

FOR OUR PENTON AND HUSQVARNA DEALERS



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK

PENTON IMPORTS

NO. 8 NOVEMBER 1, 1971

1354 COLORADO AVENUE • LORAIN, OHIO 44052



HUSKY/PENTON TO SPLIT

Lorain, Ohio — on January 1, 1972, Husqvarna of Sweden will take over distribution of the Husqvarna line of motorcycles.

Penton Imports have handled the distribution in the East for the past four years here in Lorain with Med-International handling distribution in the West. Penton distributorship will stay with Penton Imports here in Lorain while Husky will establish a warehouse and offices also here in Lorain, Ohio. This will keep the main flow of influence still here in the Midwest.

Jack Lehto will be General Manager of the newly formed company.



HEIKKI MIKKOLA TURNING ON IN TRANS-AMA

The Flying Finn, Heikki Mikkola, has won the last two Trans-Ama on his new 5-speeder. Heikki seems to be a stronger 500cc rider than 250cc. As at the beginning of this year in pre-Grand Prix races he set a fantastic pace but in the 250cc class faded after a good start.

At this moment Heikki has to be Husky's strongest rider. Torliel Hansen is running consistent 2nds and 3rds in the series but the big win has eluded him.

The Trans-Ama has blossomed into a series with almost all of Europe's best riders competing and still more on the way.

If it keeps up, there will be little room left for American starters in the feature event. Crowds in the East have been fantastic even in foul weather.

U.S. GETS NOD AS ISDT HOST IN '73

The Federation Internationale Motocycliste, the world governing body for the sport of motorcycling, has granted the American Motorcycle Association the opportunity of hosting the International Six Days Trial for 1973. As organizers of this annual world motorcycle endurance event, the AMA will host 300 motorcyclists from more than 30 nations throughout the world.

The ISDT, run each fall by an FIM member nation, is considered the Olympics of motorcycling, consisting of six continuous days of endurance competition over rough, mountainous terrain.

American riders made their best performance to date at the 1971 ISDT, hosted by England on the Isle of Man, where they finished fourth in World Cup competition, and will journey behind the Iron Curtain to compete in Czechoslovakia in 1972.

As preparation for the 1973 event, the AMA will run a three-day trial during 1972 at which FIM officials will scrutinize the efficiency of the American operation.

AMA Executive Director Russ March comments, "Plans already have begun, but we will need all the time we have remaining to properly prepare for this event."

March continued, "This is a significant challenge to motorcyclists throughout the United States. The AMA will need as much of their support as it can get to be a proper host to the greatest motorcyclists and teams in the world. These men are accustomed to demanding first class competition, and we want to do the best to provide it for them."

FUSAN TOPS LAST EASTERN NATIONALS

Bob Fusan continued his championship form by taking his 400cc Husky to overall wins at Sandy Lane and Black Coal. That makes a total of 5 national overall wins for Bob which has to be some sort of record. With bad luck at Little Burr with an early check and Jack Pine with a flat tire, Bob is trailing his riding companion, Ron Bohn by four points. Bob has conceded the title to Ron this year who has also an excellent track record with two nationals, Alligator and the Jack Pine and runner-up many times.

PARTS PICKIN' WITH TOWNE AND THE GANG

Dear Dealer:

As you may have read in your last Husky bulletin, Husky is going to be a separate part of Penton Imports. This move is not something to be alarmed about. As far as your parts are concerned, I am sure this move will be in your favor as they will be able to give you better and more personal service than we could with trying to handle parts for two brands. Also this will be in our favor as we will be able to give you much better parts service on your Penton motorcycle which may seem hard to believe, because our service is hard to beat now.

We also will be working hand in hand with their Parts Department. I would advise you dealers that do not stock a lot of parts to stock a few more in the next two months because it will take a week or two in January to set up their Parts Department.

To get you dealers in the habit of ordering from two Parts Departments, I would advise your Parts man to make separate orders out for Penton and Husky parts.

In the CMF price list 033, the clutch cable and throttle cable are listed as 51-02-090-000 and 51-02-091-000 respectively. Please change to 52-02-090-000 and 52-02-091-000 to correspond with the Parts book.

Dealers, stock up now on our accessory items for Christmas.

DEAR DEALER:

We have received several complaints recently of dealers selling motorcycles in the crate. We realize that many dealers are quite busy now but how much time does it take to set up a bike for a customer and be sure that this motorcycle is in A-1 running condition and serviced to the best of your knowledge? How can you expect your customer to benefit fully from the motorcycle if you, the dealer, cannot even take the time to service it for him. Is money all that important to you?

