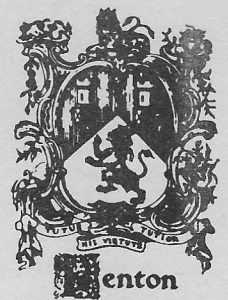


FOR OUR PENTON DEALERS



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK



PENTON IMPORTS

NO. 23 FEBRUARY 1973

3709 W. ERIE AVENUE • LORAIN, OHIO 44053

PENTONS SWEEP 1ST NATIONAL

Chipola, Louisiana, January 21, when the 100 mile Piney Woods National was over, one thing was clear, Pentons are going to be a big factor in the '73 enduro season. Jack Penton took the blue 175cc Jackpiner to its first National Enduro victory. But that's not all, strong contender, Lenny Keen took his 125cc Six-Day to 2nd spot and Tom Penton was in 3rd on his 125cc. Doug Wilford won the 125cc championship on his Penton. A clean Penton sweep.

THIS IS IT . . . THE PRICE INCREASE IS NOW GOING TO BECOME A REALITY.

We have been telling you that it was coming and now it is definite. Please read this very closely as it can possibly save you quite a few dollars.

What are the price increases?

	Dealers Increase
100cc MX & Enduro	\$30.00
125cc MX & Enduro	\$40.00
175cc MX & Enduro	\$10.00

When will this increase go into effect?

Read John's Column for all the very important details.

Applies only to the Penton East Dealers at this time.

JACK PENTON, OVERALL WINNER OF "PINEY WOODS" 100 MILE NATIONAL. 175cc JACKPINER, 1973's FIRST NATIONAL



DOUG WILFORD TO HEAD UP PENTON EAST

With the forming of the new Penton East operation, John Penton has announced the General Manager to be Douglas Wilford. He will supervise the distribution of Penton cycles and Hi-Point Accessories to all the dealers that were formerly serviced by Penton Imports. A lot of you dealers already know Doug, but for the benefit of those who don't, let us introduce him to you.

Doug has been working with Penton Imports for four years at which time he has held the positions of Service Manager, Sales Manager and Riding Coach. Doug has been riding enduros for many years and has pulled down his share of the wins. While traveling with and coaching the Penton Trophy Team in 1972, he won the Bad Rock 2-Day Trials and several gold medals in the 2-Day ISDT qualifiers. Douglas has been trained in every facet of the selling, servicing and distribution of the Penton cycles and being an active competitor, is well informed on the racing aspect of our business.



FROM THE PROBLEM SHOP

Ted Penton



The annual motorcycle shows and dealers' schools tell us that it will soon be Daytona time.

Two weeks ago I visited the motorcycle show in Long Beach, California. The enthusiasm shown by the dealers' network on the West Coast was very encouraging for the future year and it looks like our sales this year will be ahead of our production in spite of our increase.

The problems that come in to us at R & D haven't increased with our sales, so that clearly demonstrates that we must be improving our quality.

Our Dane Leimbach has been on top of our Motoplat complaints and they have decreased by half in the last 2 months. There again demonstrating the success of the quality control at Motoplat.

We still get a few carburetor complaints, a few piston complaints, but they have diminished as the months go by.

On our last tour thru the South we heard a few complaints of our transmission again. In tracing these we find they are all from magazine articles. Publishers don't take them apart, they don't have any trouble with them either, they go by hearsay from years gone past when nobody understood these transmissions.

The Sach's gear box is the lightest, most faultless, most rugged and easiest shifting on the market. Any transmission that is stronger than this one is heavier than this one and when they are heavier they shift harder. There is not another transmission on the market today that comes apart and goes together as easy as the Sach's box. It has a positive lock when it is shifted, and it is impossible to shift it more than 1 gear at a time. Our servicemen can prove this to you right here.

Any dealer in this country who wishes to come to our R & D Center will leave here with perfect understanding of the transmission and he will say the same thing as we do - it is the best gear box on the market today.

True that Sach's designed it, but Penton developed it. I personally traveled the length and breadth of this country and worked on them in every conceivable condition. I brought all these problems back and took them to Germany. Sach's took our advice and the results are as perfect as they can be built.

