

FOR OUR PENTON DEALERS



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK

PENTON IMPORTS

NO. 21 DECEMBER 1972

1354 COLORADO AVENUE • LORAIN, OHIO 44052



MERRY CHRISTMAS & HAPPY NEW YEAR

PENTON IMPORTS MOVING

NEW LARGER EXPANDED QUARTERS TO SERVE YOU BETTER

On January 1, 1973 Penton Imports will be in new quarters. In two short years we have outgrown our present quarters that we thought would last us for awhile longer.

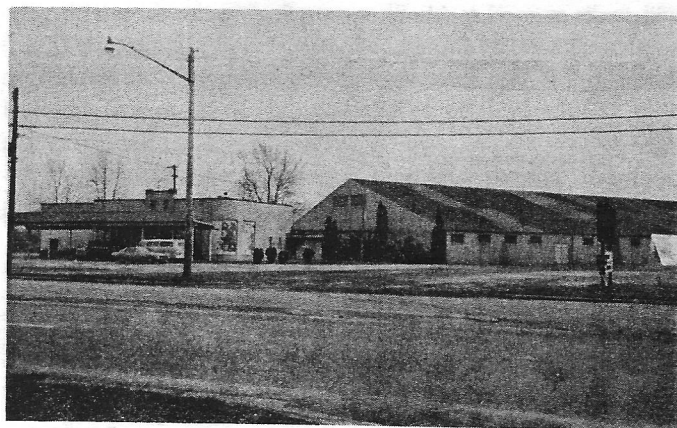
The new quarters are still located in Lorain, Ohio, but will be on the west side of town. The address will be 3709 West Erie Avenue, Lorain, Ohio 44053. We will send out complete address and telephone numbers when all is completely confirmed.

The new quarters will allow us to serve you better and our Dealer School in February will be held there.

DEALER SCHOOL PLANS FOR EAST FORGING AHEAD

We're starting to plan now for the Eastern Dealer School, February 12 and 13th. The school will be held in our new quarters and should allow for much more room and personal attention. We are lining up first class talent and speakers to top off this new school. Plans are also being made to unveil the new Penton 250 and we will go inside the engine.

Around the first of January, we will be sending out reservation cards and schedules, so be sure to keep those dates February 12 and 13th reserved for school.



RUSSIAN STARS TO RACE PENTON/KTM 250 IN WORLD GRAND PRIX

Contracts have been signed with Russian Moto-Cross stars Pavel Rulev and Guennady Moisseiev to campaign the new Penton/KTM 250's in the '73 Grand Prix circuit. Vladimir Kavinov, another Russian, is slated to join the other two with a contract when he's taken off the injured list.

The Russians will start a four month training course near the Black Sea and will start the Grand Prix Season off at the traditional Spanish 250 G. P.

According to Joel Robert, the Russians are the largest threat to the G. P. champion and he reports the Penton/KTM's are as fast or faster than his Suzukis.

NEW GENERAL MANAGER NAMED FOR PENTON IMPORTS

John Penton has announced the appointment of Mr. Larry Maers to the position of General Manager of Penton Imports. Larry will be in charge of the sales and distribution of Penton cycles and Hi-Point Accessories throughout the United States. Additionally, the newly created position will relieve John Penton of managerial responsibilities, allowing John to devote his full attentions to the engineering of Penton cycles and Hi-Point products.

Larry comes to us from Massey Ferguson, where he was employed for 14 years in various marketing and distribution capacities. His latest position was National Sales Manager. Marketing and distribution are not Larry's only qualifications. He has been riding dirt machines since 1969 and is a Class A enduro rider.

Larry, his wife and two children will be residing in Lorain, Ohio.



PENTON CENTRAL
"Out Where The Best Begins"

Tentative dates for Service School for Penton Central Dealers have been set for February 19 and 20. Mark this on your calendar now and start making your plans to attend.

We will have a booth again this year at the Houston show. We will be in booths 94 and 95 in the Astrodome on January 26, 27 and 28. Be sure to stop in and say hello and see our complete display of Hi-Point Accessories and Penton motorcycles. Some of the "wheels" from Lorain have promised to be there.

