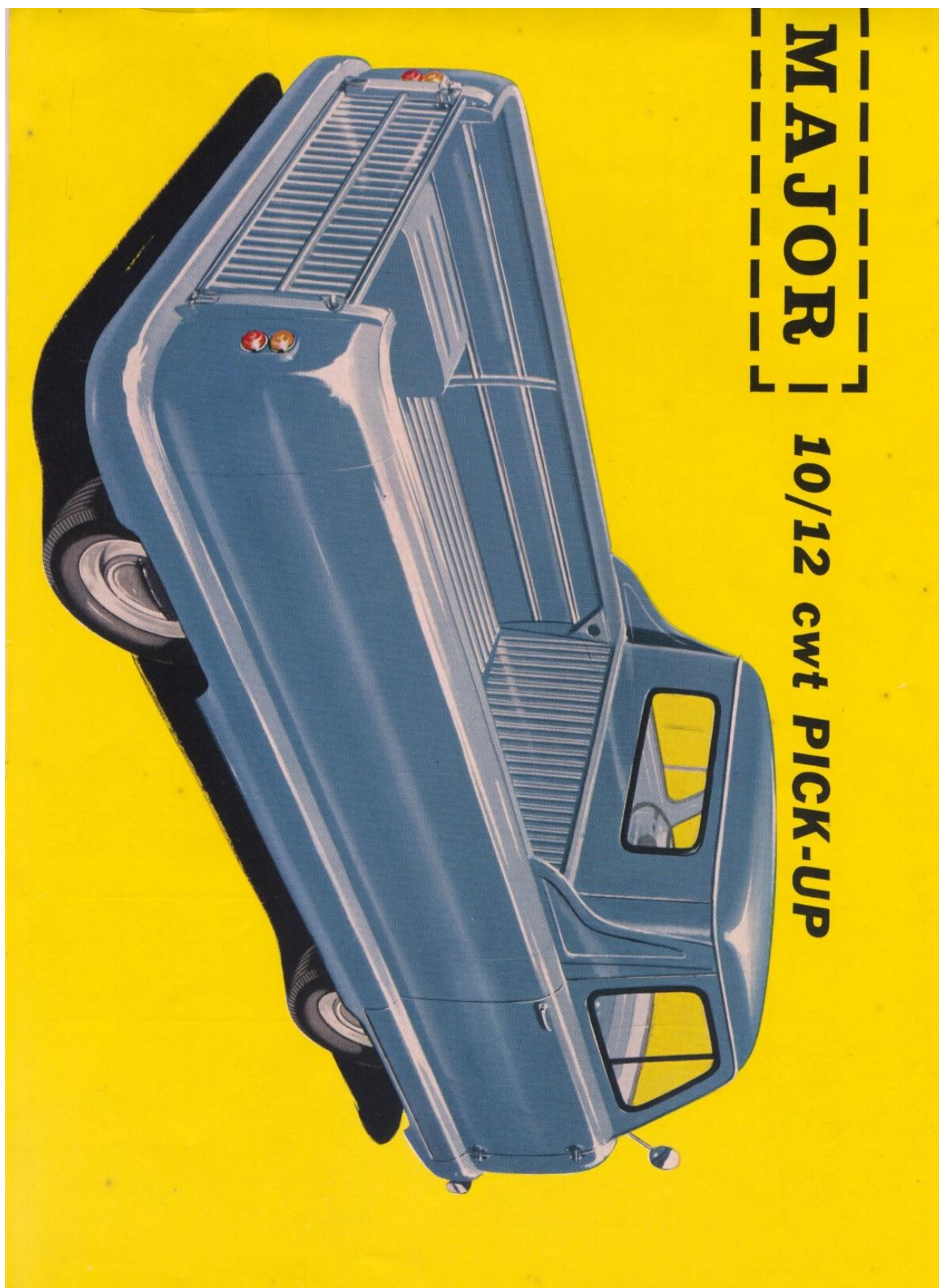


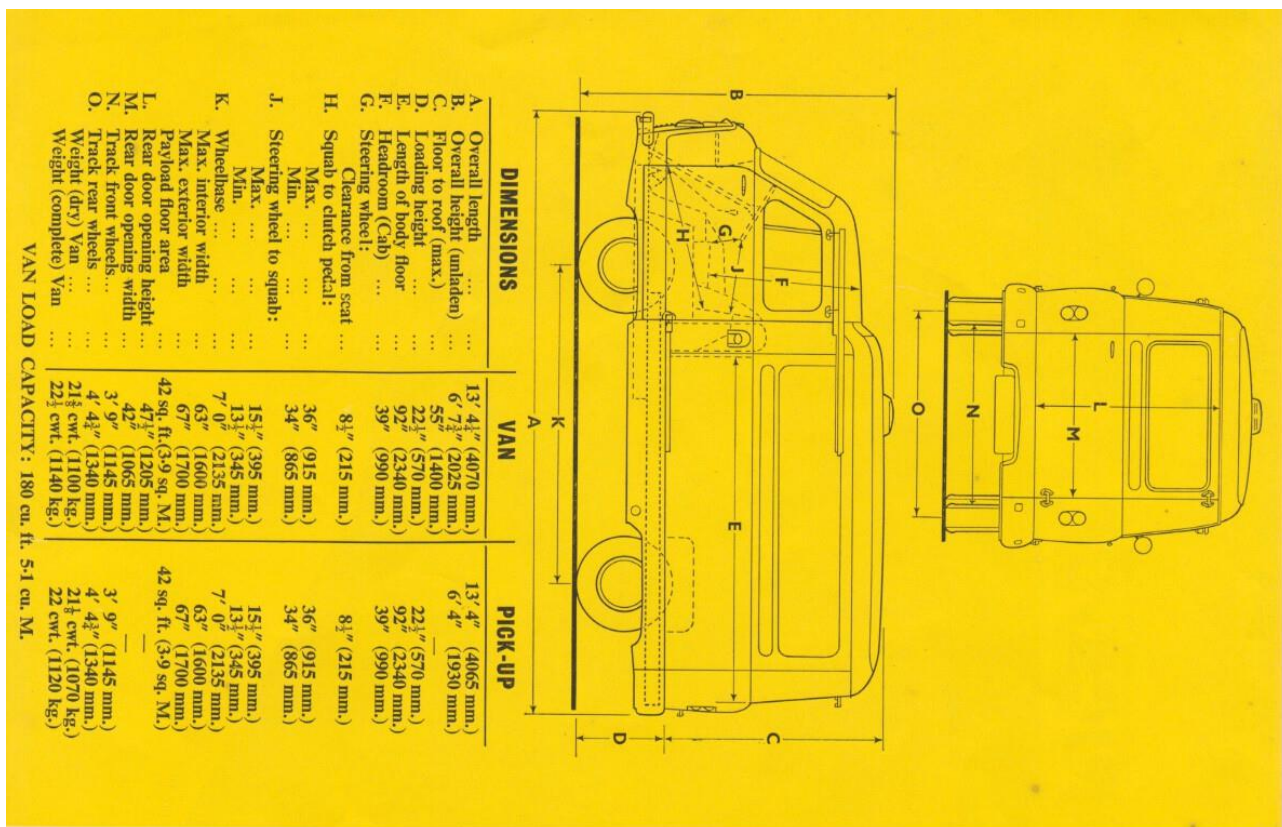
ATLAS

HERE's the ideal choice of builders and outdoor workers generally. For quick and versatile loading, the pick-up has no equal. And the ATLAS pick-up has all the virtues of its enclosed brother.

Box-section reinforcing gives extra strength to the truck. A 3-position steel tailboard is fitted, and a large rear window is provided in the cab.







ATLAS

BODY

Steel panelled van body, specially treated to resist rust. Curved windscreen. Forward hinged cab doors, sliding windows and pivoting quarter ventilators. Large hinged rear goods door with full-width window. Adjustable bucket seat, Vynide trimmed. P.V.C. headlining.

Instruments

Centrally mounted in fascia: speedometer with trip, fuel gauge, ignition and oil pressure warning light.