There are accessories on the market today they call positive lock additions for the Sach's transmission. It is true that some of these old style boxes can be improved with these accessories. However, the ones that have been sold in the last 3 years are positive lock transmissions, and there is nothing you can do to make them any better if they are assembled properly.

Oh, don't take me wrong, they can be smashed, but when you do, you are using it contrary to the way it was built to be used, and we don't say that it was built to be babied.

We hope to get this letter in your hands before our dealers' school, and if we do, we hope you'll bring any problems from your transmissions in here with you. Above all, we hope you will be here. It is one of the happiest moments of our year to see the people who have made us what we are and who pay our bills - you dealers. Come and see our shop, our warehouse and all of our people and take back with you anything that we can do to improve your business.

Ya All Come Now -

Penton East Report

As most of you know by now, we are forming a new division to Penton Imports called Penton East. What is it all about? More personalized service to our rapidly expanding network. Penton Imports is just overloaded and we are lightening their load.

Most of you in the East know me, for the ones who don't, I am eagerly awaiting to make your acquaintance.

I have just returned from a trip through the South with one of our Eastern Dealer Representatives, Jack Penton, and I must say the enthusiasm is running very high. It is going to be a very good year.

Jack and his brother Tom and I spent one Sunday together, or I should say sort of together, riding our country's first national enduro for 1973, the Piney Woods in Chipola, Louisiana. It should be renamed "Watery Woods". The rains came and it turned into a slippin', slidin' submarine race. Out of 300 entries there were only 12 finishers, all of whom I take my hat off to for machine preparation beyond the call of total submersion.

Jack Penton, riding his trusty 175, won the overall award, not too bad for an 18 year old "B", ex "B" rider. Lenny Keen, from Gladwin, Michigan was right behind Jack and was second overall on his brand new 125cc Penton. Tom Penton, from here and there in the Air Force, had his, be nice to the other guy fendered 125 there, and was the third overall winner. All of this made me very happy especially because of the way the awards were given. Even I was given a trophy for first 125 "A" which made me laugh, because Lenny and Tom had cleaned my clock, but were awarded overall trophies. I ended up sixth overall and Penton had four finishers of twelve that I know of. A great job for a start in 1973.

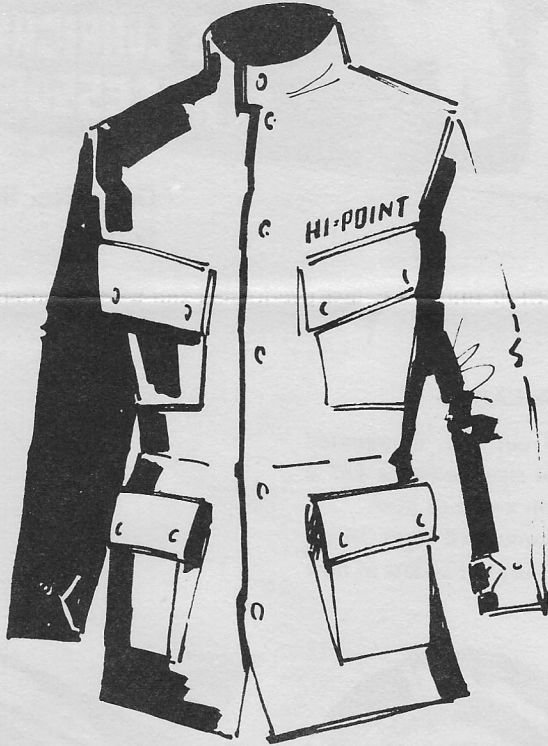
Doug Wilford

PRICES FOR SERVICE WORK DONE AT PENTON R & D DEALER

1- REPLACE CONNECTING ROD	\$15.00
2- REPLACE RIGHT OR LEFT CRANK PIN OR SLAB WHILE CRANK IS APART (FOR ROD WORK)	\$ 5.00
3- SPLIT CASES	\$30.00
4- BORE CYLINDER	\$ 6.50
5- REPLACE CYLINDER LINER, BORE & HONE	\$20.00
6- ALL MACHINE WORK	\$10.00 PER HOUR
WE HAVE ALL SERVICES, WELDING, MACHINE AND ENGINE REBUILDING.	

