

SOMETHING GOOD TO SELL IN 1961-62

# THE KERRY CAPITANO THREE-SPEED

"One of the most outstanding European mopeds available"

During the past six weeks a representative of the *Trader* has been using a Capitano three-speed moped, one of the range marketed in this country by Kerry's (GB) Ltd. He has been agreeably surprised by the nippiness, speed and braking capacities of what is without doubt one of the most outstanding European mopeds available to British traders.

The three-speed Capitano was introduced at last year's Earls Court Show and its appearance had been preceded in June, 1960, by the two-speed model at a price of £67 14s. 6d. At the Show, the three-speed was announced at £79 9s. 6d., also including tax. It is significant that during a period when prices of some mopeds have been drastically reduced, both Capitano prices have been held—price stability, which is a reflection upon the value and performance of the Kerry-imported models, and of great assistance to dealers.

The three-speed Capitano has a 48 cc engine, large brake-hubs, front and rear springing, 23in by 2in white-wall tyres on chromium-plated rims, 18W flywheel ignition, single-tube frame, and full equipment. Even on first acquaintance, the three-speed Capitano looks good, with its Milano-blue finish, cream flash and black fittings, and CP bright parts. Dealers can put Capitanos in their windows with the re-assur-

THE THREE-SPEED CAPITANO is an ideal mount for housewives.



PUNCHY POWER UNIT of the Capitano moped described on this page.

ance that the attention of customers will be drawn to their displays.

Performance does not belie looks. A tickler-start (desirable but not always necessary), a sharp clawing push on either of the cycle pedals fitted, and the machine was away: This was a commonplace experience when the three-speeder was in use.

And away it was, always! A pull on the clutch-lever, a flick into first, then up through second into third, and the Capitano would be rising towards its maximum speed of 40 mph within a few seconds. The clutch took all the punishment possible, in traffic, on hills, and in constant stops and starts, and was as smooth and as easy to operate after six weeks of hard running as it was at first.

The flexibility was remarkable for such a small power unit. Top-gear minimum was eight miles an hour without drag; yet in its speediest or slowest flights the engine sang without splutter. Mpg ranged up to 150. Such speed needs efficient retardation, and in the Capitano this is well secured with a right-hand front brake, and a coaster-hub rear, worked by cable from the bottom-bracket. The front brake alone was sufficient to bring a steady stop from 30 mph in 30 feet—and with the rear brake in action as well, this figure could be cut by three-quarters.

Handling in town was a revelation. It was possible to wind through a traffic-light queue, with cars stopped within a few feet of each other, feel safe and comfortable throughout and emerge triumphant.

Lighting was so good that one felt to be

(Continued on page 231)



## NATIONAL ASSOCIATION EVENTS

### Liverpool discounts motion

Dissatisfaction with the discounts on mopeds was expressed at the July meeting of the Liverpool, Merseyside and District branch. A resolution was adopted deprecating the fact that moped manufacturers had shown little or no response to approaches for "more realistic discounts".

Secretary G. V. Shallcross, who raised the subject, said that more work was involved in selling mopeds than bicycles; yet the discount was less. When approaches had been made to the manufacturers for increased margins the reply had been that they would consider it. Mr. Shallcross gave examples of the discounts (from the net retail prices) allowed on mopeds: NSU, Bianchi and Cazenave 22½ per cent plus 3¼ per cent for settlement within 14 days; Victoria and Paloma 22½ per cent and 3¼ per cent; Mobylette 20 per cent and 3¼ per cent; Hercules and Phillips 20 per cent plus 3½ per cent for settlement within seven days; Raleigh 20 per cent plus 2¼ per cent for settlement within seven days. The amount of time spent in preparing a moped for the road was far in excess of that for a cycle, said Mr. Shallcross. In many cases, the trader had to teach the customer to ride the moped and apart from the hire-purchase documents, the trader had to deal with the insurance, road tax and often had to help the customer with the buff form for his licence. In nearly all cases, he continued, they were selling to provisional drivers who were taking out their first licences and no matter how good the machines were, the dealer was likely to see them more frequently after sale than cycles, because the customers had had no previous experience of mopeds and did not even realize that the plugs had to be cleaned occasionally.

Mention was made of the views of prominent members of the motor-cycle trade in the *Motor Cycle and Cycle Trader*, on the subject of discounts on motor cycles, scooters and mopeds.

"How is it that some Continental manufacturers, who have to import their machines into this country, give a bigger discount than British manufacturers?" asked H. Edwards. "Traders had been fighting for a bigger discount on mopeds for a long time. The only answer is to stock the types of machine that give the highest percentage of profit".

