



Motor Cycle & Cycle TRADER

15 March 1968

Vol. 236 No. 3134

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LIVELY SCAMP, EVER-POPULAR HONDA, AND OTHER MOPEDS

Sales-prospects for 1968, by REG REID

Chairman of the NA Motor Committee is Reg Reid, managing director of Fretton's of Coventry, who will be presenting a moped report at the Blackpool council meeting on March 21.

Supplementing his Blackpool report is the following assessment covering present-day moped sales-prospects. Mr. Reid writes:

Four days after the publication of this issue of the *Trader*, the trade faces what is promised to be a very tough Budget: probable increases in income tax, purchase-tax and road-fund licences for cars and a host of other unknown possibilities. How will this affect the moped trade? We do not yet know, but this year the manufacturers and concessionaires are certainly having a go... a host of new models is appearing which must increase public interest, and if both manufacturers and concessionaires participate in national advertising (the criterion of all good marketing), the size of the moped cake must rapidly increase, which means far more potential profit for you and me.

What shall we see at Belle Vue, Manchester, on April 3? First, the Scamp produced by Alec Clark from Binstead, Isle of Wight. This entirely new machine selling for £48 6s 0d will, I think, be the cheapest machine of the year. The performance is lively, maintenance remarkably easy, but the ride is rather noisy and a little rough

—but remember the price—and it should find a ready market. It may not be on view at Manchester, however.

Secondly, Honda (which already has its remarkably quiet P50) will have a new moped, the PC50, with an underslung engine, giving easier maintenance and a smoother ride... this will sell for less than £65 and with Honda promotion should be another winner in a long line of successes. This with the country's top-selling C50, guarantees Honda a continued large slice of the cake!

Next is Douglas (Sales and Service), better known as the Vespa Kings, with a quite remarkable 50cc moped that looks as if there is no engine, so remarkably have the designers hidden it beneath the frame. Again, a very smooth ride, and a beautifully quiet engine... no final price has yet been fixed, but this machine should really appeal to the ladies.

Again, Steyr-Daimler-Puch has set up its own marketing organisation under the direction of Peter Bolton, and will have a full range of 50cc machines at the Show. It is rumoured they will include a new 50cc automatic moped at a price as yet unknown, but expected to be very competitive.

Our friends Raleigh, already well established in the home market for mopeds, will again be concentrating on the Wisp (with incorporated improvements), together with their well proven RM6, RM8, RM9 and

RM5 models — no known surprise but promises of a very hefty advertising campaign that will assist us all.

Suzuki has shown the fantastic little Velosolex to a number of dealers at its headquarters in Birmingham, and hopes to bring in this highly successful French "mofar" if the price can be brought low enough.

We shall have Motor Imports with a couple of new models added to the already very comprehensive Mobylette range. Ankermatic too, has a most useful line in mopeds and 50cc units at very competitive prices... there are other I may have missed... Yamaha and Suzuki with 50cc units, but no mopeds and still others that may come as a complete surprise.

The future (credit-squeeze or not) is exciting in the 50cc field — more competition, more advertising, greater sales, especially when the country may be rather depressed for car and large motor-cycle sales, following the Budget. I have just returned from the Amsterdam Show, which was lively, colourful and most attractive — and in the 50cc field well supported by most of our known suppliers.

NA DINNER AT BLACKPOOL

The annual dinner of the NA, North Lancashire Branch, will be held on March 20, the evening of the NA AGM, at the Savoy Hotel, Queens Promenade, Blackpool, at 7.30 pm.

Tickets, at £1 10s 0d each, are obtainable from S. Williams, 55 Harrison Road, Fulwood, Preston (78755).