



SPECIAL TOY SUPPLEMENT

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ANKER MOPEDS FOR BRITAIN Dutch consortium attacking UK market

The biggest onslaught on the British market by the Dutch moped makers is planned for later this month. A consortium of leading manufacturers in Holland—Batavus, Sparta, Flandria and Anker—has come together to sell Dutch powered machines in Britain. The concern backing the project is Anker International, Ltd.

The Dutch consortium proposes to market in the United Kingdom from this month the 50cc Anker moped, fitted with an Anker engine and a Batavus frame. Selling price in Britain is expected to be £55, including PT.

Directing sales will be David Startup, of 47 Donnington Road, Woodingdean, Brighton, 7 (Southcliff 781). Mr. Startup is one of Britain's best-known sellers of mopeds. Until recently, he was actively engaged in managing the distribution of NSU and Peugeot models from Shoreham-on-Sea.

Anker 50cc engines have a range of 1.4 to 4 bhp. They are made by NV Anker Motoren Maatschappij, and have a membrane-controlled fuel-induction system and a fully-automatic clutch on the crankshaft. The engines weigh only six kilograms each. They have a bore of 40mm and stroke of 38mm, compression ratio of 1 to 6.7 and 6V-17W flywheel magneto.

Frames on the Anker have telescopic front-forks and a two-colour finish. The complete machines are sold full-

equipped, with horns, number-plates and stand.

In an interview at Brighton with the *Trader* last week, David Startup said that the first Anker models would be in Britain by the middle of March. He was looking for suitable premises in the south of England, preferably near a major airport, so that deliveries of machines and spares could be flown over from Holland conveniently.

Mr. Startup said that he aimed at a minimum of 300 specialist moped dealers, starting off with the southern, eastern and London trade. Interested retailers should write for trade terms to him at the address already given.

It was also proposed to exhibit at the September Earls Court Show, said Mr. Startup. Trade terms to dealers would be generous.

FUND AGM IN LONDON

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