We are in the process of setting up a complete Service and Motor Repair Department in Amarillo. Jeff Penton is with us now and will be in charge of the department assisted by Mike Terry. Both of these fellows have a lot of knowledge and experience on Sachs and KTM engines. Jeff has been well schooled by Johnny Cobb and Ted Penton, and Mike has learned all his from experience here in Amarillo. These two will make a good team. We are equipping the shop with very good tools and we should be in operation by January 1. In the meantime, if you have any service problems, call for Jeff or Mike and they will try to help you out.

I just received a copy of the Rules and Regulations of the O.S.H.A. (Occupational Safety & Health Act). It is my understanding that we are all under the law handed down from Washington. I can't help but "chuckle" a little on this. They insist on everything being safe, from what kind of "john" seat to use to how wide your stairs have to be. We will try to make things safe for the employees here at the warehouse, then over the weekends, we will load up and participate in some wild M-X or enduro. You figure it out!! Seriously, it might be worth your time to get a copy of this from the Motorcycle Industry Council, Inc., 1001 Connecticut Ave., Washington, D. C. 20036.

The Post Enduro at Post, Texas, November 12 was another "howling" success for Penton riders.

High Point Overall — Sonny Jordon, Penton 175
Class "A" 100 — 1st, E. W. Bryan, Penton 100
2nd, Dale Tow, Penton 100
Class "A" 101-200 — 1st, Dr. Dean Beddow, Penton 125
2nd, Glen Terry, Penton 125
3rd, Jerry Anglin, Penton 175
Class "B" 101-200 — 1st, Joe Terry, Penton 125
3rd, Bill Pando, Penton 125
Powder Puff — 2nd, Peggy Bryan, Penton 175

The boys from Penton Central went to Clarendon, Texas, November 26 for M-X. Penton riders won every class except the open!!

Mini Man (under 14) — 1st, Don Westfal, Penton 100
100cc — 1st, Mike Terry, Penton 100
2nd, Carroll Vermillion, Penton 100
125cc — 1st, Jeff Penton, Penton 125
2nd, Jerry Urquhart, Penton 125
3rd, Eddie Brasher, Penton 125
250cc — 1st, Mike Terry, Penton 175

I just received our shipment of the "Flip Up Goggles Shield". These are really "neat". I noticed at the 6-days, they were the thing for most of the riders. Order by No. 592.

The bookkeeper tells me some of the dealers who are supposed to pay on receipt of invoice are not as prompt as they were. Please fellows, keep the checks coming. That C.O.D. fee is sure high!! See you at Houston.

J. R.



FROM THE PROBLEM SHOP

Ted Penton

As the year slowly fades into the pages of time we are once again faced with the water and mud of the Enduro season. It is no surprise that we find the problem of water and mud in the air box has not rectified itself during the summer. Last spring we worked on several modifications to the box to cure this problem. The fiber glass buffer panel was a partial solution, but not good enough when the waves reached the chest of the rider. We are still experimenting with dozens of ideas, but they are either too expensive or restrict too much air. However, we have one suggestion that will help in some cases.

We offer two types of filters for two different jobs. The Filtron for dust and the paper when there is a chance of water. Further, it is a known fact that paper will not pass air when it gets wet. But, neither will it pass water and mud. So now we must admit that when we find anything in the box that has gotten past a paper filter, it had to leak past the filter seal. When installing a paper filter even at the factory we are certain that the seal between the box and the filter is not good enough. It has been an established practice to use a thin layer of foam as a gasket, but remember, foam will not hold back water and mud, so this is not doing the job. Thus, the water and mud are still winding up in the air box. The factory cover is not strong enough or designed properly to squeeze a paper filter sufficiently to make a perfect seal.

We are certain that we have proved this. Now we are making up an independent clamp plate to properly clamp the paper element in place. We will at least keep the engines from getting dirt in them and be one step closer to getting you thru the swamp.

George Slater is working full time on this problem and will continue until we can offer you a proper solution.

Our Dane Leimbach is in Barcelona at the Moto-Plat factory and we are very confident that our problems with Moto-Plat failures are soon to be history.

