

FOR OUR PENTON AND HUSQVARNA DEALERS



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK

PENTON IMPORTS

1354 COLORADO AVENUE • LORAIN, OHIO 44052



NO. 1 APRIL 1, 1971

PENTON/HUSKY STARTS NEW SEASON WITH A BANG!

Husky dominates Speedweek by winning overall at Stone Mountain, Alligator and Daytona Pro M-X. Pentons sweep the lightweight classes in the Nationals.

The first two National Enduros of the season saw utter domination by Husqvarna and Penton. John Penton started things rolling at Stone Mountain with an overall win on his 360 Husky winning over Norm Ford's Husky by a mere 5 seconds. Huskys dominated every class over 200cc. Penton machinery won both B lightweight classes and collected a third in the A lightweight class.

At the Alligator every class was won by either a Penton or Husqvarna motorcycle. This strong showing in the first two nationals of the year should give a boost to all your Enduro sales with such a convincing display of wins.

Results . . .

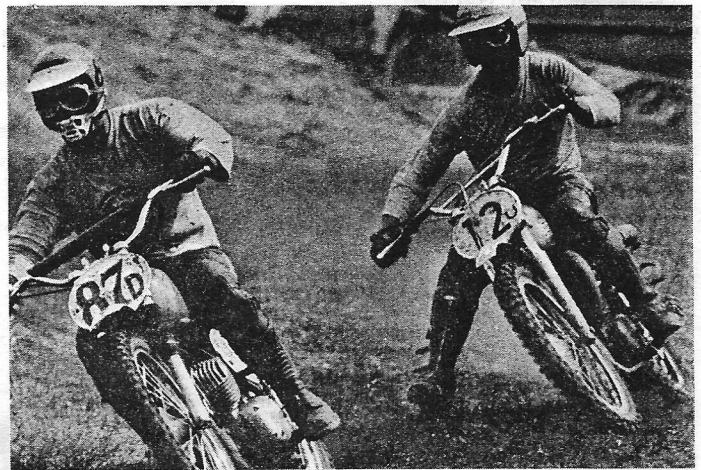
STONE MOUNTAIN

John Penton, Husky, Overall
Norm Ford, Husky, A 251-360
Ed Schmidt, Husky, A 361-Open
Dave Likens, Husky, B 201-250
George Potchen, Husky, B 361-Open
Jim Morgan, Penton, B 0-100
Sherrill Kennedy, Penton, B 101-200

ALLIGATOR

Ron Bohn, Husky, Overall
Bill Kain, Husky, A 201-250
Carl Scharphorn, Husky, B 201-250
John Penton, Husky, A 251-500
Benny Bottle, Penton A 0-100
Ken Scharphorn, Penton B 0-100
Doug Wilford, Penton, A 101-200
Sherrill Kennedy, Penton, B 101-200

The first ever Daytona Moto-Cross at the Speedway was held Saturday morning. The organization was rather poor but the races were exciting and again Husqvarna dominated both classes with Husqvarna Representative Gunnar Lindstrom win-



ning the 250cc Moto-Cross winner Gunnar Lindstrom lapping a slower rider at Daytona.

Bryan Kenny put on a fantastic display of riding in the open class to put his Husqvarna in the winners' circle and further his lead in the Florida M-X series. Bob Grossi of California took second on his Husqvarna behind Kenny.

With only 18 classes to compete in, Husky and Penton collected first place awards in 16 of them.

HUSQVARNA TRAINING CAMP FOR NEW ENGLAND RIDERS APRIL 17 - 18 TO BE TAUGHT BY GUNNAR LINSTROM

A two day training camp for select Husqvarna Riders from the New England area dealers will be held April 17 & 18 and conducted by Gunnar Lindstrom. New England dealers will be informed through a bulletin as to the requirements for entering riders. This training school will be carried on throughout the East in different areas.

BULLETIN: HUSKY AND PENTON DOMINATE 3RD NATIONAL ENDURO IN A ROW AT THE 100 MILE FALLEN TIMBERS. BOB FUSAN WON OVERALL.

NEW MONTHLY NEWSLETTER TO DEALERS TO TRY TO KEEP PACE WITH THE FAST MOVING WORLD OF COMPETITION.

In starting up this new newsletter to our dealers we are attempting to keep you completely informed as to what is happening inside Penton Imports with the Husqvarna, Penton, new products, competition and any new research and development in the field of motorcycle competition in which we are completely immersed.

