



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK

PENTON IMPORTS

3709 W. ERIE AVENUE • LORAIN, OHIO 44053



NO. 24 MARCH 1973

A feather in the cap for all Penton dealers and people affiliated with Penton motorcycles as Penton was chosen to be the U. S. Trophy Team mounts for this year's Six-Days in the Berkshire Mountains. Eight names are up for riding the Pentons and all must ride this year's qualifiers and prove their ability for the Trophy Team. From these eight, the six-man Trophy Team will be chosen. The list sounds like a Who's Who of American Trials Riders and our competitive position this year makes us the No. 1 contender for the Czech's Crown. The eight riders selected are Carl Cranke, Tom Penton, Bill Uhl, Jack Penton, Tom Clark, Doug Wilford, Jeff Penton, Dane Leimbach.

Much of our promotion this year will be centered around the ISDT and having the top team is "Out of Sight" and all Penton dealers and riders should feel mighty proud. We are and will do the utmost to bring the United States its first World Trophy Title. We have the equipment and we have the riders. If we can just pull it all together, we'll be unbeatable.

PENTONS TO BE U.S. TROPHY MACHINES AT U.S. ISDT



SHAN BROWN JOINS PENTON EAST

Doug Wilford has appointed Shan Brown the new District Manager for the Northeast United States. Shan comes to us from Triumph Motorcycle Company, where he was employed with them as District Manager. Hailing from Logan, Ohio, where he's been busy in the cycle game for 14 years, Shan is well versed with all of the ins and outs of the cycle field. He is 27 years old, married and has one child. He will be moving to Lorain with his family, where he will be headquartered, and is anxious to contact all the dealers he will be serving. I am sure you will all be pleased with his knowledge and ability to serve you better.

JACK PENTON AND BILL UHL APPOINTED AS TECHNICAL SERVICE REPS FOR THE EAST

I don't think I have to tell you about these two young men. They know cycles and the cycle racing game. Their accomplishments over the last few years speak for themselves in the competition field of enduros, trials and motocross. They will be calling on dealers throughout the East, helping them with any technical problems they might be having. In addition, they will aid in setting up new dealers, inasmuch as they will explain the servicing of the Penton and the proper set-up of the Penton.

PENTON MUD LARK NOW AVAILABLE WITH 152cc CAPACITY

We now have available the Penton Trials machine in a 152cc capacity. This is a Sachs 5-speed engine to go along with the 125cc 6-speed engine.

We have duped the Trials machine "Mud Lark" and the 152cc size should suit some areas of the country, where they have a lightweight class up to 250cc. The price for the 152cc is the same as the 125cc and the extra torque is noticeable.

With the revaluation of monies, this machine is very competitively priced and we suggest to you dealers that haven't gotten one yet, to get one on your floor. Don't believe everything Dirt Bike says.

DAYTONA BOUND

About the time you receive this Newsletter, Daytona Speedweek will be in full swing. If you're one of the thousands who make that yearly pilgrimage, you know the excitement and glamour that go with being in Daytona during Speedweek. The Stone Mountain, 100 mile national, will kick it off for many Penton owners and riders. Good luck and we hope to see you in the results.

FROM THE PROBLEM SHOP

Ted Penton



There's one thing about a Dealer School, it gets our building all painted up new, ready for the new year. Already the floors are getting some scars on them. We surely would like to thank all the people who came, and hope you took home some valuable material for your new year. For you who came for the first time, we hope that you better understand how we're trying to continuously back up and develop the equipment we sell to help you keep ahead of the competition you encounter out in the field.

One of the latest additions to our accessory line is a Moto-plat for a Yamaha 125 trial bike. These units are on our shelves and ready for immediate delivery. There were a few of these units that got out of our parts department without mounting brackets, and these brackets will be sent to those dealers within the day.

The next item that I would like to bring to your attention is warranty slips! I want to emphasize that these slips must be filled out in their entirety and that all information necessary to make a decision on returned parts be on those slips. Under no circumstances is any part to be returned without a warranty slip!

