

FOR OUR PENTON DEALERS



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK



NO. 22 JANUARY 1973

PENTON IMPORTS

3709 W. ERIE AVENUE • LORAIN, OHIO 44053

1973

YEAR OF THE PENTON

We are definitely going into 1973 with a momentum that should carry us all the way through '73 to banner sales. Last year's sales were so strong that supply hurt us the last half of the year. This year we are going to try to have a better supply of machinery and parts and our new 250cc in July will add to your increased sales volume.

With the growth of Penton so strong we are also changing some of the company's structure. The largest change will be the forming of Penton East with Penton Imports then becoming the importer and general headquarters for our distributor networks only. We are still keeping with the Penton Team with John Penton as president of Penton Imports and Larry Maiers as manager of the distributor networks. Fred Moxley will stay on as manager of Penton West, J. R. Horne with Penton Central and Doug Wilford will head up the Penton East network.

With our increased production schedule we will be setting up a few new dealers for the first time in two years throughout the country. But, we will surely protect all of our dealers we now have so don't worry about having a dealer down the street from you selling Pentons. You are our backbone and this we never forget.

With the increased demand for dirt bikes and the over production and tapering off of the market in road machinery the Penton is no longer a small part of your business, but vital to your sales and profit figures and the difference between making a good dollar and just holding your own. Penton is a machine that you make your profit on and if you don't, you had better look over your operation very closely.

Promotion this year will feature our unbeatable Trophy Team combination and things look very good for full Six-Day participation. Penton/KTM 250's will also run the 250cc World Motocross Championship for '73 with the exciting Russian Motocross Team on board. The National Enduro Circuit will also be pursued with interest. Our new monthly owners' publication "Keeping Track" is a new sales tool for you, so keep on top of this one.

The Trade Show dates are now firm and Penton West will be at Long Beach, January 12-14, Penton Central at Houston January 26-28, Penton East at Cincinnati February 9-11 and the Daytona Show at the new Jai Alai building March 7-10. Penton East dealer school will be February 12-13 after the Cincinnati show and Penton Central's will be February 19 and 20. Penton West at this moment does not have a date for Service School.

One of our greatest movers last year was our Hi-Point line of accessories. Sales have been fantastic and if you're not selling these accessories now, get on the band wagon. Our line of Hi-Point oils has tripled in sales and it's the finest oil on the market. In a just released oil test from the Colorado State University, Hi-Point Oil came out in second place. Our Hi-Point boots are one of the top sellers in the field and sales on these boots are extremely strong. Remember, not everybody can sell Hi-Point Accessories and it's a plus for you and your dealership.

In closing, let me say, '73 is the year of the Penton and we should all prosper and have one of the finest relationships of anyone in this unique industry.

MOTOPLAT WARRANTY



I have just returned from the Motoplat factory in Barcelona, Spain, where I spent two weeks of very extensive training on the design and possible problems of all the Motoplat equipment that they manufacture. This included their test equipment and how to use it. This factory is one of the most modern electronic plants that I have ever seen. It is very clean and they are very thorough people. Their help is well educated in each individual task of the assembly of these Motoplat units.

At R & D in Lorain, we now have a completely equipped test lab that can test every phase of these units. It tests them under the same conditions in which they are used in the motorcycle. They are heated up in the excess of 200 degrees and we run them at various speeds from 50 revolutions to 10,000. Before we put our stamp of approval on a good unit, it must exceed the specifications set by the Motoplat factory. If a unit does not test up to our specifications, the only other factor in determining if it shall be warranted, is the age of it. If it has been in service for one year or less, it will be replaced at no cost to you. However, if a unit is sent to us to be tested and proves to be a perfectly good magneto, there will be a \$5.00 charge to cover the testing and mailing of this unit back to you.

At this point I want to very strongly emphasize that there is a very definite difference between a faulty unit and just plain abuse. We will not warrant anything that has been abused by the dealer or the customer. Any unit that has been improperly installed or that has been abused, will not be considered for warranty at all.

We have had units returned to us that have been left in a mud-packed case for weeks. They were cracked and so rusty that they were hardly distinguishable. We have had units returned that had rubbed the fields so hard that they had melted the plastic off the coils. We had units with split hubs, we had units returned with spun tapers. We've had them in all methods of abuse and these absolutely will not be warranted for any rhyme or reason.

There is no excuse for this abuse and Motoplat feels very bad when these units are sent back to them in such condition.

Another thing: when you return a unit, return it with the coils that were on the bike. If it is a twin ignition, return both coils.