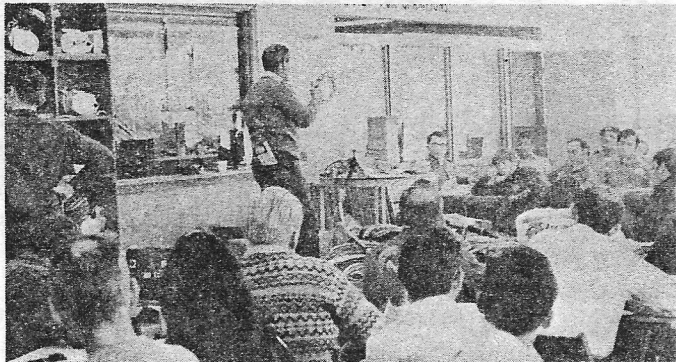
We are also looking for input, so don't hesitate to drop us a line and let us know how you feel about this and anything that would be of particular importance to you.

John Penton will have a monthly column in every issue and this should be read by all our dealers. Service, technical and parts topics will also be discussed.

This is certainly not a private top secret paper but we do hope you will be a little discreet in some things which may be intended for you only.

We at Penton Imports are striving to serve you better and hope this helps a little in the communications department.

HUSKY/PENTON DEALER SERVICE SCHOOLS PROVE VERY POPULAR AND PRODUCTIVE



The Service Schools for Husqvarna and Penton in February proved very successful with capacity crowds at both schools.

Gunnar Lindstrom conducted the Husqvarna School and Husqvarna Chief Engineer Ruben Helmen helped with Gunnar's presentations. The enthusiasm displayed by all at the Service Schools was the most rewarding as everybody returned in the evening to work on engines and pick up further tips on service, etc.

John Penton conducted Penton School with help from Doug Wilford. Films were shown every night and hot lunches catered every noon. Certificates for both Penton and Husqvarna Schools were presented at the end of the courses.

Next year an enlarged program is being planned and we are sure you will not want to miss it.

We would like to thank all those who attended the Service Schools as we know this is time away from your business, but we feel the most important time you could spend.

MEET THE PENTON IMPORTS STAFF

With our business expanding and our demand for more and better service, we at Penton are bringing in more and better specialists to serve you in this competitive field. At this time let's look at the Penton roster:

JOHN PENTON, President and Manager, should need no introduction.

TED PENTON, Vice President R & D. Ted is our troubleshooter and is in charge of our machine shop and research. At the moment he is in California running Penton West.

ROBERT TOWNE, Parts Manager, has been with John from the beginning and most dealers have talked to him many times. He knows parts and runs one of the most efficient departments for delivery in the country.

KATHIE TOWNE, Office Manager — Kathie is the one who knows the answers when few others do. Most of you have talked with her at one time or another. As the name suggests she is married to Robert.

DOUG WILFORD, Service Manager — Doug is our resident Hot Dog who wins all those Enduros on Penton. He lately has been subbing as a sales rep setting up new dealers.

JOHN COBB, Assistant Service Manager — John is a recent addition to our staff and is learning the service trade and helping Doug with service.

MATT WEISMAN, Ad Manager — A fairly new addition to Penton Imports, Matt is responsible for advertising, literature and publications.

JOAN WILHELM, Secretary — Joan helps Kathie and is responsible for billing and registrations.

ELAINE COBB, Parts — Elaine is Robert's right hand helper with the packaging and stocking of parts.

JERRY WILHELM, Shipping & Receiving — Jerry runs our warehouse and makes sure all your motorcycles are delivered in the right shape.

IRENE ERDIE, Bookkeeper — Irene is the figures expert who makes sure our check book balances.

DOTTIE THOME, Secretary — Dottie has the responsibility for making sure our parts inventory is in order.

GEORGE SLATER, R & D — George works in the machine shop and does most of our machining, etc.

ROBERT KAISER, Parts — Bob helps Robert part time in the Parts Department.

BOB GRODZINSKI, Service — Bob is just back from Nam and getting started at Penton.