The lights burn long and late in our shop this time of year, as all of our riders are getting their equipment in shape to set off on the enduro trail. The first stop will be Stone Mountain in Georgia, and from there to the Alligator enduro. Then on to the Fort Hood Trials at the end of March, followed later in the spring by Potosi, Missouri; Trask Mountain and Bad Rock in Oregon; Sunland, California; Lancaster, Ohio; Mt. Holly, New Jersey and so on. If the equipment they ride has any bearing on their scores, they'll all be first place.

This is the time of year when Ted gets his BMW out of mothballs, charges the battery, and heads for Daytona. It's usually a pretty cold ride, but well worth the effort. So for you dealers who will make it to Daytona this year, look us up at the motorcycle show. See ya' in Daytona.

Penton East Report

Well, our Eastern Service School is over and it adds another chapter in our book of past experiences for future references.

For those of you that missed our Service School, we only hope you will keep yourselves up-to-date. There were so many new products shown, and new ideas passed around that it would take a chapter to write them.

We hope you will be in attendance next year. We also hope the weather will cooperate a little better. (Some of our Southern dealers got snowed in and couldn't make it.)

During the two days of the school, the most asked question was about the new 250 Penton. When are they coming? Can I order them now? How many can I have? To try to answer all of these questions truthfully, and in all fairness, I usually just said, "I don't know". There is one thing that I do know, and that is, we live and learn. There was such confusion when we started to get the 175's in, and I sure don't want that to happen again.

Honda has a very neat and simple system when they introduce a new model, which I am going to use for all of the Eastern dealers. For those of you who are Honda dealers, you will understand, but for those who aren't, it works somewhat like the following:

1. The dealer is sent a New Model Release letter. This letter tells you —
 - A. When to order
 - B. How many you can order on your first order
 - C. When to send in your second order
 - D. How many you can order on your third order
2. There can be no phone orders on the first order.
3. These orders will be processed on a first come first serve basis through the mail.

I know this sounds a little stern to some of you right now, but it is fair. I will be sending all of you dealers more information on how this works when the time is a little closer to "D" day (delivery).

I am sure John's Column will have to do with the price increases. It seems that good news and bad news keep the scales of justice balanced. The good news, the war is over, the POW's are coming home, the bad news, the dollar devaluation. Till next month, happy Pentoning.

Doug Wilford

DEALER SCHOOLS AT EAST & CENTRAL SHOW NEW 250 PENTON

Enthusiastic dealers and mechanics were greeted at both East and Central for two days of Dealer Service School. Engine work, new products and other items of interest made up the program.

The highlight at both Service Schools was the showing of the new Penton 250. This new machine was very well accepted and all expressed a desire to take it home with them.

Other highlights making the Penton East School a success were the presentation of the first Husky ever brought into the country to John Penton by John Guiffre of Classic Motors, Sayville, New York; AMA Executive Director, Russ March, who was on hand to give a talk on Cycling Today; and the U. S. Trophy Team members, who were in attendance to aid the dealers in any way they could.

The Central School was held in their new building and John Penton and John Cobb traveled to Amarillo, Texas to assist J. R. Horne and his staff in making their school a big success. Tom Clark, from the AMA visited the School to give a speech.

WONDERING ABOUT BUSINESS?

Forget it! We just had the largest month ever for Pentons in our history and it's the middle of winter in most parts of the country. Sales are extremely strong and all signs point to a banner year. With the Japanese dirt bikes closing price fast on us, just ask yourself, would you pay \$100 more for the best? Damn right and you're going to see it this year.

JOHN'S COLUMN



I am sure the most talked about subject in motorcycling today is the price increases. Since almost all of our motorcycles are imported it is quite obvious that all prices will be going up, and for sure our Penton bike is no exception.

I can only make this statement, "When all of those Money Men stop valuating and revaluating the world monies, our bikes will still end up to be as competitively priced as the other competition bikes that come out of Europe."

Furthermore, if Mr. Nixon has his way, as he has so often in the past, you can almost be sure that within one more year the Penton bikes will be just as competitively priced as the Japanese motorcycles.