From the time the units reach our shop they will be tested within 24 hours and the report will be sent back to you in the following day's mail, giving you the facts of the test and just how we arrived at them. This is so there will be no question on why we did this or why we did that.

Dane Leimbach, Lab Technician

FROM THE PROBLEM SHOP

Ted Penton



It must seem like a broken record, we're moving again. The first time we moved — it seems like a long time ago — we moved everything in the parts department in one load in a van. The second time we moved we had two vans and a pick-up truck; I think we made two trips. The third time we moved we had a furniture van and two small vans; we made several trips. Today, backed up to the parts department door are two 40-ft. semi vans and they are going to make many trips. Our operations seem to have snowballed to astronomical size, and it is all because of the faith and the hard work of you dealers out in the field. Without you we would still be able to get all of our parts in one little van.

We have designed a new puller to remove the crank from the 175 engine. The one that was designed at the factory was far too delicate and impractical, plus the fact that it cost over twice as much as the one we are producing at R & D. We have ordered enough material for 100 of these pullers and expect to have them completed for Dealer School.

Another useful accessory we have just completed is a very practical heavy brace for the chain guide. It fits all CMF models and does not require any drilling or welding. It can be installed in five minutes, with a crescent wrench and a screw driver. This will eliminate the chain guide getting knocked aside, thus causing the chain to jump.

We have come up with some startling discoveries on the air cleaner problems. One of the most important facts is that the paper element, when it gets wet, loses its strength and, therefore, it no longer seals on its gasket surfaces. These filters, when they came from the factory, originally had a metal screen inside of them that was to support them in this condition. However, this screen disintegrated from vibration and the engines swallowed them. We eliminated the screen, but we also eliminated the support for the filter. It was then we started getting mud into the engines. We have corrected this by inserting a few metal supports in the filter, and also by improving the gasket surfaces and we have finally come up with a sealed filter that won't pass mud when it gets wet. We have not eliminated all the water, but we have eliminated most of it. And when we say this, we are thinking of very drastic conditions where the machine is being operated practically under water.

In swampy trails and in the rain we have eliminated the water completely. We have not decided just how we are going to present this to the public, but the work and the money we have spent to solve this problem are tremendous. I'm sure that soon we will have something we can hand to you as a useful, sellable item.

Back to the drawing boards.

JOHN'S COLUMN



With the snowballs and cold weather here in the Midwest, there seems to be little to talk about in this month's Keep'em Winning, but the two big topics so popular for this season; namely, Increased Prices and Service School.

First of all — Increased Prices. Come heaven or high water the price of bikes is going to go up this year and I'll tell you exactly when. All shipments that leave Europe after the first of the year will be increased about 7% on all Penton bikes and parts. We have bikes in stock and more bikes coming that were shipped in December and these bikes will not fall under the price increase. What I'm trying to tell you is that if you dealers are on the ball and can afford it, it would be wise to order all the bikes you can in January, or until we run out of our December shipments, and save yourself the 7% increase that will soon go into effect. Now, don't think there is going to be a model change, because there isn't. Many dealers feel that we are changing our models for '73 or something, but this is a bunch of bunk. We add little improvements as they become available and we never leave our dealers holding the bag with old or last year's models.

Dealer School is the all important activity for us across the country for the winter months. By now you should have received your announcements of this, and I am sure that these schools will be highly profitable for every dealer, big or little.

We have certainly found a distinct change in the motorcycle business from days gone by. Our mud running business has finally come into its own. We find that the road business is becoming more like the auto business with a wheel and a deal like maybe \$50.00 above cost on invoice plus freight.

We also find that a lot of the big Jap dealers have their money tied up in bikes and can't even find money to operate a dirt market. Our dirt dealers have money and are doing great and they don't have that interest working away at them. This only spells out a tremendous year for the dirt market.

Another good indicator that business in dirt is going to be good, is the introduction of the Honda Two-Strokes. You can all remember the introduction of the Suzukis into the serious dirt market. Today many of our better dealers are Suzuki dealers. It is inevitable that the Honda can only be another Jap two-stroke and you all know that in the past they have made good business for us. But the most significant point is that Honda, the leader, has admitted and recognized our dirt market and we are now on our way full bore. Competition breeds business and we love it because we feel that we definitely build and deal in one of the better bikes in the world.

PENTON CENTRAL "OUT WHERE THE BEST BEGINS"

Now that '72 is gone and we look back over the year, we can be especially thankful to all our dealers who have made it a very successful year.

