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IceniCAM Information Service

SOLEX MOPED STATEMENT

The following statement has been issued by Solex (Cycles) Ltd., of 223-231 Marylebone Road, London, N.W.1:

We have now completed preparations to market the new model of VeloSolex which was to be known simply as the Solex moped (Series 1010). Production of the earlier series 091, 092 and 093 has now ended.

However, the restricted market for mopeds in the United Kingdom has led us, most unwillingly, to decide to hold up new production until we can foresee sufficient quantities to be economic.

There are also difficulties in design, in making the new (changed) model comply with the regulations, particularly as regards the mounting of number-plates (and L plates where necessary).

We have our opinions as to why the size of the United Kingdom market lags so far behind most Continental ones. We feel it is because these Continental users have not been subject in most cases to the irksome restrictions, expenses, and paper-work which our would-be users are.

Now that the moped is so firmly established abroad it might be possible to impose extra restrictions there. But in Britain the moped has been strangled from birth.

It is perhaps relevant to point out that the Solex is the moped with the largest daily output and sale in the world. Factories in France, Holland, Spain, Switzerland and Italy are producing them. They are a fruitful source of export, as is the moped generally, for its countries of manufacture, but not for Great Britain.

Present owners of VeloSolex are, as is customary with Solex, fully assured of complete service and spares facilities on their machines in the future from Solex Ltd., 45 Crawford Place, London, W.1.

Advertisements of hire-purchase guide

A new booklet has been issued by the Hire Purchase Trade Association, of 3 Berners Street, London, W.1, called "A Short Guide to the Advertisements (Hire Purchase) Act 1957". The booklet costs 2s. 6d.

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