We at Penton Imports can only apologize for all this crazy price change, but we have to do this because of the change in prices to us which is a direct reflection of the world money fluctuation in value.

Nevertheless, we are continuing to produce bikes in the interest of our dealers and riders and I am sure this thing will balance itself out.

The other day one of our dealers called us and informed us that we had priced ourselves off the market. Two hours later that same dealer called back and said he retracted that statement and had just received via the mail, the increased price announcement of his Jap bikes and that increase was 17%. So it gives everyone a little idea of what is going on.

After the conclusion of the Penton East and Central Service Schools, I can only say that it appears to me, we are going to have a great year in the dirt bike market. Talking to the dealers, their comments are that the dirt bikes are going great guns, but the street market for bikes is still a little bogged down.

We have made commitments to furnish enough bikes for all of our dealers so this is going to keep us more busy than last year. Along with the increased production and the addition of the 250cc this year, you dealers should experience a great year.

PENTON CENTRAL

"Out Where The Best Begins"

After going through the turmoil of the last 30 days, I believe we are conditioned to handle any situation that might arise!

The 24th of January we packed our vans, trailers, etc. with Hi-Point Accessories and Penton motorcycles and headed for Houston to participate in the annual sports show. This year the show was moved to the basement of the Astro Dome. In spite of the fact that we were crowded for space, we had a very attractively arranged booth. We visited with many of our dealers, prospective dealers and many motorcycle enthusiasts. The Houston Show is certainly a worthwhile effort. Plans are

already in the making for a "bigger and better" one next year.

We had our work cut out for us when we returned home. We immediately began executing our move to our newly remodeled Penton Central Warehouse. The offices are tastefully decorated; the parts room and shipping department are arranged for efficiency and are expertly managed by Eddie Brasher.

Our annual Service School was held February 19 and 20. Not unlike the previous schools, it was a complete success. Our thanks to all Penton Central dealers who attended and contributed to the success of the school. Our thanks to Mr. John Cobb, who so ably conducted the mechanical end, assisted by Jeff Penton and Mike Terry.

Our special appreciation to Mr. John Penton, whose well of information is drawn on, whether he has an audience of 1 or 100. Slim Lang did his part by driving John P. and Johnny C. down here in record time.

We appreciated Mr. Tom Clark stopping by and explaining the advantages of supporting the AMA.

As business gets back to normal, we find ourselves looking for new ways to improve our service to our dealers.

Welcome new Penton dealers:

Herman's Penton Sales — Garden City, Kansas

The Cycle Shop — Borger, Texas

Suzuki Cycle Center — Killeen, Texas

O'Brien's Penton Sales — Natchitoches, Louisiana

All Penton dealers who have Motoplats to be returned for warranty, will save time by sending them directly to Penton R & D, 1900 Elyria Ave., Lorain, Ohio 44052. Dane has the test equipment there. Be sure the Motoplats are complete — coil, lower unit and flywheel. Also have the warranty forms properly filled out.

PENTON WINS

Jim Letillier and Dan Holman tied for first place overall at Wichita, Kansas, St. Valentines Day Massacre. It was a six hour hare scrambles; one bike, two riders. There were 182 bikes entered. Jim and Dan tied with a team riding a 450 Husky. Jim said the "Jackpiner" just ran and ran and ran, stopping only to change riders and take on gas.

Randy Carthel rode his 125 Penton in the open MX last Sunday; won first and was protested by a rider on a 360 because he jumped classes!!!

I'm looking forward to seeing all of you at the Ft. Hood. Penton Central will be represented by Mike Lewis, Vern Street, Charles White, Jack Mass and Jeff Penton. It will take some riding to beat that group.

J.R. Horne

"Absence of occupation is not rest, a mind quite vacant is a mind distressed."

HI-POINT BOOTS TAKE HI-POINT IN CYCLE NEWS BOOT TEST

Cycle News Publications ran a test on about 10 of the most popular cycle boots and our Hi-Point boots came out with one of the best write-ups. Get your orders in for these boots as they are now "The" boot and you dealers have a lock on the market as we do not wholesale lots to mail-order houses.

