

Over 300 dealers ask about Honda

INITIAL SALES FORCE OF 10 APPOINTED

Over 300 dealers have now asked for trading details of the Honda 50, which is being imported into Britain by European Honda. Jim Harrison, general sales manager, has reported that an initial sales force has now been set up under him, consisting of a northern sales manager and eight representatives.

A 21-year lease has been taken on a warehouse at 2 Manorgate Road, off London Road, Kingston-upon-Thames, Surrey. There is showroom space alone covering an area of nearly 8,000 square feet.

Trading terms, retail prices and particulars of advertising and other publicity support for dealers have now been completed and will be generally released to retailers in the issue of the *Trader* dated November 2 — our first Show number.

More than 2,500 Hondas are already here, with a further 2,000 on the way. Spare parts valued at £44,000 are in stock (including fast-moving spares to the value of £30,000 already boxed). Dealers' spares kits to sell at £104 will be available at £57 trade. There will be also repairers' tool-kits for the trade, packed in individual steel containers and costing £7 7s. 0d.

Driver manuals are ready, spare-parts lists will be offered soon and by January 1, 1963, there will be dealers' workshop manuals. All these publications are well-illustrated and in English. The workshop manual is being compiled by Alfred Briggs, formerly with the Capri organization. As a stop-gap, European Honda has on hand dealer manuals in Japanese and English (the last-named intended originally for the USA market).

As a pre-Show promotion in general publicity, European Honda is holding a seven-day (and night) non-stop reliability trial over the Goodwood Racing circuit, starting on October 24. Petrol and oil will be provided by Filtrate. The sole purpose of the trial, in which three machines will be ridden continuously by relays of drivers, is to demonstrate to the full the

reliability and economy of Honda 50cc products. Mrs. R. D. Reid, wife of the principal of Frettons of Coventry, will start the trial. Leading officials of the IA, MAA and NA are being invited to Goodwood.

The preparations for the Show-time launching of the Honda 50 are now at a very advanced stage—a reflection of the great enthusiasm and drive that have been put into the project by Jim Harrison and his team from their headquarters at 80 Piccadilly, London, W.1.

HONDA SALES FORCE

Northern sales manager: N. A. Mitchell.

Representatives: north-west, Arnold Barrett; north-east and Yorkshire, George Hickman; Midlands and west, Charles Edwin; Midlands and east, Albert Benwell; Eastern Counties, Bill Luscombe; Kent, Surrey and Sussex, Bill Lole; Devon, Cornwall and Dorset, Ian Bull; and Buckinghamshire, Oxfordshire and Middlesex, John Norman.

CYCLE REAR LAMP LAW

BS 2516 marking essential

Dealers are reminded that on and after today (October 19) rear lamps on bicycles must bear the British Standards' marking BS 2516. It is now an offence to use a bicycle on the road at night without an authorised rear lamp.

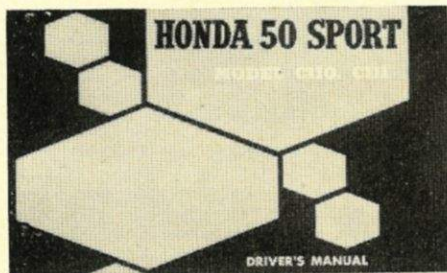
Traders are advised to examine their rear-lamp stocks and to discard any that do not bear the BS 2516 marking. They should also ensure that customers' machines are equipped with correct lamps.

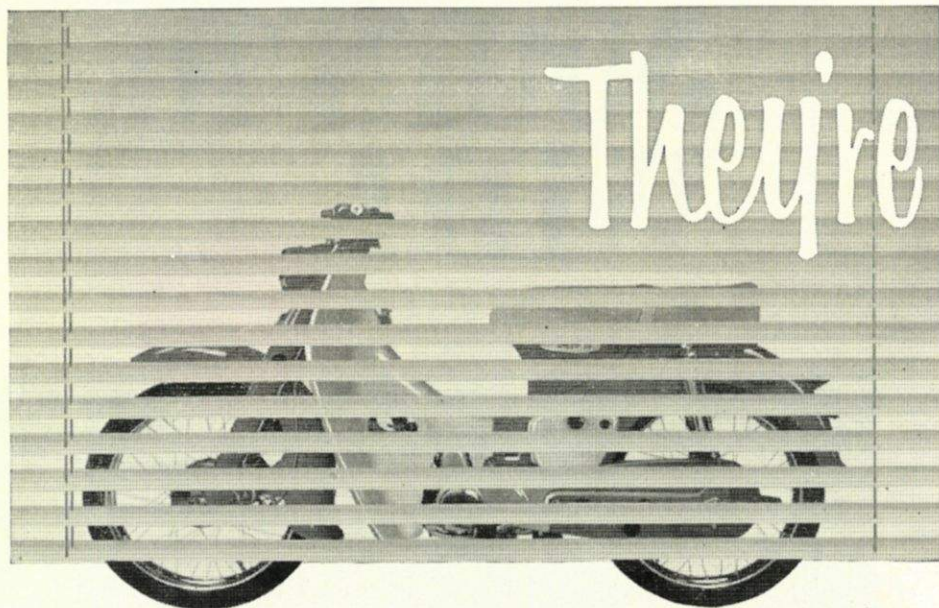
Govt. power to prohibit sales of unsuitable cycles

Among new Road Traffic Act 1962 regulations which became effective on September 28, 1962 was one (Pedal Cycles—Section 43) under which the Minister of Transport it authorized to extend his power to make regulations governing the construction, equipment and use of bicycles and to prohibit the sale of bicycles which do not comply.