The point was made by Harold E. Stukley that when the NA approached the BJAC for increased discounts on cycles and mopeds, the manufacturers seemed to go to the arranged meetings with preconceived ideas that the increases could not be given. If the retail price of a moped was £40 (after deduction of purchase tax), an extra 2½ per cent discount would mean only £1 and not one sale would be lost if the manufacturers increased the price by that amount to allow for the higher discount.

Mr. Shallcross referred to the possibility of this country joining the European Common

Market and pointed out that it was in the interests of British manufacturers to have the goodwill of retail traders. If the restrictions on the importation of foreign machines were removed, foreign manufacturers would try to sell them in this country more than ever before.

The resolution mentioned was adopted on the proposition of S. Benbow, seconded by H. Edwards.

### IA-NA AD SURPLUS TOTALS £1,300

The surplus of £1,300 on the working of the joint national bicycle publicity campaign is to be spent by the IA on future cycle publicity promotions, and to make available to dealers further supplies of Bike It—You'll Like It display cards.

The display cards will be distributed to the retail trade in September through manufacturers' representatives. Traders may also apply for the cards to the IA (Starley House, Eaton Road, Coventry—27427) or the NA (66 Grafton Way, London, W.1—Euston 9281).

At the final meeting of the joint IA-NA committee which administered the advertising scheme, it was reported that total expenditure had reached 4½m. shillings (contributed in equal proportions by makers and dealers) and had helped to sell four million bicycles during the four years between 1957 and 1961 in which the scheme was working.

### Kerry Capitano—continued

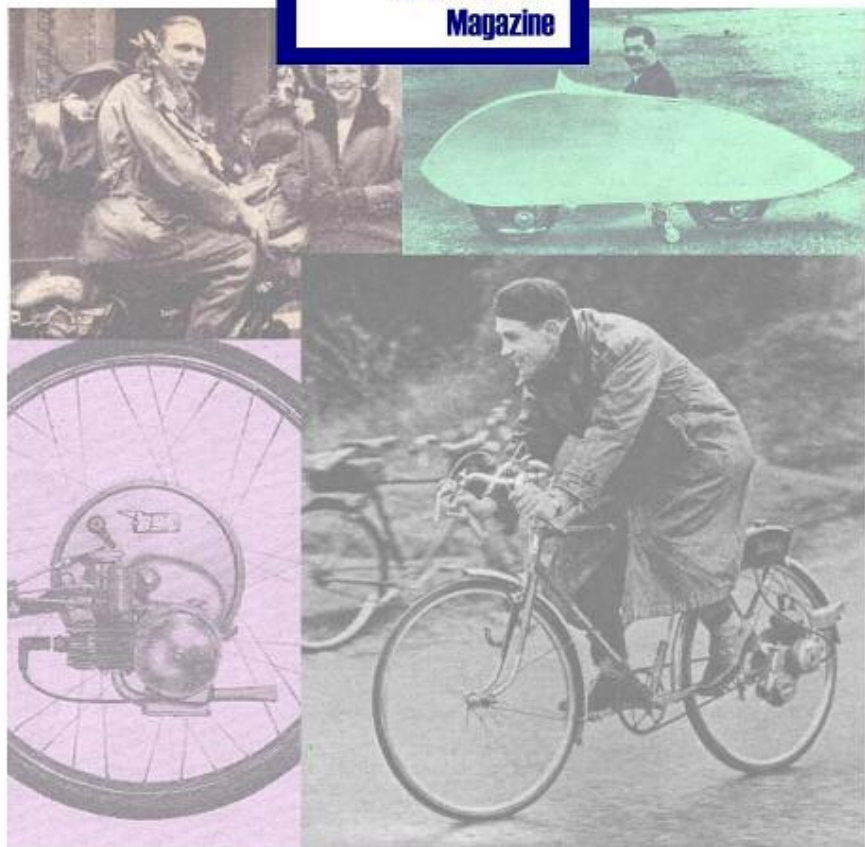
riding behind a far larger machine—the front beam was better than those on some early scooters, for instance.

Among the refinements that added to the pleasure of riding the Italian-built Capitano were its cut-out switch conveniently placed on the horn-push and dipswitch, the large dualseat and the precise throttle-clutch layout.

Among the additional accessories that dealers can sell for the Capitano are: Huret speedometer (£1 19s. 6d.); Patrol legshields (£2 14s. 6d.); and Patrol windscreen (£2 18s. 0d.).

Finally, both Capitano mopeds can be obtained by bona-fide traders from any of the 16 Kerry local depots between Middlesbro' and Exeter, or directly from Kerry's (GB) Ltd., Warton Road, Stratford, London, E.15. (Maryland 6611).

# IceniCAM Information Service



[www.icenicam.org.uk](http://www.icenicam.org.uk)