We like to believe that we have the best dealers network in the business, dealers who take pride in our products and uphold the good reputation we have worked hard to achieve. It is not fair to the other dealers in the area to work twice as hard to uphold the fine reputation of the motorcycle that you, by selling in a crate, are trying to destroy in order to "make a quick sale". Therefore, we will be looking into these complaints very thoroughly. We are hoping that they are rumor only and no action will be necessary. However, in the case that the complaint is justified and the motorcycles are being sold in crates, we will definitely consider the revoking of the dealership.

We do not want to see any of our dealers eliminated from our network as the sales this year have been excellent and next year will prove to be even better. We want all our dealers to benefit and profit from our products and eliminate much of the competition by our fine reputation for service.

Gunnar Lindstrom broke his wrist at Delta and will sit out the rest of the series.

FROM THE PROBLEM SHOP

Ted Penton



Our problems this past month have been down to a minimum. It is heartening to believe that our new machine is doing so well.

The Husky racers have kept us busy with their super tuning and private modifications. Each Thursday the big Mobile Unit slides out of our shop loaded with sparkling powerful Husqvarnas each one hand tuned to its rider's individual taste. Each machine has been completely disassembled, each part has been inspected for fractures or wear. During this process the shop takes on an air of complete chaos. Parts are scattered everywhere. Riding clothes are draped over everything that offers support. All this is done by the rider himself, especially the assembly. The factory mechanics are mostly helpers and advisors.

Our machine shop works late into the night doing special favors to satisfy a rider's private wish. A satisfied rider is content and confident which is a must for a winner.

You probably have heard the saying "That those boys sure have the life", and I have said it myself, but this is not true. They work very hard and have little pleasure out of life. They trust no one to touch their bikes and this alone must be nerve racking, week after week.

They leave tomorrow for Florida and I will be sad at their parting, but this is the life of a professional Moto-Cross Rider. Each Sunday a new track and a new crowd to you and me, but to them they all look alike by now.

They have little time to wash their clothes and never get a home cooked meal. Most of them have very little money. Anything you can do for them as they past thru your town will be as welcome as water on parched lips.

Don't be bashful about any warmth you can offer them.

OBSERVATIONS

Dick Burleson took his new Penton 125cc Six Day to an overall Enduro win in Indiana. Dick also piloted his 250cc Husky to second place in the support class at Unadilla.

CZ, who won the Summer Inter-AM just doesn't seem to have the equipment or riders for the big bore class. Their American rider, Brad Lackey, is top American though.

The Trans-Ama series to date is about tied with brand wins. Geobers started it off with Suzuki, Weil picked it up for Maico and Mikkola has taken over for Husky. If I didn't know better I say that sure looked funny.

Jack Penton won the Ohio State Moto-Cross championship on his Penton 125.

JOHN'S COLUMN



When one reads about the 1971 Six Days, one will usually read the event as a product of news carrying the observations of different reporters and spectators. However, as a manufacturer and importer and obsolete rider, I believe the event can sometimes appear more difficult. For instance, how many reporters told of the fact that Penton-KTM machines received the second highest number of Golds in this year's Six Days, second only to Jawa, who had 100% factory riders on their machines.

How many people learned that 30% of the machines in this year's Six Days were fitted with Motoplat ignitions and there was not one report of a failure with this ignition.

There were 25 entries of Penton-KTM machines with twenty-one finishes. Three machines went out because of men themselves retiring and we lost one Trophy man, Dick Burselson, with a seized piston due to petrol. Out of 25 machines, not one tank failure, wheel or spokes, exhaust pipes or broken frames. There are few people that know these machines were standard serial production motorcycles.

In summarizing, I can only say that I can expect no one to believe this, but can only ask people to remember these statements and let's see what the next year's 1972 results are for Penton in this good old United States.

Further, I can only say thank you to a tremendous group of enthusiastic, talented and clean cut American riders that we in the states can all be proud of.

We are certainly thankful for the help of the AMA this year, but contrary to popular beliefs, there were many financial and physical efforts put forth other than those that you read about in your news media. We like to say, what other people don't know about and don't talk about, but they do read the results and that is what counts.

From this desk I have drawn one conclusion and that is Service Letters are a bunch of bunk.

Husqvarna sent out a Service Letter about the new organization of Husqvarna East and about one-tenth of one percent of the dealers read it. Penton sent a Service Bulletin on gasoline and swing arm bolts and I am wondering if anyone at all read the thing. Humbug – no more Service Bulletins. I think most of the dealers are too busy fixing up all of the bungling mistakes that they don't read about in the Service Bulletins. From now on your Service Bulletins are going to be incorporated in this blab sheet. If you want to read them, fine, if you don't, it's your business. The following two bulletins are very important and they come right out of our experiences in the 1971 ISDT.

