

1959/60 HISTORICAL.

On June 22nd, 1939 the Trainer was launched at a Luncheon of interested notables and press at Grosvenor House and supported by a substantial Newspaper and Press Campaign, as this Guard Book shows.

The background of sliding into World War 2 got blacker from the onset with the Intense Campaign of "Safety First" and "Road Safety" of 1937/8/9 losing much of its edge.

The whole programme was for 1,000 Trainers in batches. About 200/250 (the first batch) were produced before War broke out. Altogether some 200 were sold and the remaining stock and components written off.

Ever since, we have had rare enquiries and occasional calls for spare parts and Branch overhaul.

Jap

"Atco Junior Safety First Trainer" June 1939.

Review of Possibilities 1959/60.

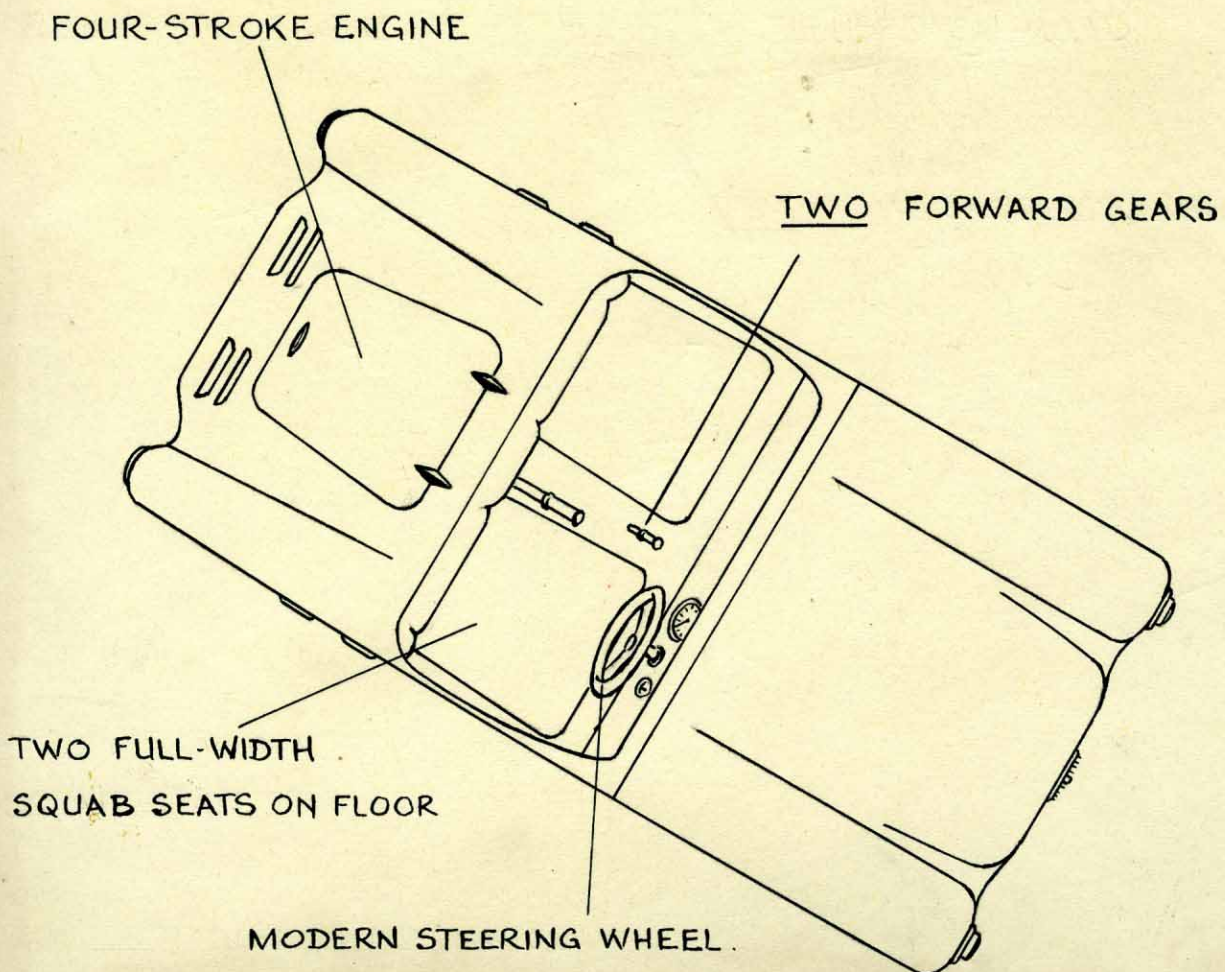
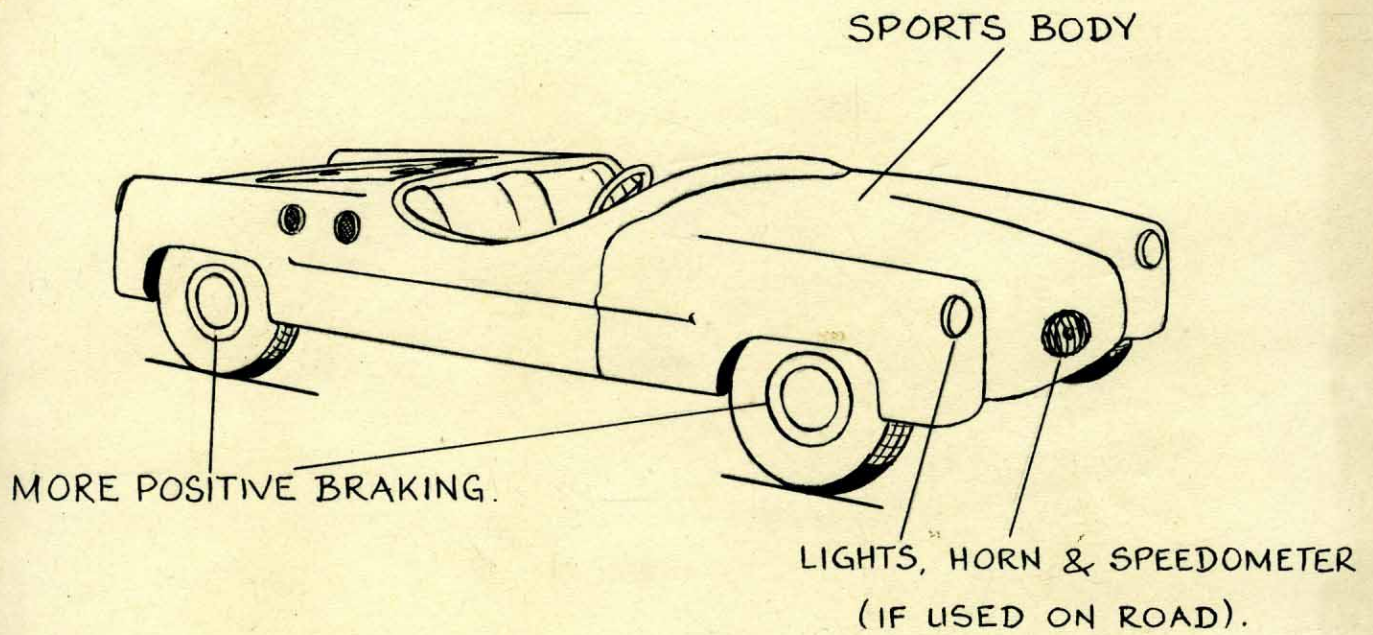
The following notes are a brief attempt to summarise the opinion of a number of people of various age-groups in regard to the commercial chances of a modern edition of our 1939 Atco Trainer.

The main feeling emerging from talks has been that to do any good today and at a price of say £150. or more, a Trainer would have to be fitted out so near to the modern bubble-car that there would be little difference between the two articles. The reasoning seems to be that the specificational appeal should enable it to qualify - whenever wanted - for a road license. Some of the mechanical refinements (compared with the 1939 model) are to a certain extent indicated on the attached sketch which the Drawing Office has made of an imaginary 1959/60 model.

There is little doubt that the general opinion is that if such a thing were to be done at all it should be done from the bubble-car or motor-car angle, and by the motor trade: NOT, in other words, by Atco, unless as a substantial and specialised new and additional undertaking.

sap

DRAWING OFFICE IMPRESSION OF REQUIREMENTS
FOR MODERN TRAINER.



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