A NEW PRESTON PETTY FENDER

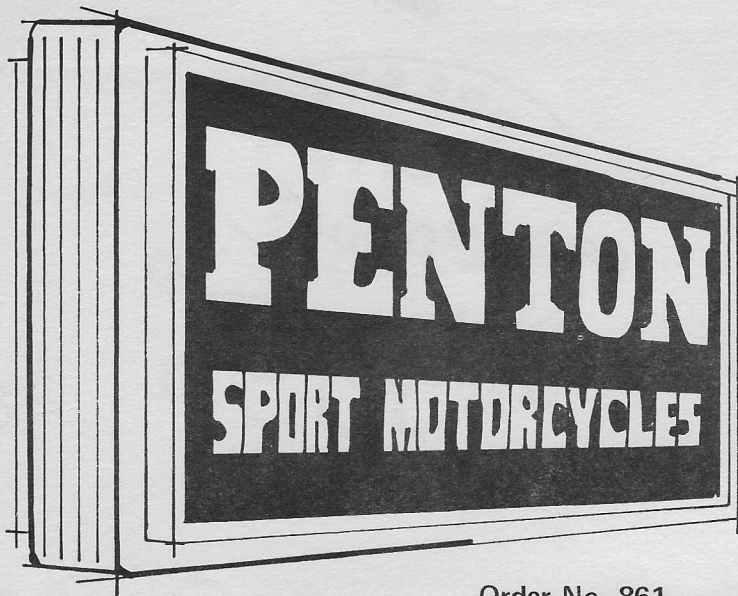
We now have available the new Preston Petty fender for our East and Central Dealers. This new fender, called the "Muder" is wider and has a much longer circumference than the other P.P. fenders. This is a front fender only. Order No. 544M.



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.





Order No. 861
\$159.00



Order No. 862
\$40.00

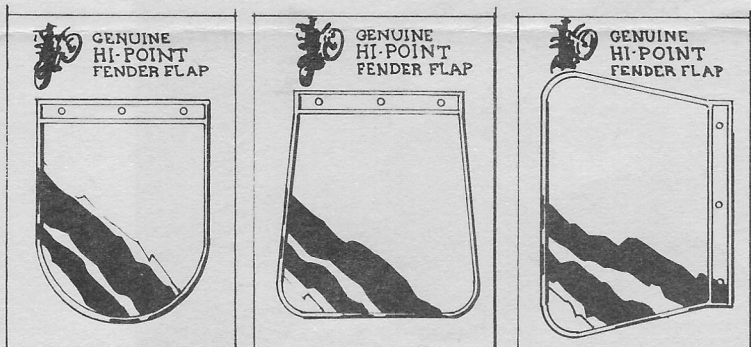
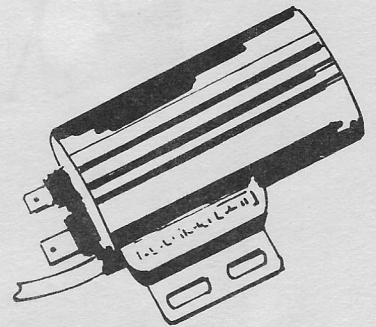
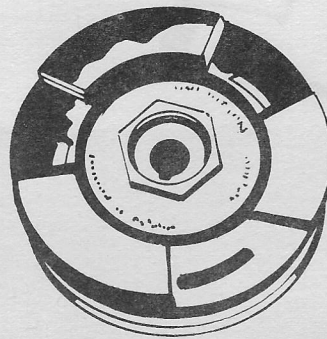
NEW ILLUMINATED SIGNS NOW AVAILABLE

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.

