

HOW TO SEE EVERYTHING AT EARLS COURT

Use this unique dealers' guide!

A REVIEW OF EXHIBITS AT THIS YEAR'S SHOW

... of gold lustre finishes with contrasting panels.

KEY TO SHOW GUIDE

- A Stand and/or office number
- B Name and address
- C Telephone number
- D Description of business
- E Stand in charge of
- F Other personnel
- G Languages (besides English)
- H Hospitality
- I Features of display
- J New lines
- K Description of exhibits

... with a Watsonian sidecar and the 1964 model.

HONDA 43

- A 43, Marlborough Room.
  - B European Honda Motor Trading GmbH, Power Road, Chiswick, London W4.
  - C Turnham Green 9381.
  - D Motor cycle importer.
  - E Douglas Domleo (marketing manager).
  - F All Honda sales and technical staff on rota.
  - G French, Flemish, Japanese.
  - H Available in Marlborough Room, Earls Court.
  - I Examples of machines from 1965 range. Four-cylinder Honda racing machine—ex Jim Redman, racing-success display.
- The Honda stand has a roundabout carrying four motor cycles and a Monkey Bike and with each machine individually mounted at eye level
- Continued on page 94

MATCHLESS 750cc TWIN with Norton cylinder power plant and Norton front-forks.



NEW HONDA (above) the 90cc 590 with ohc engine and four-speed gearbox.

Show guide—continued

so that it can be thoroughly inspected by enthusiasts visiting the Show. Two machines are floor-mounted so that they can be "ridden".

Cut-away engines are a feature of the Honda stand—four are displayed. A full range of catalogues, the Honda supplement from *Motor Cycle* and technical specification sheets are available from a central kiosk on the stand.

K Twenty other Honda machines are displayed on accessory manufacturers' stands throughout the Show, proving conclusively Honda's popularity in the trade.

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