



# Motor Cycle & Cycle TRADER

16 February, 1968

Vol. 236 No. 3131

MOTOR FEBRUARY 1968

## SCAMP WILL EXTEND 50cc MARKET — Says Alec Clark at Exeter

Alec Clark, designer and director of A. N. Clark, the Binstead, Isle of Wight, maker of the new British Scamp moped, announced at Exeter on Monday, that his company would be selling Scamps through 500 retail outlets within a year.

At the first of a series of nine dealer meetings, Mr. Clark said at Exeter to 30 invited dealers that Clark marketing policy was directed at having one trader per district with no overlap of territories.

Dealing with the main points of the Scamp, Mr. Clark said: "We are not trying to knock the other 50's already on the market—our aim is to extend the market and encourage the public to buy a cheap and reliable form of transport.

"I consider," said Mr. Clark, "that the Scamp is still too expensive at £48 when compared with Continental moped prices. If we are to match Continental moped sales in the UK our price must, and later will, be reduced further."

Admitting that the Scamp was a compromise design, because no manufacturer really knew what the public wanted, Mr. Clark said that his aim in designing the machine had been to keep it as simple as possible and retain, where possible, the benefits of using a bicycle frame, i.e. narrow bottom-bracket and lightness with strength.

"In announcing the two-stroke 50cc engine at the side of the rear wheel we have accepted the fact that it is not yet possible to build a reliable engine into a wheel. We have found no practical disadvantage to our layout, but two practical advantages—we have not been forced to miniaturize engine parts and our engine is far easier to get at in the event of trouble."

Announcing that seven representatives would be appointed within two months, Mr. Clark said that the first 1,000 Scamps would be produced by the end of March.

### HATFIELD AND BURTON

Britain world wood been Ass the App the wo the rach Fd

Over industr Lightw the Lig

Follow Lightw Court, comb the S dent of t take add star new S the She me by £33 tive sura a spec

F S b

also represent the company in south Lancashire and south Yorkshire.

### Scamp NW man

M. B. Wood, formerly motorised division representative for Raleigh Industries covering the north-west, has



M. B. Wood, of A. N. Clark

joined A. N. Clark, the Isle of Wight manufacturer of the Scamp moped. He will be representing the firm in the north west. His home telephone number is 061-980 7794.

### YFC promotions