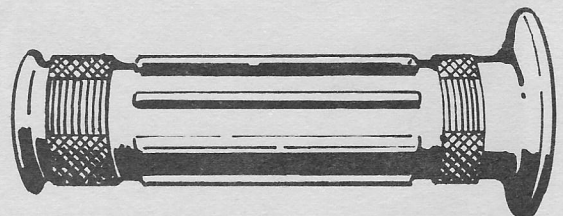


NEW HI-POINT FENDER FLAPS

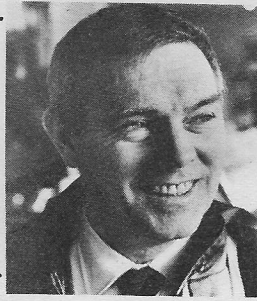
We now have available Genuine Hi-Point Fender Flaps in three different sizes and many different colors. The two new fender flaps are designed to fit any 5" or 6" wide fender. The new fender flaps come in colors black, orange and grey. Our standard fender flap will still come in all colors. Order No. 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



All orders received by our Penton East office no later than Friday the 9th of February, 5:30 P.M. will be delivered at the old price, providing we have these bikes in stock. No back orders will be filled at the old price. All dealers attending Service School can pick up their bikes at the old price. I can only tell you dealers, that if you are coming to Dealers' School, you are nuts if you don't pick up bikes. Example . . . If a man drives from Florida and picks up five 125cc bikes in a van, he immediately saves \$200.00 on the price increase and approximately \$100.00 on freight charges. A \$300.00 savings. He's made himself a half week's wages and paid for the trip to Service School.

This is not a gimmick to get you to come to Service School; Lord knows we have enough people coming to Dealers' School. But, we want to keep you posted on the price bit, so you don't get "teed" off with us. Furthermore, this price increase is announced for the Penton East Dealers and not for Penton Central and Penton West.

It is inevitable that the prices at Central and West are going up very soon, but again, they are farther at the end of the line. So their prices may be a little later than the East, because those bikes they have were purchased at the old price.

You will have to keep in touch with your distributor on price increases and when. I do know their prices will vary some from the East, because of freights etc. Again, we have been perfectly fair about the crazy price increase business, inasmuch as we have only passed on this increase as it came to us.

The indicators all tell us we are going to have a tremendous dirt bike year. We are going to try our very best to better satisfy each and every dealer this year. It is for this reason that we want you to attend our Service Schools and learn firsthand of our efforts.

We have good sound new accessory products and have still bettered our services to you. We now have much larger warehousing facilities, along with larger back-up stocks. Again come to Dealers' School and see for yourself.

At the same time meet our entire staff. We know you will be assured of a good year working with these enthusiastic people.

Penton Central and Penton West — will keep you posted on their schools, which I think will be in the near future.

"KEEPING TRACK" GROWING

Our monthly owners newsletter is growing daily in size and acceptance has been very good. Don't forget a one year's subscription is free to every purchaser of a new Penton in '73. The only way we can put new purchasers on the mailing list is by receiving the owner's registration card. And send us any news of wins of riders you would like to see get some publicity and credit for good riding in "Keeping Track."

PENTON CENTRAL

"Out Where The Best Begins"

I just returned from the Houston Trade Show and Indoor National Races in the Astrodome. We are really encouraged with the turnout at the show. The dealers attending were optimistic about the business they are going to do in 1973. We really appreciate all of you stopping by our display and visiting with us, (and placing orders for more bikes). We were complimented many times on our display. It seems as though we were showing many things to sell instead of hundreds of dollars of fancy display stands, revolving turn tables, painted up girls, etc.

Our faces are red! We inadvertently left off the name of one of our better dealers in our full page ad listing our dealers. We apologize, Foy & Vick. When the name was changed from Arlington Yamaha to Super Cycle, we marked off the Arlington deal, but failed to list you guys.

We have had several dealers tell us that the "Bad" deal Hi-Point Oil received in one of the magazines has actually helped their sales of Hi-Point!!!

We visited Richard Sanders' new Cycle Shack in Houston. He has a beautiful new store, well stocked with Penton and Hi-Point. Congratulations Richard.

The Penton riders really put it on "em" at the 1st '73 National. Besides the winners you have already read about in this issue, Ole Dee Williams from Nacogdoches won the 175 "A" class, Mike Brown was 2nd in the 125 "B" class and Marty Brown was 3rd in the Powder Puff.

We welcome to our dealer network three new dealers:

Motorcycle Mad Man — Livingstone, Texas

Jefferson City Cycle — Jefferson City, Mo.

