



### UM stickers – which one is correct?

Peter Beadle is a founder member of the V8 Register who was parts manager at University Motors in Epsom in the 1970s and then at the Sprite & Midget Centre in Richmond upon Thames and later with Moss Europe at Hampton in Middlesex. His recollection of part numbers is quite extraordinary but here he tries to recall and explain the blue rear window stickers used by the various branches of University Motors.

Peter Beadle's response to the question **which one is correct** is "Who knows?" and he suspects that any of the four Blue on Blue stickers could have been used. Peter says "with 5 branches in the UM group, each with three salesmen's desks, that makes at least 15 to 20 desk drawers for old and new stickers to hide in, so it was pot luck how old the sticker was when it was attached to a new or later pre owned car. It was normally the last item to be added to the car after the car had been PDI'd, washed and polished, because often stock was transferred to or bought in from other dealers or distributors to meet the needs of customers".

Looking at the various stickers sent in by fellow members Peter adds "all the stickers are post 1968 (the year with the introduction of British Leyland) and the one on David Wellings' car is post July 1969 and most likely came from the Kingston branch. In the mid-1970s British Leyland became Leyland Cars so that might also give an idea to the sticker age. All the stickers I saw while I was at UM Epsom in the 1960s and 1970s were Dark Blue printing on a Light Blue background signifying OXFORD & CAMBRIDGE."

Peter Beadle has a photo of two sample rear window stickers for the former BL dealership in the characteristic blue colour (see top stickers alongside a plastic ruler). He says "they are not the same as the sticker he has seen from David Wellings. I didn't even realise that they are not even the same as each other, or even the one which is on the rear screen of the Mini (see third sticker above) as shown on a posting on [Flicker](#). I think they must have been locally sourced by each branch of University Motors.

The one with the BRITISH LEYLAND logo would be the one to reproduce as it could be correct for all branches of UM and also be correct for UM supplied MGCs because LEYLAND CARS didn't arrive on the scene until after all the MGCs were sold".

Peter had a poscript too saying "they are even printed with different backing blues! The one you should have should be printed on clear plastic then have adhesive added to the front face, then covered with a protective paper which can then be removed before placing inside the rear screen".

Peter would welcome [information](#) from anyone who knows of other UM stickers particularly those used before September 1968.



Rear window sticker on Dave Wellings' car is post 1969.