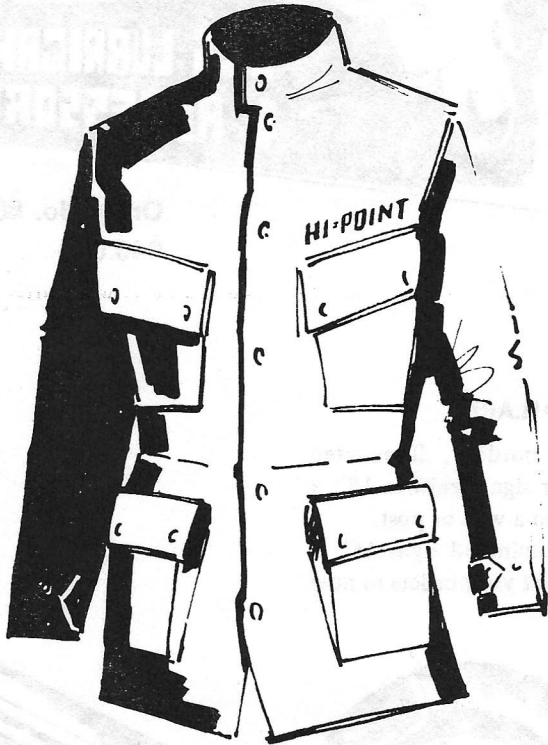
MASON "SLIM" LANG, Watchman — Slim is our night watchman and general helper.

KATHY KRUECK, Secretary — Kathy helps in inventory control.

LOIS HASLAGE, Parts — Lois is a new employee.

A NEW PRESTON PETTY FENDER

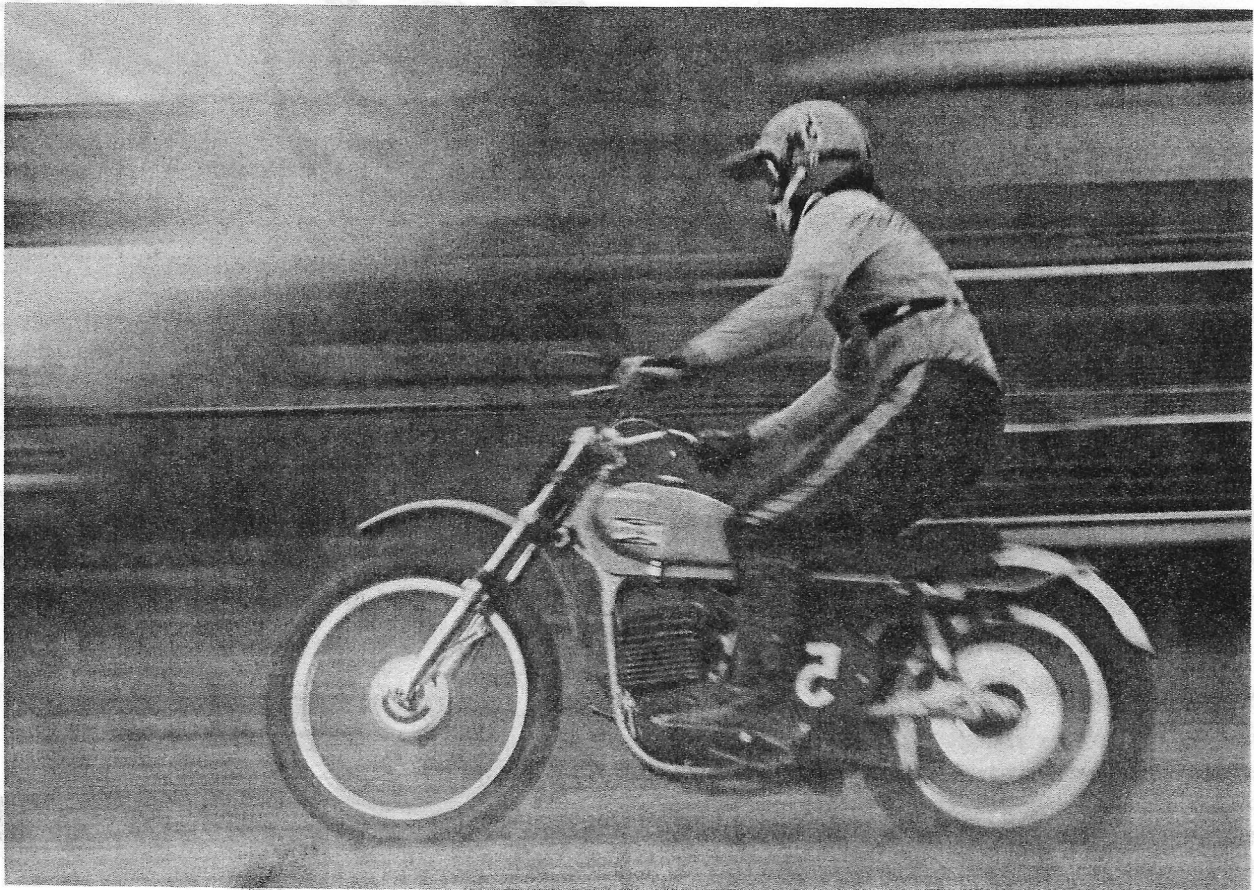
We now have available the new Preston Petty fender for our East and Central Dealers. This new fender, called the "Muder" is wider and has a much longer circumference than the other P.P. fenders. This is a front fender only. Order No. 544M.