Controls

Lights, wiper, from buttons in fascia. Ignition, choke, starter controls at rear of engine cover. Horn button in steering wheel centre. Self-cancelling flashing indicators control on steering column with warning light.

GENERAL EQUIPMENT

Sun vizor. Floor heavily bonderized and painted. Facia parcel shelf. Spare wheel under rear floor. Scuttle vent in cab. Roof ventilator in rear. External locks for driver's and rear door, internal lock for passenger's door. Roof lamp. Rubber flooring in cab. Passenger footrest. Interior layout allows for fitting air conditioner, heater, etc. Jack, wheelbrace, starting handle.

Lighting

Flush-fitting sealed unit headlamps, pre-focus bulbs. Foot dipswitch. Flush-fitting front parking lamps, twin rear/stop lamps. Separate direction indicator lamps, front and rear. Number plate illumination lamp. One electric screen wiper, provision for second blade. Two outside driving mirrors.

PICK-UP BODY

Cab as for van. Large pick-up body with 3-position steel tailboard.

ENGINE

4 Cylinder, 76 mm. bore, 92 mm. stroke. Capacity 1670 c.c. Compression ratio 7:1. Centrally-chill cast nickel chrome iron replaceable cylinder sleeves, in direct contact with cooling water. Aluminium alloy pistons, split skirt. Three bearing crankshaft with integral balance weights. Push-rod overhead valves. 4-bearing camshaft driven by Duplex chain. Thermostatically controlled cooling system, 6-blade 12 1/2" fan. Side fuel tank, mechanically operated pump. Downdraught Solex carburettor. Manifold hot spot for quick warming. Combined air cleaner and silencer.

MAJOR

all the FACTS at a glance

High-capacity oil-pump in sump, filtered.
Full flow replaceable cartridge oil cleaner.
Coil ignition, automatic advance. Ventilated dynamo.

Buoyant power flexible mounting for engine and gearbox unit.

Exhaust system flexibly mounted. Cast iron flywheel with hardened steel starter gear ring.

TRANSMISSION

Single dry plate 8" clutch, hydraulic operation. 4-speed gearbox, gear lever centrally mounted. Silent helical gears, synchromesh on top 3 forward ratios.

Top 3rd 2nd 1st Reverse
Ratios 1 1-534 2-326 3-91 5-02

Final drive ratio 4.55.

All-metal propeller shaft, needle roller bearings. Semi-floating rear axle shafts, taper roller bearings in hubs. Final drive, hypoid bevel gears, taper roller bearings.

SUSPENSION

Front: Transverse leaf spring with anti-roll bar characteristics, telescopic direct acting

heavy duty dampers. Rear: Semi-elliptic springs, controlled by lever arm piston-type dampers. Steel disc wheels, chromium nave plates.

BRAKES

Hydraulic. Two leading shoe for front wheels. Leading and trailing shoe for rear wheels. Alloy cast-iron drums, 9" dia. \times 1 1/4" wide front, 8" dia. \times 1 1/4" wide rear. Total area 99 sq. in. Handbrake to rear wheels only (mechanical). Pistol-grip lever on steering column.

FRAME

Box section side and cross members. Bolted together in two sections. Front portion detachable for removal of engine, gearbox and front suspension as one complete unit.

JACKING

Four point portable jack.

STEERING

Burmam recirculating ball type, steering wheel 16 in. dia. (406 mm.), three spoke. Optional right- or left-hand drive.

TYRES

6-40 \times 13" tubeless, or tubed.

ELECTRICAL EQUIPMENT

Painted Cornflower Blue, Pearl Grey, Jamaican Yellow or Coffee.

TURNING CIRCLE

29 feet (8.85 metres).

OPTIONAL EXTRAS

Heater; passenger seat; rear heavy duty shock absorbers; Dunlop heavy duty tyres.

VAN ONLY

Sliding cab doors, side-loading door. (Side-loading door and pivoting, no draught ventilators available with hinged cab doors only).

WEIGHT (approx.)

Dry (excluding extra equipment) 21 1/2 cwt. 1100 kg.
Complete (fuel, tools, oil and water) 22 1/4 cwt. 1140 kg.
Gross vehicle weight with passenger 37 1/4 cwt. 1890 kg.