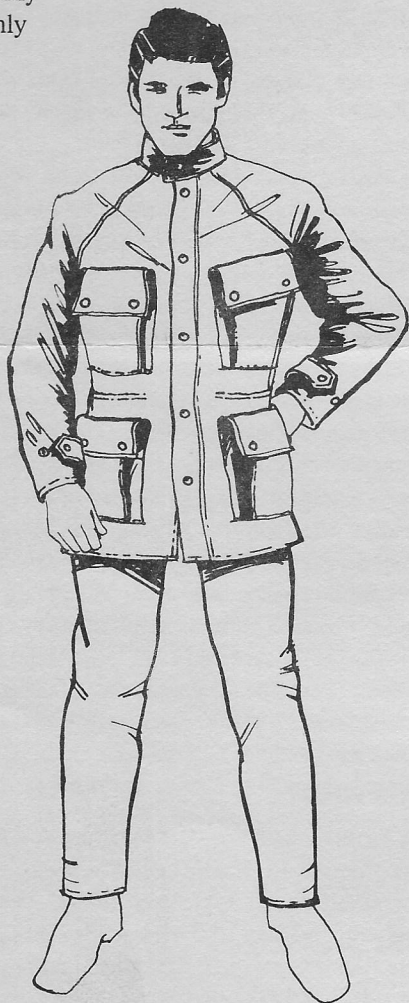
NEW NYLON TRAIL RIDING SUITS NOW IN STOCK

We now have available the newest, most up-to-date trail riding suit available anywhere. Made of 100% nylon with cotton lining the suit is permanent press and completely machine washable. Waterproof, thornproof and completely ventilated for comfortable wearing. Comes in colors of orange, black, blue and tan and sizes small, medium, large and extra large.

No. 598 — Complete Suit

No. 590 — Jacket Only

No. 591 — Pants Only



JOHN PENTON IN HOSPITAL??

It's been a long time coming and we at Penton Imports never thought it would happen. But the lion finally fell victim to a power greater than himself. John Penton is actually in the hospital at this time having bone fragments removed from his enduro knee. It seems that he has been ignoring the fact that his body could or would ever need a repair job done on it. But, he is now finally taking care of his long overdue knee operation. Rest assured, you can't keep a good man down forever and he has assured us all that he will be back in full swing of things next week.

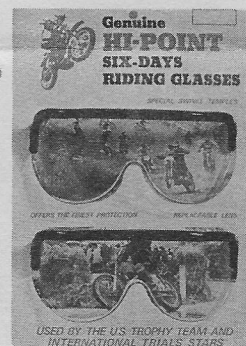
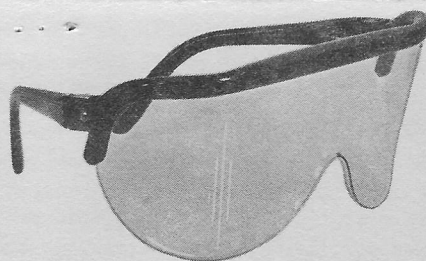
NEW PHONE NUMBERS

HAVE YOU CHANGED YOUR RECORDS?

PENTON IMPORTS — 216/244-4101

PENTON CENTRAL — 806/373-1051

GENUINE HI-POINT SIX-DAYS RIDING GLASSES



We now have available for immediate delivery to all of our Penton dealers new Hi-Point Six-Days riding glasses. These glasses come mounted two pairs on an attractive display card for easy selling. The glasses were worn by the U. S. Trophy Team in the 1972 ISDT. They come in either clear or tinted lenses that are replaceable and have a special feature of swivel temples for a guaranteed good fit.

No. 595 — Six-Days Riding Glasses
(minimum order of 10 pairs)

No. 596 — Replaceable Lenses — Specify clear or green tinted
(minimum order of 10)



PENTON IMPORTS

3709 W. ERIE AVENUE
LORAIN, OHIO 44053



FIRST CLASS MAIL

BURROUGHS CYCLE SHOP
P.O. BOX 313
BURR OAK, IND. 46509