NEW HI-POINT RIDING SUITS

We now have available a new nylon, 100% water-resistant trail riding suit. This cotton-lined suit has roomy pockets and superb styling. It is machine washable but designed to withstand the most rugged use. Colors orange, black, blue and tan. All sizes available. Order No. 598 for complete suit, No. 590 - jacket only, No. 591 - pants only.

PRESTON
PETTY
PRODUCT
"MUDER"





Order No. 861
\$159.00



Order No. 862
\$40.00

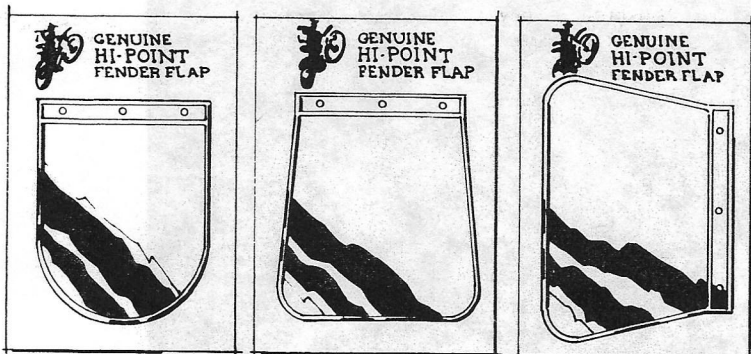
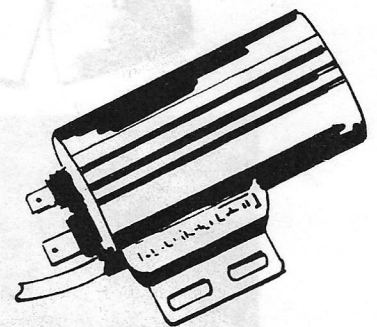
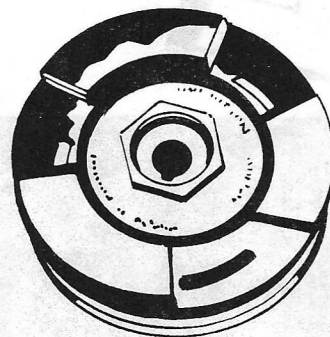
NEW ILLUMINATED SIGNS NOW AVAILABLE

We now have a beautiful two-sided outdoor, illuminated Penton sign for all dealers. The outdoor sign measures 18" x 37" and comes with brackets to mount on a wall or post.

We also have indoor single-faced illuminated signs 16" x 36" for Hi-Point Oils and Accessories. Get your orders in now for these signs.

RACING MOTOPLATS FOR BULTACOS AND YAMAHA'S

We now have available the internal flywheel Motoplats for all Bultacos and for the 125 Yamahas. These ignitions just bolt right on in place of the previous ignition. They are strictly for racing as they do not incorporate a lighting coil. Same price as the 604 Motoplats. No. 610 - Bultaco Motoplat, No. 609 - Yamaha 125cc Motoplat.

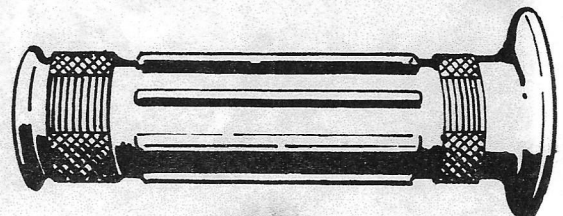


NEW HI-POINT FENDER FLAPS

We now have available Genuine Hi-Point Fender Flaps in three different sizes and many different colors. The two new fender flaps are designed to fit any 5" or 6" wide fender. The new fender flaps come in colors black, orange and grey. Our standard fender flap will still come in all colors. Order No. 587, S - M - L, for small, medium or large, depending on the width that you want. Small, being the standard flap; medium for the new 5" flap; large, for the new 6" flap. Specify color.

