



The 1975 MG, MGB GT, MGB GT V8, and Midget are the first British car to feature Bayer's Bayflex bumper system.

Bayflex - the one bumper system that's a lot more than show.

The latest MGB, MGB GT, MGB GT V8 and MG Midget incorporate Bayer's Bayflex integral skin polyurethane foam bumpers front and rear.

British Leyland are the first UK motor manufacturer to produce cars fitted with bumpers made from the totally new

Bayflex system. Meeting the US Federal legislation re 5 mph collisions Bayflex was found to be the only material that meets all requirements—is flexible, highly resilient and satisfies the aesthetic demands made on an exterior body part. Bayflex bumpers are the result of the most advanced research and testing and provide the last word in vehicle protection. It's yet one more example of how Bayer technology is helping to build better cars and make the roads a safer place.

Bayer UK Limited, Polyurethane Division,
Bayer House, Richmond, Surrey TW9 1SJ.



Bayer



No. PU 1077/1B

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Keith Belcher spotted the advert saying "I was doing some research the other day and came upon this advert from 1974. It shows the actual manufacturers of the substance used in those bumpers".