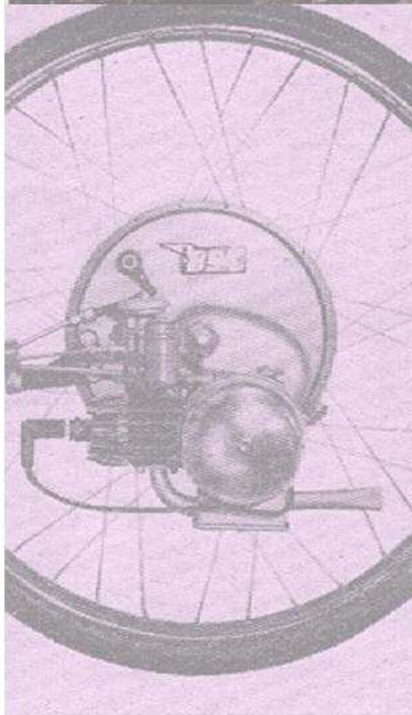


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AT THE LONDON HILTON HOTEL

TWO WHEELER DEALER SHOW OCTOBER 28/29

A PERSONAL MESSAGE FROM DANIELLE TO YOU

In these days, when the pressure of business is so great, and the consequent unavoidable monotony of always having to be at your business to ensure that things run smoothly is a fact of life, I am writing to you personally to leave it for only a day, or even a few hours, so that I can look after you and show you what I have to offer.

The Two Wheeler Dealer magazine has organised an exhibition at the Hilton Hotel in Park Lane, which as you know is right in the centre of London and easily accessible, either by bike, car or tube. The Hilton Car Park is immediately underneath the building and the nearest tube stations are either Marble Arch or Hyde Park Corner.

So please don't let me down, meet me in the Hilton on either the 28th or 29th October and leave the rest to me. I have enclosed a complimentary ticket and as I never use the word "no" I hope you wont.

If I can be of more assistance please don't hesitate to contact me at Leatherhead 76827.

See you soon.



DANIELLE

ITALJET JUNIOR MOTORCYCLES

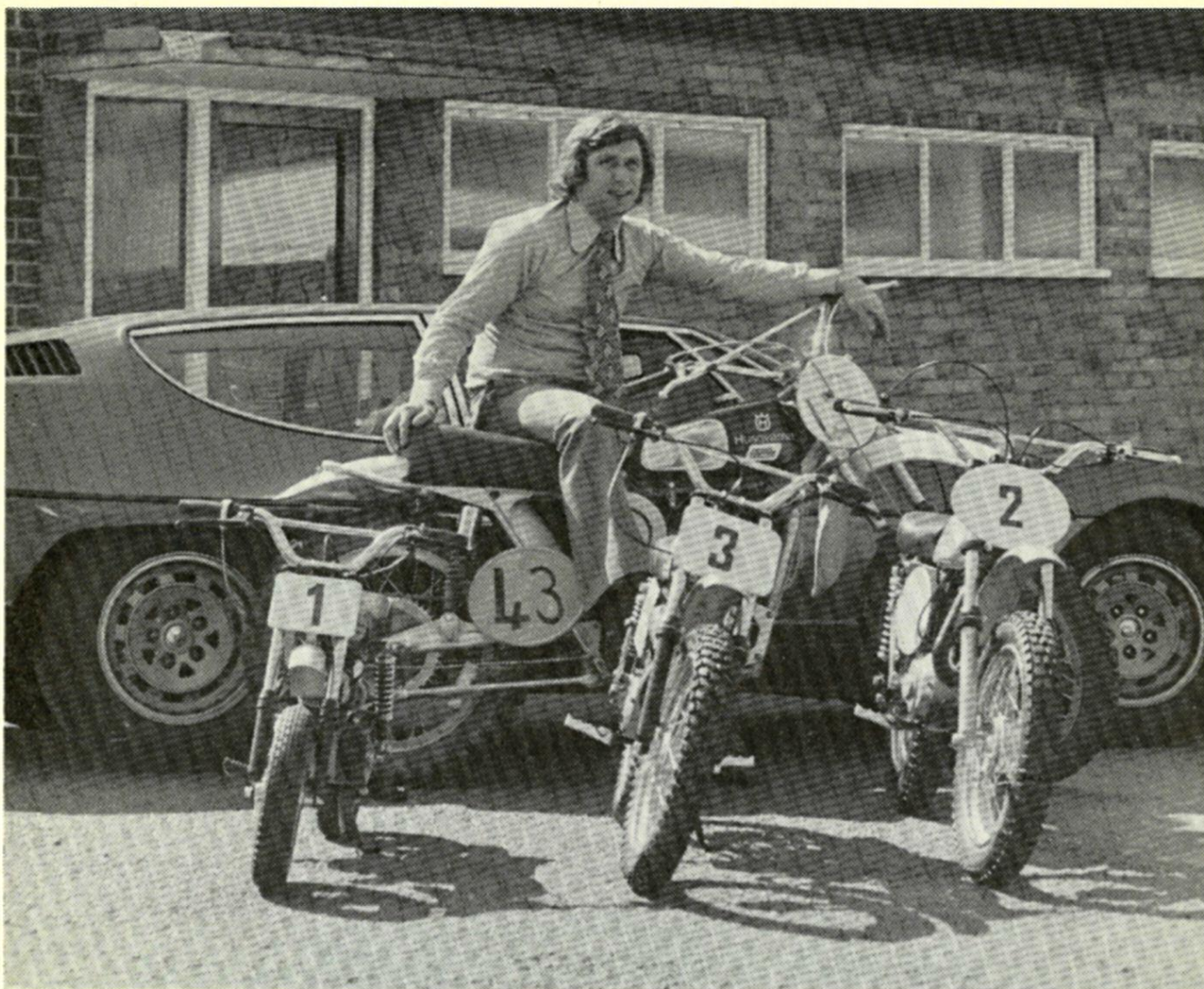
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for the inside information