Another Section (Holding on to Vehicles—Section 45) makes it an absolute offence to hold on to a vehicle for the purpose of being drawn and it will be no longer a defence to show that the accused did so with lawful authority or reasonable excuse.

The Honda Sport 50 driver's manual.

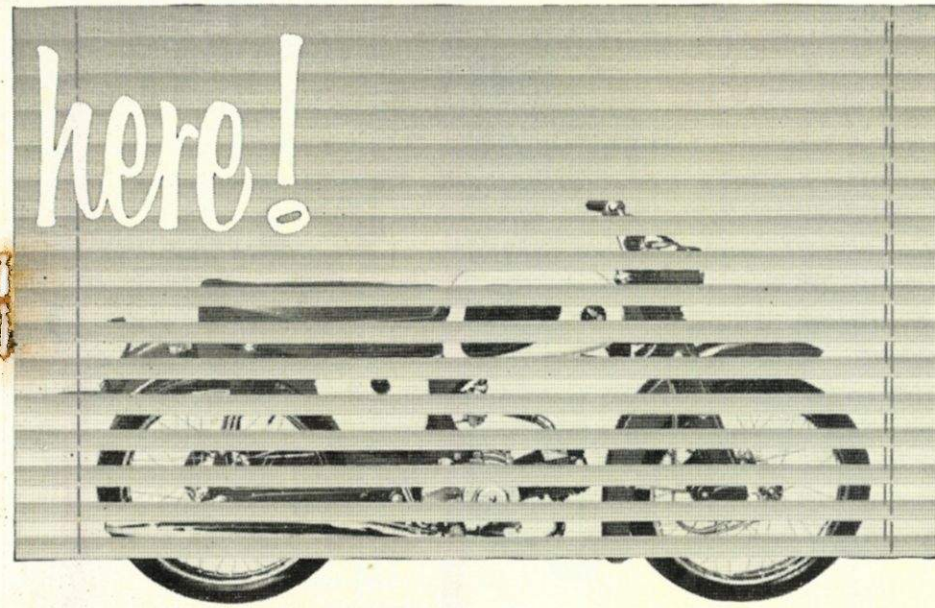




THE NIFTY THRIFTY **HONDA**

These are fabulous little machines. They may be brand-new to Britain but over 2,000,000 (yes, two million) have already been sold throughout the world. This alone is proof that the bugs have gone—quite apart from the £138,000 a month Honda spend on continuous research!

Fabulous? Judge for yourself. Nothing can touch these new little Hondas. They're built like precision instruments—the design is years ahead of its time, 'extras' are showered upon the lucky owners at no extra cost and a spares service beyond comparison is ready to go NOW, before a single machine is on the road.



'50's

*Jim Harrisson of Honda U.K. and his team
extend to you a warm welcome to visit*

STAND 83 (Ground Floor)

AND THE
HONDA TRADE CENTRE
(First Floor)

MOTOR CYCLE SHOW
EARLS COURT
(NOV. 10-17)

*You've got to get in now on these new
Hondas. THERE'S BIG BUSINESS AHEAD!*

IF YOU CAN'T GET TO THE SHOW
RETURN THIS COUPON FOR LITERATURE

To: **HONDA U.K.,**
Stratton House, 80 Piccadilly,
London, W.1

Full details of the new Honda '50's' please.

NAME _____

ADDRESS _____

THE STAR OF THE SHOW



THE HONDA STAND

STAND 83 · MOTOR CYCLE SHOW · EARLS COURT · NOV 10 · 17

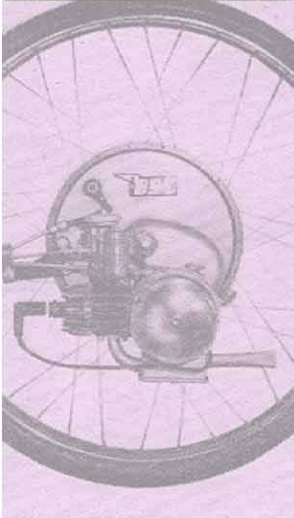
Designed by Ernst Gottschalk, built for Honda U.K. by

THAMES DISPLAY LIMITED

You are cordially invited to call on
Honda when you visit the Show.
Look forward to seeing you!

EUROPEAN HONDA MOTOR TRADING (U.K. BRANCH) · STRATTON HOUSE · PICCADILLY · LONDON, W.1

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