



E11 Type Approval Label

It has been a long and painstaking process, but Rob Rose has finally succeeded in tracking down all variants of the E11. The labels are now available from him – details at the end of the article.

To show compliance with the then new regulations when the UK joined what was then the EU on the 1st January 1973, MG applied an E11 Type Approval label to the left-hand side of the bonnet slam panel of all cars. The labels were paper based, not at all durable and were soon lost.

The position of the label seems to vary a little. One original example shows the label to be at the extreme left, whilst the rubber bumper MGBGTV8 example below shows it to be a little nearer the car centre-line.

Although each label variant had a British Leyland Part Number, none of them is listed in the MGB parts catalogue. The E11 was only applied at the time of manufacture, obviating the need for spares.

E11 signified the UK as country code 11. The codes in the body of the label confirmed compliance of various components such as seatbelts and lighting. The labels were

used until approximately 1977 when the format was changed.

To ensure high quality and accurate replicas, Rob spent a considerable time scouring all possible sources. Most images were grainy or fuzzy and not adequate for the job. First, he found the GT and Jubilee labels. Those for the V8 CB and RB were provided by David Knowles, Peter Beadle and Malcolm Beer - and to them, many thanks.

The part numbers for each vehicle are as follows:

- BHH 645 - chrome bumper 1973 MGB.
- BHH 1328 - chrome bumper MGB GT V8. (David Knowles and Peter Beadle).
- BHH 1757 - 1975 MGB GT Jubilee Special Edition.
- BHH 1758 - rubber bumper MGB GT V8. (Malcolm Beer).

For durability the replicas have been produced in 60-micron Polymeric Vinyl with a semi matt finish. Sold in pairs (to allow for a spare) and inclusive of postage and packing for £9.95. Shipped in a plastic grip bag with a "Do not Bend" envelope and by Royal Mail First Class post. For orders or enquiries, contact Rob Rose via email for payment options.



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