St. Peters Suzuki — St. Peters, Mo.

We have just found out that if you are using the new KTM pistons for the Sachs motors and the cylinder has been modified, make sure the piston to head clearance is sufficient.

We were to show the new Hi-Point Tire Line at Houston. Some "Rat" stole our tires (as well as a Husky engine) at the Long Beach Show. Maybe we will have some at our School in Amarillo, February 19 and 20. We did show our new Nylon Riding Suits. They are really nice.

"Business is never so healthy as when, like a chicken, it must do a certain amount of scratching for what it gets." Henry Ford.

"Special News Flash"

I just received word that the next container of bikes will be increased in price. The machines we now have in stock will be billed at the current prices. You can save a lot of money by ordering now. If you plan to attend our Service School, February 19 and 20, send or call your order in today. We will bill and tag machines for you and you can pick them up February 20th at School. Remember, the price will be up after February 20!

J.R.

PENTON TRIALS

WE IN THE WEST

By now I am sure all Penton West Dealers have received my letter concerning the new price increase effective February 15, 1973. If you did not read it, I would suggest you dig it out and do so!

MODEL	INCREASE PER UNIT
100cc MX	\$30.00
125cc MX	\$40.00
175cc MX	\$15.00

We still have a limited supply of motorcycles in stock at this time at the current prices on a first come, first serve basis.

Now, for the brighter side of things — Carl Cranke is out on the road making service calls and conducting informal Service Clinics. The first Clinic was in Reno on January 25th and 26th, and the second Clinic was in Salt Lake City on January 29th and 30th. I have received calls from Dealers in both areas who attended, expressing how informative and productive these Clinics are. Thus far these Clinics have been pilot programs, as I was not sure whether Carl would have “the feel” for instructing. I’ve known Carl for quite a few years and I am always finding new and hidden talents. I will keep you informed as to when he will be in your area.

MINT '400

Penton West personnel will be at the Mint '400 manning four pit stops, so any of you who plan on riding the Mint and

OBSERVATIONS

Trouble in the AMA. District 37, the largest AMA District, located in Southern California is opting to drop out of the AMA. This will be a definite blow to the AMA at the point and looks like the AMA expansion programs will come to a shuddering halt if 37 leaves the fold. The impetus from the largest district will certainly lend ammunition to other smaller districts to flex their independence. Personally, I feel everybody is acting too damn hasty, causing a rift that really should not be there and hurting organized cycling very badly.

THERE'S ALWAYS something about your success that displeases even your best friends.

want to use our pits, please contact me as soon as possible and let me know what we can help you with and how many riders you will have.

NEW ITEM

Penton West Dealers, we now have a crankcase seal tester in stock that is a real time saver that works. Order by description only. Dealer net is \$15.50.

MOTOCROSS TALK

MEDFORD OREGON — JANUARY 28TH — MEDFORD MOTORCYCLE RIDERS ASSOCIATION MX

125cc Jr. Class	— Nancy Thomas	125cc Penton (Ouch!!)
250cc Expert Class	— Bobby Decker	175cc Penton
All Comers Money Race	— Bobby Decker	175cc Penton

I would have hated to be one of the boys at this race! (This was no Powder Puff Race.) To all of those who don't know Nancy, don't “smirk” too hard — she might be at your race some day.

Bobby is one of the best known riders in Southern Oregon and Northern California and having won the All Comers Race by 23 seconds over 2nd place (400 Maico) and lapping the 3rd place rider, has kept the dollars in Oregon again. California riders have yet to win at Medford since the inception of this style racing over a year ago.

Fred Moxley

The way Pentons started the national enduro scene, look for more victories and a different move to having at least 3 or 4 Penton riders in the top 10 at the end of the season. My guesses will be Ray Kussmaul, Lenny Keen, Tom Penton and Doug Wilford. Jack Penton could claim a high spot if he gets serious about nationals.

The Winter Series M-X is under way in the South. This series will conclude at Daytona during Speedweek with a \$10,000 purse. This is way up from last year's poor purse of \$2,500 with about 20,000 fans in the Speedweek bowl.



PENTON IMPORTS

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LORAIN, OHIO 44053

FIRST CLASS MAIL