VERY IMPORTANT SERVICE INFORMATION

SUBJECT: GASOLINE

The transition from leaded gasoline to non-leaded gasolines has been raising havoc with our high performance two-strokes.

The most usual problem is piston seizure. The problems are many and after a complete research of this matter, we can only offer you one answer. If it is at all possible to obtain, use 100% leaded gasoline of about 95 octane or what is commonly referred to as regular leaded gasoline.

The complete research would take an hour to explain, but if you get some of these super additive non-leaded gasolines with all of the alphabets added, I can assure you of a sudden death of our tuned engines. A very extensive class on the subject will be conducted at our Service School this winter.

SUBJECT: PENTON SWING ARM THROUGH BOLT

It is absolutely necessary to follow up on the checking and tightening of the swing arm through bolts on our new Penton CMF models.

This can be done by loosening the small allen lock bolts and tightening the larger allen swing arm bolt and then naturally tighten the locking bolt again.

If it is your own machine or if the customer desires, it will help you in the future to remove the swing arm bolt and smear it with Never-Seize so that someday it doesn't rust in.

Also if a customer on a new CMF model complains about vibrations starting, it is nine times out of ten a broken motor mount bolt or loose swing arm through bolt.

Penton West

"WE" IN THE WEST

California has its seasons and one can tell that fall is upon us – brisk sunny mornings with clear blue skies. Beautiful motorcycle weather, if you dress properly to ride.

We start another week with vigor and enthusiasm to promote our fantastic Penton Sportcycle – if only we had some.

This is a difficult time for all of us being without the one thing that keeps us all alive.

Penton continues to win a good share of the events run in California and the riders and dealers are really enthused about our new machine.

We are waiting patiently for Ted Penton to show as we must move from our present location and set up operations in new quarters not yet decided upon. Probably by the time this article is printed we will be busily moving and our new address will be published.

We want to congratulate the Six Days Team on their fine showing on the Isle of Man. Thanks to their fine performance we will look forward to a growing demand for our Penton machines and it will let us raise our heads a little higher with pride.

In closing for now, I'll say – See you at the race track on a Penton.

The man who does not read has little advantage over the man who can't.

The biggest mistake you can make is to believe that you are working for someone else.

LEHTO TO HEAD UP HUSQVARNA EAST



With the forming of the new Husqvarna distribution center in the East, Husqvarna of Sweden has announced the new General Manager to be Jack Lehto. Jack is now at this time helping to set up the new center here in Lorain.

A lot of you dealers already know Jack but for the benefit of those who don't, let us introduce him to you. Jack is 28 years old and single and comes to Husky from Piasecki Service (one of our very fine Penton & Husqvarna dealers) of Toledo, Ohio. He's been riding for about four years and is quite good at it, we might add, as this year he won his class at the Berkshire and Trask Mountain and a Silver medal at the ISDT. So Jack is well informed on Husqvarnas and the racing scene.

Presently, Jack is with us here at Penton Imports working directly with John in order to acquaint himself with all of the facets of taking over the distribution of Husqvarna motorcycles. Jack is going to be visiting a lot of you dealers or as many as he can to also acquaint himself with you.

We are certainly going to try to make this transition as smooth as possible so that you dealers will not have to encounter any inconveniences or a heavy lag in getting shipment on bikes or parts.

NEW HUSKY SHIFT LEVER COVER

Designed of heavy leather to fit over the shaft of the Husky shift lever to keep your ankle from being banged. Cost is \$3.00 with a suggested retail of \$4.95. The part number is 380.

NEW PENTONS WINNING IN THE SOUTHWEST

In Amarillo, Texas at the Tri State Championship 125 Moto-Cross races drew the best riders in the Southwest from Oklahoma, Texas, New Mexico, Kansas and Colorado. 52 riders competed for the \$400.00 with the following results.

1. Randy Carthel, Amarillo, Texas, 125 Penton CMF
2. Mark Herrington, Amarillo, Texas, 125 Suzuki
3. Gene Durham, Albuquerque, N.M., 125 Penton CMF
4. Mike Terry, Amarillo, Texas, 125 Penton CMF

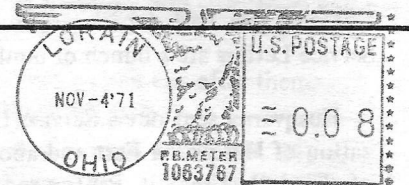
Mike Terry turned the day at Amarillo Moto-Cross Pit and emerged as the only double winner in the October Moto-Cross series on his CMF Penton. Terry, who won the 100cc event last week in the opener, took both the 100 and 125cc events to class an overall two-race victory in those brackets.

Ever wonder
why some of your
customers
don't come back?



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