HI-POINT RACING GRIPS

Available immediately is a handy dandy way to display and sell racing rubber grips. We have designed for your convenience, 10 pair of Hi-Point Racing Rubber Grips mounted on a cardboard, for easy showing and easy selling. These Hi-Point Grips were designed for racing and will fit all bikes. Order No. 594.



JOHN'S COLUMN



With the introduction of our dealer newsletter, there is but one major concern that troubles me, that being how we will entice all dealers to read thoroughly and comprehensively. We know we can enhance our entire position in the industry providing you dealers will devote just one-half hour a month to read and understand what we are trying to convey to you.

At the present time our position (Husky & Penton) is number one in their particular area of the motorcycle sport and it is our strongest intention to keep them in this position.

One must always remember that we have the huge Japanese business interest competing and offering our young sportsmen large sums of money to win. What stronger competition could any group have than to compete against them and their millions of dollars. This puts us in a position of trying harder and showing that more than money can put, and keep, us in the winners' circle.

However, I think this has been somewhat beneficial for everyone because it has made us build superior motorcycles and stimulated a larger market for our better machinery. At the same time we are quite happy that we have been able to keep the thing on a somewhat sportsman basis yet.

One of the major roles that we would like the newsletter to play, is to give you dealers the most advanced information that is available at our factory on new developments, models, techniques, and etc. In the past, much of this authentic and unauthentic information has been passed out via British papers and our personnel to riders around the country, etc. Please bear with us and I'm sure that within a couple of months we will have you fully up to date on everything with Husky & Penton.

Our promotional competition program has been very successful thus far this year, along with the sales program and we feel confident that you dealers will experience a sound and profitable year with our products.

We will start offering posters and many more promotional printings on our most current victories. Please always keep in mind that we started from almost scratch and we are creeping before walking.

NEW MOTO-CROSS AND ENDURO BOOTS HIT MARKET WITH A BANG

At the Daytona Show the new Hi-Point Enduro Boots surely raised a lot of talk. Many customers showed real interest in them. We will try our best to keep your dealer supplied. These are certainly the ticket as far as competition boots are concerned.

NEW PENTON SERVICE MANUAL

Our Penton Service Manuals are now available to our dealers and their customers. It should be understood that only the first copy is free for the dealer; the other manuals that you may want to order are in our accessory catalog. The new Penton Price Lists are also available and have been sent out. If you haven't received yours, (or you need more) please write us so that we can take care of your needs.

We are trying to make this newsletter a monthly thing and we are striving to make it as informative as possible, so if any of you dealers have discovered something new or better for our products, please let us know so we can put it in the newsletter for everyone to benefit from.

This newsletter will serve as a service bulletin also so please keep it on file for references.

Husky set-up procedures. There are only a few major items to check, but these are the most important.

1. Fork crown and stem tight
2. Front wheel properly aligned
3. Intake and exhaust manifold screws tighten three times
4. Air box screws (three on outside 10mm)
5. Flywheel nuts
6. Countershaft sprocket
7. Case screws
8. Check engine mount bolts
9. Swing arm nuts
10. Rear wheel - Axle nuts

PARTS PICKIN' WITH TOWNE AND THE GANG

With the motorcycle business growing larger each year, we here at Penton Imports are having to adopt certain rules and regulations to ensure an efficient Parts Dept.

We are now setting a limit of only 5 items per phone call and hope you use this on an emergency basis only. We can handle and process written orders faster and more efficiently and they do not keep us tied to the phone all day.

As of April 1, we are setting a minimum of \$5.00 per parts order which will be enforced, and all parts returned will be subject to a 10% handling charge if customer's error.

You can save plenty if you order in quantity on these items listed, as we will pay the freight costs.

30 CASES OF HI-POINT CONCENTRATE OIL —

Save about .10¢ per can or \$18.00.

5 CASES OF HI-POINT TRANSMISSION OIL —

Save about .10¢ per can or \$18.00.

10 TIRES PER ORDER — Save approximately \$1.00 per tire.

The new Hi-Point Boots have proven very popular and we are trying hard to meet demands. Remember to order one size smaller than the customer would normally wear.

We are expanding and card indexing the complete Parts Department. Our staff is enlarging and we now have a staff of 5 directly in the Parts Department. They include Robert Towne, Parts Manager, Elaine Cobb, Lois Haslage, Bob Kaiser and Kathy Krueck.