Jeff Penton has been transferred to Amarillo, Texas to set up a factory branch service dept. Now Jeff has lived with the Penton Bike since its onset and it is a well known fact that he has been a front runner as a rider. His knowledge of the bike and its problems has been limited to the necessary procedures for a rider to maintain his own machine in perfect condition. However, to properly answer every question that you dealers can throw at him will take time and can only be achieved thru experience. If Jeff doesn't know the answer when you call him, he will tell you so, he will not guess. Then he will find out the right answer and call you back. He is in close contact with our R & D at all times. Have patience with him and he will be a great help to all of you.

JOHN'S COLUMN



It appears that for the fourth time in as many years, we at Penton Imports are going to move. Our location will still remain the city of Lorain, but the address will be 3709 West Erie Ave., Lorain, Ohio 44053. Our telephone number will be 216-244-4101.

We have now occupied everything from an old industrial laundry, 5 & 10 store, auto agency, to a roller arena. The new location will provide everything needed for many years to come, along with enhancing our facilities for Dealers School. Its location is good, as it is on State Route 6 on the west side of Lorain at the intersection of State Route 58. Our present plans call for us to be moving in by the first of the year and we will do our best to get out all the change of address notifications that are possible.

I have just returned from Austria and they have assured me of more production this year so I hope we can avoid a little bit of the great shortage we had last year. I can only advise you to stock as many Penton units as your pocketbook will stand right now, because I can't see how we can avoid another shortage this coming year. However, our production will be adequately increased. Along with this stocking of bikes, there is one thing to always keep in mind, and that is our models do not change drastically every year, so that you, the dealer, do not ever end up with obsolete models due to year change.

Dealers have reported to us that the new 175cc bikes are now coming through with the Bing carburetors and I did notice them going on at the factory.

I hope all you dealers have now seen our new edition "Keeping Track" which is a Penton owner's monthly.

The credit for this neat little publication must go to Matt Weisman and his staff and we sure hope it fills the communication void we have experienced with the Keep'em Winning. Please make note right here that I wish to clarify the intentions of these two publications. The "Keep'em Winning" is 100% a Penton dealer publication. It is intended to be dealers' confidential info in the way of pricing, announcements and premature product introduction for your advantage.

The "Keeping Track" is a rider's monthly which is not confidential and is also somewhat of a promotional piece. Likewise it announces new, available only, products along with other readily available new features from our development.

I hope you dealers will adhere to this and no longer leave the "Keep'em Winning" lying around on your counters and in your workshops. We have had great criticism in this area and it all revolves around us trying to improve our shortcomings. Please help! On the other hand, when you get ready to criticize our \$6.00 subscription fee to "Keeping Track", please remember that we are trying to offer the Penton owner something unique to a point and worthy of being a Penton owner. The information in the publication is worthy and of interest to the Penton owner and the \$6.00 will guarantee his interest and aid in keeping this publication exclusive to our Penton owners.

In closing I want to comment on our Dealer School, scheduled for February. You will agree with me, I believe, that a motorcycle distribution that is moving into a roller skating arena, that has a full 30,000 square feet of beautiful hard maple flooring is different and unique. Well, you should start to get an idea of what we are coming up with for Dealer School. The instructors for many of the classes will be the U. S. Six-Day Trophy Team riders, along with old blabber mouth J. A. P. and his pitch on what's all wrong with his motorcycles and what we are doing to make them better, plus a list of celebrities of the motorcycle industry. Please respond immediately to the announcement as this kind of monkey business takes much planning and we need the time.

SERVICE HINTS

A few of our dealers are experiencing the problem of having the layshaft wheel (part #0685 100 000) break off teeth and/or in conjunction with the same problem, having the bush (part #0632 113 000) freeze to the layshaft. All of this we feel can be eliminated by filling the transmission with 3/4 quart of Hi-Point Transmission lube, instead of 1/2 quart. It is now recommended to all you dealers to have the customer change the transmission lube on new machines after the first half hour of running. When they do, refill with 3/4 quart.

We are having a problem getting the layshaft wheels from Sachs, but all of you who have them on order, don't give up, we are trying everything we know of to get some for you.

As long as we are on the subject, it is also now recommended to put two quarts of oil in the 175cc transmissions. It has no ill effects and it does make it a little quieter plus better lubrication.