PERFORMANCE DATA

Engine (7 : 1 compression ratio) B.H.P. TORQUE B.M.E.P.
Gross 57.5 @ 4000 1010 lb. in. @ 2500 126 lb./sq. in.
Net 50.5 @ 4000 1010 lb. in. @ 2100 126 lb./sq. in.
Piston Speed at 30 m.p.h. in top gear 1160 ft./min. at 1920 r.p.m.

VEHICLE PERFORMANCE (Fully laden)

Engine Speeds at: Top 3rd 2nd 1st Rev.
10 m.p.h. 645 990 1500 2520 3240
10 km.p.h. 400 615 935 1570 2020
Road Speed at 1000 r.p.m. in top gear 15.5 m.p.h.

ATLAS MAJOR

HINGED OR SLIDING

— you choose

Hinged cab doors are normally fitted on the ATLAS MAJOR. Sliding doors are available at a small extra charge. A hinged side-loading door can also be fitted.

The ATLAS MAJOR is easily adapted for special purposes. Shelves, extra windows, can be incorporated without weakening the body.



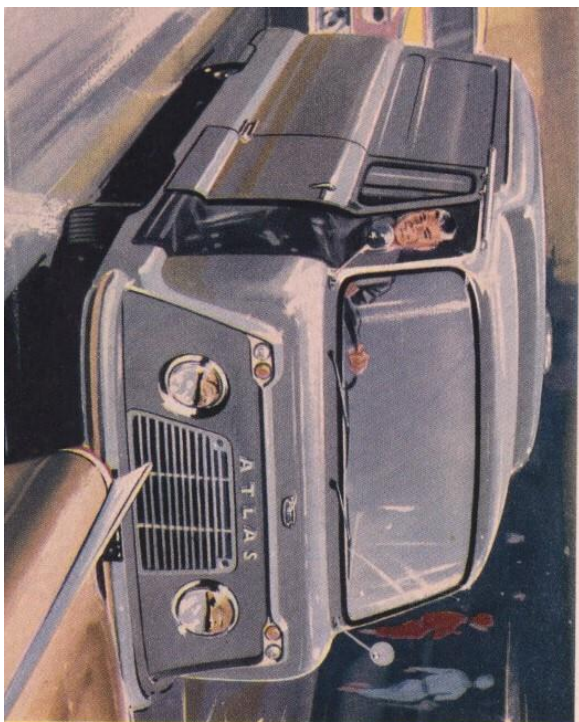
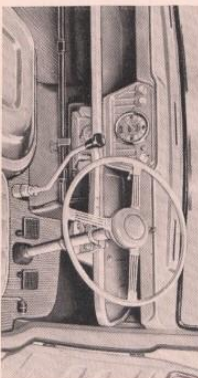
FORWARD CONTROL

Drive the ATLAS MAJOR and you drive in comfort. Almost 8 sq. ft. of curved windscreen show you *all* the road.

Forward control increases load spaces and also means better weight distribution. Light steering, a hydraulic clutch, and powerful hydraulic brakes make the ATLAS MAJOR a delight to drive.

The deeply cushioned seat is adjustable. Instruments and controls are all within easy reach. A plastic headlining insulates the driver from heat and cold.

Sliding windows and pivoting quarter vents ensure good lighting and ventilation. Roof light illuminates both cab and goods compartment.



FOR SHORT-HAUL WORK—ATLAS 948 C.C. URBAN DELIVERY MODEL

The ATLAS 948 C.C. will be found the perfect choice where a vehicle is used chiefly for journeys within a small radius.

CONDITIONS OF SALE

The goods manufactured by Standard-Triumph Group are supplied with an express warranty which excludes all warranties, conditions and liabilities whatsoever implied by Common Law, Statute and otherwise. The Manufacturer reserves the right to vary the list prices at any time and all goods are invoiced at the prices current on day of delivery, ex-works. The Manufacturer reserves the right on the sale of any vehicle to make before delivery without notice any alterations to or departures from the specification, design or equipment detailed in its various publications. Every precaution has been taken to ensure accuracy, but the Manufacturer accepts no liability for errors or omissions.



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