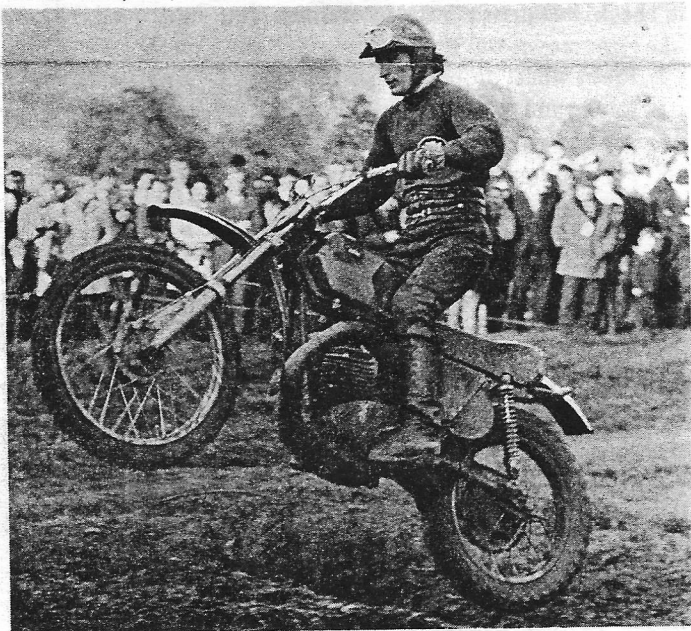
We are trying to maintain a 3 day delivery and hope you bear with us during certain uncontrollable shortages.

175cc ON THE WAY SOON

Like a broken record, this name 175cc Jackpiner keeps popping up in everybody's conversation. Well, we can now state it's very close and those of you at Service School got to see the proto.

With a few modifications in the air cleaner department, and barring any unforeseen disasters, this motorcycle will definitely be ready for fall delivery. However, trying to meet everyone's demand at that time will be impossible, so be careful what you promise your customers. Remember what happened before. Come late fall we should be able to satisfy most demands, we hope.

The picture below was taken in Europe during development. The new Penton/KTM engine has proven very successful to date, and will certainly give us an exclusive.



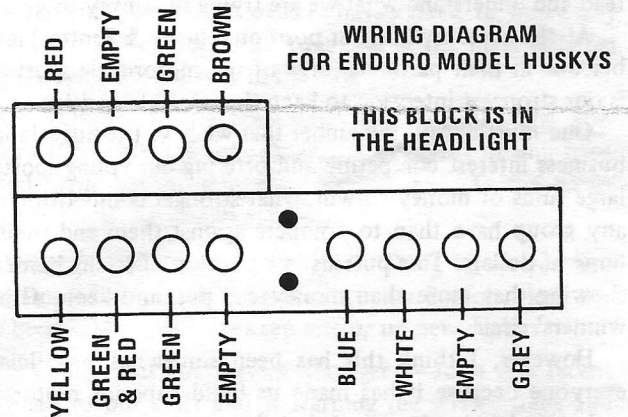
CARB COVERS FOR PENTON AND HUSKY ARE A PROVEN NECESSITY . . .

The mud and water problem is still with us to a certain extent so we are reverting back to paper filters on the Penton. As you know, or should know, the Filtrons really

collect the dust but when splashed with water will pass the water and dirt right through to the engine. A paper element will not pass water so easily, thus eliminating the possibility of an inexperienced rider ruining his engine the first time out. Remember to advise your Penton and Husky owner to always run a carb apron when the going is wet or muddy. We have not changed yet but will in a short time. The Filtrons will then be available as an accessory and the owner can then be informed of the pros and cons of this type element.

WIRING DIAGRAM FOR THE HUSKY ENDURO

Some dealers and riders are having difficulty with the wiring on the Husky Enduro models. The drawing below should help in attaching the wiring.



MOTO-PLATS PROVE SUCCESSFUL WHEN MOUNTED PROPERLY

We have gotten a few Moto-Plat ignitions back from some dealers only to find they run perfectly when we test them. We have traced the problem back to poor grounding of the coil to the frame.

On the mounting of both the Husky and Penton, scrape all the paint off where the coil is mounted to the frame. To assure good grounding, attach a ground wire as shown. All Moto-Plat instructions carry this if it will only be read by the customer. Try to remind him if you do not install the unit personally.



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