Please don't let this lead you to believe the article in *Dirt Bike* on Hi-Point Oils. They don't even know we use Hi-Point at a 40:1 ratio.

Dear Dealers:

In reviewing bike order forms, I have found there are a few of you who are not using them. I am sure the problem is from lack of knowledge or explanation on the purpose of the bike order form.

It has constantly been our objective to distribute bikes fairly to all dealers and to be honest in all transactions. This has been a very tough job in the past, and still is as a matter of fact. We designed the present bike order forms for numerous reasons.

1. Accurate records for both dealer and distributor.
 - a. So we have a date of order
 - b. Up-to-date banking information
 - c. Proper or better shipping information
2. With this form we can clearly ship the bikes as ordered.

We have been very tolerant in the past. We hope to be tolerant in the future, but let's face it guys and gals, we are all getting bigger and you are just going to have to cooperate. We have to make rules and if you don't go by the rules, you just don't go. Rules are made to flex, but at least it is something to go by. If everybody pulls together, the load moves much easier.

Doug Wilford

"WE IN THE WEST"

Still having 175cc carburetor problems? I tried everything that everyone else recommended with no success, so I figured I would try my own settings. I have come up with a setting that I know works well for *me* personally, and perhaps it will work for you. I rode it in Oregon at a moto-cross and everything worked good. I rode it from 3,000 ft., to 7,000 ft. in the High Sierras, and I have ridden in Southern California and it worked good. Therefore I have come to the conclusion that it is a good *start* wherever you may be in the FAR WEST.

Main Jet	240
Needle Jet	105
Pilot Jet	#20
Throttle Slide	#4
Needle (Letter)	X

Everything looks okay but that X needle right? Well, for you Dealers who handle Spanish products with Spanish Amal will probably recognize it. Until we are able to locate a source for supply, may we recommend your nearest Bultaco Dealer.

We have a Penton Dealer out here we haven't talked about in this column, and I feel I should get around to it now - Carl Cranke. Look what he has done since the Six Days:

October 8th C.M.C. EUROPEAN SCRAMBLES CARSON CITY, NEVADA

- 1st 125cc Expert Class
- 1st 250cc Class (175cc Penton)

November 12th DIRT DIGGERS HOPETOWN

- 1st 100cc Class
- 2nd 125cc Class
- 2nd 250cc Class (175cc Penton)

November 19th POLKA DOTS 80-MILE HARE SCRAMBLES (700 Entries)

- 1st overall on a 175cc Penton

November 25th CARNEGIE PARK MOTO-CROSS

- 1st 250cc Class (175cc Penton)

Now, seconds usually aren't worth mentioning, but when you consider the competition that was there, and the fact that he rode three classes in one day, and to top it off, he was

protested in the 100cc class (and found legal incidentally), then I believe it is worth mentioning. In Sunday's Open Class he was leading when a flat rear tire put him out.

Some more results:

ARIZONA

November 19th SAN MANUAL, ARIZONA MOTO-CROSS

- 1st 125cc Expert Class George Baier
- 1st 250cc Expert Class Sam Redman (175cc Penton)
- 1st Open Expert Class Sam Redman (175cc Penton)
- Team Race - 1st Overall Sam Redman and Paul Redman

WASHINGTON

November 12th SPOKANE, WASHINGTON HARE SCRAMBLES

- 125cc Expert Class
- 1st Don Hunt 125cc Penton
- 2nd Dan Dillon 125cc Penton
- 4th Joe Klokkeuold 125cc Penton

IDAHO

November 12th LEWISTON, IDAHO RACEWAY MOTO-CROSS

- 125cc Expert Class
- 1st Ed Kuykendall 125cc Penton
- 4th Mike Riddle 125cc Penton

October 29th MURPHY, IDAHO GRAND PRIX

- Team Race, 1st Overall Team
- Rick Jenkins 125cc Penton
- Dave Barnes 125cc Penton
- John Pakalenka 125cc Penton

The team consisted of 3 riders and 3 bikes. One bike must be a 125cc. Others could be any size. These guys were competing with large displacement bikes, still winning overall.

OREGON

November 26th MEDFORD, OREGON MOTO-CROSS

- 1st 250cc Class Bob Decker 175cc Penton
- Fred Moxley



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FIRST CLASS MAIL