



BL badging on MGB models in the 1970s

The British Leyland "House Badge" changed over time and information in an article from Michael Grant of Moss USA in 2007 helps explain how the BL house badge evolved.

Badge part number **721493** (image 1 above) was a moulded plastic badge fixed to a polished chromed metal plinth. Moss mentions that at present they are not aware of sources for this badge and they have only one partial sample which is missing the base. They have no information as to when this badge was superseded by the second badge, part number **725525** (image 3), which was an embossed silver on blue foil decal on a metal plinth with an adhesive back. Moss USA believe the plinth was cast in "Mazak" (as in Magnesium Zinc Aluminium alloy) or "pot metal" as it would be called in the US. A reproduction of this self-adhesive badge is available under part number **601-370** or **725525** (image 3).

Moss add that "on the TR6, the BL House Badge was mounted on the lower section of both front fenders from some time near the end of 1971 through 1974. We do not have definitive information at this time. The silver on blue BL House Badge (image 3) first appeared on the 1970 MGB and was fitted to both fenders (wings) about 2" below the stainless body moulding".

The first version of the **CZH657** badge was made with a blue background silk screened on a silver base. They had two pins which fixed into blind fixes pushed into the body. When replacements for this badge were needed the MG Factory superseded the number to the self-adhesive silver on blue, part number **725525** TR badge (image 3).

In 1972 a new blue on silver badge part number **CZH2717** (image 4) was introduced. This badge was installed on only one wing. These badges were cast aluminium and the original example Moss has is self-adhesive and was installed on the left hand wing of a 1973 MGB GT. Currently there are two versions of this blue on silver badge, a foil decal version (image 2) under part number **470-685** or **CZH2717** and a nicer cast and painted version (image 4) available under part number **470-686** or **CZH2717X**.

Moss qualify their information by saying "the best information we have is presented here. It is almost inevitable that we do not have all the information and that there may be errors of which we are not aware. If you have any

information that will improve the clarity or accuracy of this information please contact our Technical Services Department through the Contact US section of our webpage at":

<http://www.mossmotors.com/AboutMoss/ContactUs.aspx>

Why was a red badge necessary one may ask?

Peter Beadle has recently been in touch with Michael Grant to point out that there were two other badges which he has not listed in his article. He came across these badges when he bought one on eBay in 2013 and said "Yes the Red one is "rarer than rocking horse manure"! The OE part number is **AHA9680** listed for "Arab Countries only", see BL MGB Parts Catalogue AKM0039 page 1 26 item 11". Moss say that "on the assembly line in 1970, all Spridget and MGB front wings were pre-drilled to accept the **CZH657** house badge of the newly formed British Leyland Group. The CZH part numbers originally came about with the introduction of the Mini Clubman in 1969. These blue pegged badges were fitted to 1970 model year MGB recessed grille from GHN5 187211 to 282454. Someone in BL Marketing then pointed out that Britain was not very popular in The Arab States so putting the word British on the side of a car would not help sales in that area of the World! If you left the badges off there would be two holes left in each wing, so consequently the **Red MG Badge** came into existence - long before 1973 when the **BHH829** badge as fitted to **BHH824** grilles came about. To minimise costs Leyland quickly introduced a self-adhesive badge **CZH2717** which was fitted from GHN5 282455.

Peter Beadle recalled seeing a Red MG Badge commenting "I have only ever seen one other small red MG house badge, it was on Geoff Allen's Teal Blue MGBGT V8, the first of the Rubber Bumper V8s produced in 1974. I think he must have found a spare one on the assembly line all those years ago when he was in Rectifications Department at the MG Plant at Abingdon!"