small motor cycles -for big Christmas profits

THE selling of small motor cycles has become quite big business among some sections of the trade. The chief importer of junior powered two-wheelers explains in this article how British traders can extend sales substantially without cutting into existing commitments.

LOOKING for a novelty that is certain to sell well between now and Christmas? Wanting a line that does not compete with any thing already held? Anxious to make that little extra profit that every business needs?

Then the Italjet Junior models are just what you are seeking!

Italjet Juniors are off-the-road lightweight motor cycles for youngsters between three years of age and 'teen-age. There are three models in the range (together with a beach buggy). All are based on moto-cross styling. The rush for these junior mounts is so great that this year's sales in the UK are expected to reach 1,700.

Italjet Junior motor cycles come from

a factory in Bologna, Italy, whose chairman is Leopoldo Tartarini. Weekly output from the works is 2,000. There is a work-force of 500 in a modern plant that goes on growing. Italjet SAS has an arrangement to assemble Yamaha machines in Italy.

In Britain, the importation of Italjet models is in the hands of 32-year-old Martin Hardiman, whose main business here is the bringing in from Spain and selling of Super Ser refrigerators, washing machines and other household appliances. The Super Ser enterprise was founded in 1939 at Pamplona. Now it turns out 750,000 units annually and employs 1,400 people.

Martin Hardiman is a quiet soft

spoken businessman, who just over six years ago began on his own account, with subsequent success borne out by his well-equipped office and large warehouse at Leatherhead, Surrey. He believes that the sales-scope for Italjet junior motor cycles is boundless.

The three two-wheelers are replicas in miniature of adult motor cycles, full of eye-appeal and the sort of machine that would bring hope and exaltation into the eyes of any young beholder. The machines have 50cc two-stroke engines, telescopic forks and swinging-arm suspension—so similar are they to current adult motor cycles.

Smallest of the machines, the Mini Bambino, suitable for children of

PICTURES FROM THE AGNI—ITALJET STABLE at Leatherhead, Surrey: (opposite) Martin Hardiman with his Lamborghini car in the background, mounted on a Husqvarna cross-country motor cycle, and with some of the junior models making the foreground; and (below) close-ups of the Mini Mini Lambino, the Junior Cross, and the Junior Cross 4M; and, finally, a young enthusiast, suitably garbed, on a Junior Cross.

from three upwards to seven, has an automatic clutch, six-volt flywheel ignition, kick-starter, 2½in. by 8in. tyres and is finished in red. It has a top speed of 12-14 mph and the selling price is £139, plus VAT.

The second model, the Mini-Cross Junior, suitable for children between seven and 'teen-age', also has an automatic finish, rather higher bhp, kick-starter, 2½in. by 14in. tyres and yellow-and-red finish. It can reach 25 mph and it sells at £149, plus VAT.

