

# KERRY MOPED MARKET EXPANDING

## BEST SALES YEAR YET FOR CAPITANO

Generally, this year of 1964 has been a good one so far as UK moped sales are concerned, even though competition from 50cc lightweight motor cycles has in some areas been tough. For the Italian-made Capitano range of mopeds, 1964 has, says the concessionaire Kerry's (Great Britain) Ltd., of Warton Road, Stratford, London, E.15, been the best year for sales yet.

Furthermore, Kerry's Ltd. is confident that next year's sales will be further improved, following the greatly increased public "awareness" of the advantages that lightweight machines offer.

Kerry's association with the Capitano machines now spans four years, but the Stratford firm's links with the motor-cycle industry go as far back as 1903, when it marketed the Kerry Abingdon motor cycle.

The firm is the only wholesaler in the country which offers to the *bona fide* retail trade a range of powered two-wheelers and any bicycle or motor-cycle dealer with moped facilities will be supplied from his local branch; all 24 Kerry's branches between Exeter and Newcastle carry stocks.

D. A. Larard, sales manager, introduced the Capitano mopeds at the 1960 Earls Court Show; from the time the first machines were sent out to the trade, they have been backed

fitting of saddle and pedals and the connection of control cables.

Discounts to stocking dealers are on a retrospective basis and are as follows: 1-6 units, 20 per cent; 7-15, 22½ per cent; 16-30 23¼ per cent; 31 or more, 25 per cent. Credit sale facilities (without recourse) is available on mopeds through the Cycle and General Finance Corporation.

The Capitano range of machines, comprising Automatic de luxe moped, two-speed moped, three-speed de luxe Scooterette and 48cc Grand Prix sports motor cycle, continues unchanged, but one very interesting newcomer will make its first public appearance on the Kerry's stand at Earls Court. Named the Week-End Cross, the machine is completely new to Britain and was originally designed for the Dutch market, where it has been a great success. Two versions will be at the Show, but only one will be sold in this country. Both models have an FB Minarelli 48cc two-stroke engine mounted in a duplex frame of similar design to that used on the Grand Prix model. The "Cowhorn" handlebars, unusual tank styling and chromium-plated fittings such as crash-bars at front and rear, wide section guards, handlebar mounted transistor radio holder and one into two exhaust system all combine to give this compre-



**DE LUXE SCOOTERETTE** attractively finished in red and beige and fitted with large legshields and engine covers. It has a three-speed gearbox.

by a 24-hour spares service which (in Mr. Larard's words), is second to none. Around £20,000 worth of spares is held at the Stratford headquarters and while branches stock such necessities as control cables, engine parts and frames and fittings are sent direct from Stratford on branch instructions. Trade reaction to our spares service, says Mr. Larard, is most gratifying and he maintains that it has resulted in a wide measure of support from traders throughout the country.

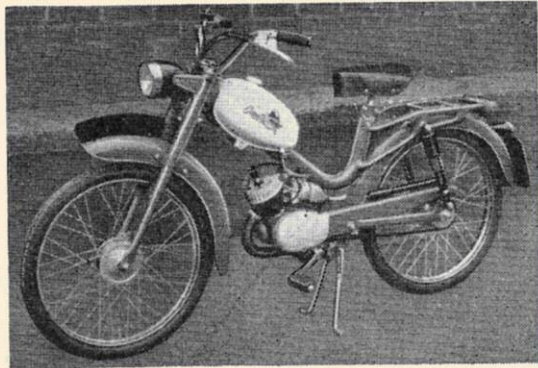
All machines are individually packed in stout cardboard containers and damage in transit is minimal. They are fully assembled and workshop preparation involves only the

hensively-equipped lightweight the air of a large American roadster machine. One version fitted with pedals has a blower-cooled engine with three-speed handchange, while the other has footrests and footchange gearbox and the engine sports a down draught Dell'Orto carburettor; it should sell for around £130.

The earlier mentioned Scooterette and de luxe Automatic moped were both introduced earlier this year. Both models use many of the parts used on the established two-speed moped. The Scooterette has the same frame which has a large diameter single tube member with a pressed steel sub-assembly for the carrier and upper rear end spring anchorage and another

**AUTOMATIC MOPED** (right) uncomplicated and reasonably priced. It is available in three colour finishes.

**WEEK-END CROSS**, one of two versions of this model that will be seen for the first time at Earls Court. This model, a moped, has a blower cooled engine and features crash bars and twin silencing system.



are fitted with full-width hubs. Extras for this model include combined headlamp cowl and fly screen at £1 15s 0d, pillion footrests at 17s 6d, Huret speedometer at £1 19s 6d.

Accessories for the range of mopeds is as follows: Patrol windscreen £2 18s 0d; Patrol legshields £2 14s 6d; Huret 60T23D speedo £1 19s 6d; combined kiddieseat and basket carrier £1 19s 6d; basket carrier and elastics 17s 6d; pannier set £3 12s 8d.