I spent a couple days in Lorain last week and worked out several things that should be beneficial to all our dealers. I am convinced that we all have our work cut out for us in '73. So tighten your belts, take a second look at what has happened in the last three months of '72 and "Hit It" hard for '73. We will definitely have more machines for '73, and it will take more work from everyone to sell these machines.

In looking over our sales records for the last 12 months, it will surprise you to know that most of the top dealers are located within a 200 mile radius of Houston, Texas. It seems that the dealers in this area have promoted dirt bike activity and have developed their market for the off-road bikes. Sure all of you dealers could have sold more machines if you had been able to get them at the right time. Anyway, from here on out, you can have more bikes, so stock up now. Get out and promote them and you will wind up one of our top dealers in '73.

Our hat's off to Richard Sanders of Cycle Shack of Houston. He is our top Penton salesman for the year. When I first visited Richard over three years ago he was running his Penton business out of his garage in his backyard. He has "lived and breathed" Penton, promoted them for three years and made it easier for all Penton dealers to sell them. He, too, could have sold more Pentons had he been able to get them.

Looks like Penton will be represented at the Mint 400 again this year. Two of our Central dealers have reported they will have bikes running. Ken Coulter out of C & C Cycles at Joplin, Missouri will team up with B. J. Dorrin of Las Vegas, Nevada. Richard Jackson of Laramie, Wyoming and George Daiber of Tucson will also participate, as well as two teams from the West Coast.

Our new shelving is going together in our new parts department. We will begin to move within a couple of weeks, so if our service slows down, bear with us; it is so we can give you better service in the long run.

We want to remind all of you to come to see this new parts department along with our new repair department at Service School time, February 19-20.

"Life is divided into 3 terms, that which was, which is, and which will be. Let us learn from the past to profit by the present, and from the present to live better for the future." Wordsworth.

J. R.

HI-POINT BOOTS NOW AVAILABLE IN SMALLER SIZES

We have had a great deal of requests for Hi-Point boots in smaller sizes. We now have been able to get these boots in the sizes that you requested. The sizes of our boots now range from size 5½ to size 12½ including all of the half sizes.

OBSERVATIONS

Have the Japanese overdone the super-bike? The British press believes they have reached a saturation point with the number of cylinders, carbs and do-dads. They feel the market will revert to a more basic twin cylinder unit, easier to maintain. The British have also lowered their 650 and 750 machine prices and feel they can compete with the Japanese more effectively in '73.

The AMA has raised their membership cost almost 50% from \$7.00 to \$12.00. I know they need the money but wonder how many will sign up their whole families as has been the practice in the past?

How many motorcycle dealerships are enough? In some areas it has reached past the saturation point. The large companies, in the quest for volume, must seem to feel this is the only way they can maintain their respective share of the market.

'73 is shaping up to be a banner year economically, but with people working harder and longer, it leaves less time for recreation and play. The dirt market, however, should stay strong and grow as it's still almost exclusively a Sunday sport.

OUR NEW ADDRESS

PENTON IMPORTS
3709 WEST ERIE AVE.
LORAIN, OHIO 44053

TELEPHONE
[216] 244-4101

WE IN THE WEST

I am sure you will share my enthusiasm in our hiring of Carl Cranke as service manager of Penton West, and I am sure you will agree with me that this will be a great asset to this organization. I feel that adding Carl to our staff is the final key in our efforts to give you the best possible service.

His duties will primarily consist of making service calls to each Penton West dealer. He will be on the road conducting a traveling service clinic within the next few weeks, and while in your area, will support you in any racing activities should you so desire.

In the very near future we will be handling more engine repair work here at Penton West for those of you who do not have the facilities, or are having difficulties in analyzing any problems.

We have also added another man to our staff, Bill Groom. He will be assisting Mark in the parts department, and will also be assisting Carl in the service department.

Bill's background, among other things, has consisted of his own distribution company as an importer of motorcycle parts and accessories. He has considerable knowledge of the retail business making him a definite asset to our company, and can be quite helpful to you.

I have noticed quite a few of you have neglected to send in your motorcycle order forms. I know some of you will say "what the hell, I order them and never get them". Well, we have been promised considerable more motorcycles this year, therefore, I would suggest you keep your orders coming in so you are not caught without any motorcycle inventory this year. At the present time we do have 125cc and 175cc motorcycles in stock.

A lot of you have been calling in asking about the 250cc. I cannot honestly tell you when we will be receiving them. Hopefully by September or October of this year.

Fred Moxley



PENTON IMPORTS

3709 W. ERIE AVENUE
LORAIN, OHIO 44053



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