Prices of the complete range of machines are:

Model	Price inc. PT	
	£	s d
Automatic de luxe moped ... ..	68	15 0
Two-Speed moped ... ..	68	15 0
Three-Speed Scooterette ... ..	83	19 9
Grand Prix motor cycle ... ..	93	19 6
Week-End Cross ... ..	129	19 6

**AND THE BICYCLES . . .**

The range of 12 bicycles marketed by Kerry's stays unchanged for next year and the same applies to the three own-transfer Competition models. Prices are as follows:

Model	Trade price (no tax)		Retail Price inc. PT	
	£	s d	£	s d
Standard tricycle ... ..	6	1 0	9	16 0
De Luxe tricycle ... ..	7	16 9	12	14 0
Cub ... ..	6	19 3	11	5 6
Colt ... ..	8	12 3	13	19 0
Junior ... ..	7	13 2	12	8 0
Hunter Roadster ... ..	9	10 3	15	8 6
Hunter Sports ... ..	9	17 2	15	19 6
Cadet ... ..	9	9 4	15	6 9
Green ... ..	9	14 0	15	14 3
Light Tourist ... ..	10	12 6	17	4 3
Light Tourist Deluxe ... ..	12	6 7	19	19 6
Classique ... ..	13	9 0	21	15 9

**COMPETITION**

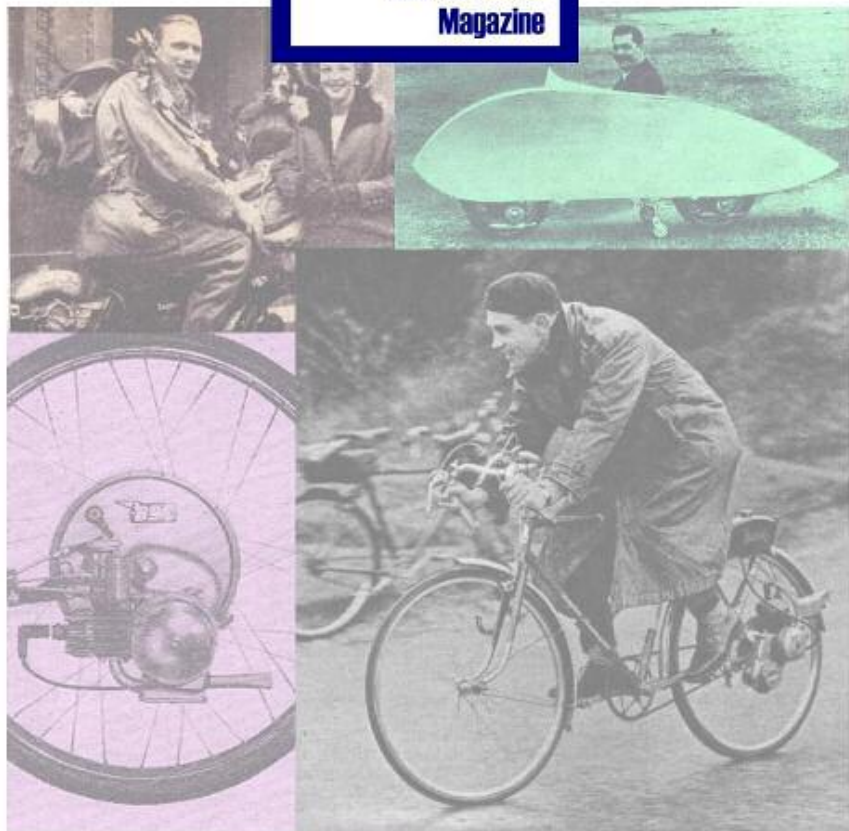
Model	Trade price (no tax)		Trade Price inc. PT	
	£	s d	£	s d
Light Tourist Gents ... ..	9	3 3	11	9 1
Light Tourist Ladies ... ..	9	5 9	11	12 2
Road Racer Gents ... ..	11	4 0	14	0 0

forming the engine cradle and carrying the pivot-bearing of the rearforks. The well-tried Minarelli engine with bore and stroke of 38mm by 42mm respectively, compression ratio of 7 to 1 and power output of 3.1bhp at 5,000 rpm is also used, but the Scooterette has a three-speed gearbox. Additional fittings on this machine include attractively-styled legshields and engine covers, dualseat and folding pillion footrests. Finishes are in apple green and black, white and blue, and red and grey.

Intended for the housewife and novice rider, the Capitano Automatic sells at the same price as the two-speed model—with which it is outwardly identical. It has an automatic centrifugal clutch and its outstanding flexibility and smoothness of take-up make it particularly suitable for town work.

Selling at under £95, the 48cc Grand Prix motor cycle made its first appearance in this country at the last Earls Court Show. It is an attractively styled lightweight, typically Italian in looks, colourfully finished in flamboyant ruby red and gold. The two-stroke three-speed engine is mounted in a duplex frame. Telescopic front-forks are fitted and the rear swinging-arm is fitted with hydraulic dampers with exposed chromium plated rear springs. The 23in wheels

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