The most advanced two-wheeler of the lot, the four-speed Junior Cross, suitable for children from eight upwards, has bhp of four at 8,900 rpm, an oilbath clutch, 27.75in. by 10in. front and 3.00in. by 12in. rear tyres and a grey-and-black finish. It can attain 40 mph and sells at £166, plus VAT.

There are sidecars available to fit the Junior Cross, at about £30 each.

Finally, Italjet in Britain is offering dealers for their young customers the Peppery Beach Buggy, which has a 50cc engine, with reverse; shock-absorbed suspension, 16in. by 6.50-8in. tyres, top speed of 34 mph and two seats. The buggy is suitable for children of eight years or over and sells at £360.30, plus VAT.

Trade prices of these four models are

(less VAT): Mini-Mini Bambino, £98; Mini Cross Junior, £109; Junior Cross, £135; and Buggy, £264. Terms are cash-with-order or COD.

Already, there are 60 motor-cycle dealers on the books of Italjet. More can be taken on, provided they are willing to stock an adequate number of models and spares.

It is not the intention of Martin Hardiman to confine his motor-cycle business to junior models (incidentally, he rides in scrambles for pleasure, on a 450cc Husqvarna looked after by Brian Leask, the Sussex dealer). He hopes to have a surprise in the way of adult models at the forthcoming London Hilton Show.

When the Trader recently visited the Leatherhead warehouse of Italjet, machines were available for test. Starting, control, braking and running generally were all impeccable: indeed, the engines were smoother and more docile than some of those fitted to adult mounts.

Readers of the Trader wishing to learn more about Italjet Junior motor cycles are advised to write or telephone without delay to Martin Hardiman, AGNI (Distributors), Brook Way, Leatherhead, Surrey (Leatherhead 76827).



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RETAIL PRICE
£139.00 plus VAT**



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47cc AUTOMATIC

SUITABLE 3 - 7 YEARS

£ 139.00 + V.A.T.

MINI - CROSS JUNIOR

47cc AUTOMATIC

SUITABLE 7 YEARS UPWARDS

£ 149.00 + V.A.T.

JUNIOR CROSS

49.6cc 4 SPEED

SUITABLE 8 YEARS UPWARDS

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1. 8. 74

MINI - MINI BAMBINO

47cc AUTOMATIC

SUITABLE 3 - 7 YEARS

£ 99.00 + V.A.T.

MINI - CROSS JUNIOR

47cc AUTOMATIC

SUITABLE 7 YEARS UPWARDS

£ 110.00 + V.A.T.

JUNIOR CROSS

49.6cc 4 SPEED

SUITABLE 8 YEARS UPWARDS

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50cc AUTOMATIC WITH REVERSE

SUITABLE 8 YEARS UPWARDS

£ 264.00 + V.A.T.

DELIVERY CHARGE £2.75 per MACHINE TERMS STRICTLY NET CASH WITH ORDER or C.O.D.

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JOHN NUTTING VISITS IMPORTERS OF MINI-MOTO-CROSSERS

Italjet—moto-cross bikes for the future champs!



Above: Top of the Italjet range currently in this country, the Junior Cross 4M. Right: Boss of the importing firm, Martin Hardiman.



STEELY EYES concentrating on the track ahead, the rider careered towards the jump with all the confidence of Roger de Coster speeding through the sandy dunes of a Belgian moto-cross course.

Lofting the front wheel at the crest he grinned in triumph, and then spun round and repeated the trick.

After his performance he cruised up to me, beaming, so I asked this budding champion what he thought of his new machinery.

He gesticulated. "Bam!" he screamed.

Oh well, perhaps I was expecting too much, for Jan Dixon's vocabulary has yet to develop — he's only four years old and barely knee-high to a gnat.

But on his little mini-moto-crosser he's as stylish as anyone and as happy as any kid could be with his own real motorbike.

Bought for him by his father, Sussex expert-scrambler Frank Dixon, the bike is one of three Italian Italjet minibikes being brought into the country by a company totally new to the motor cycle scene, A.G.N.I. (Distributors), and their parent company, Super Ser of Leatherhead, Surrey.

All three are modelled on the moto-cross theme but with differing specifications and performances for youngsters aged between four and fourteen.

They're so attractive they are guaranteed to sell like hot cakes, but that's just the plan of dynamic Martin Hardiman, boss of the Super Ser outfit.

Though the company, which markets washing machines and refrigerators, is new to bikes, Hardiman isn't. Given the time between jetting around the Continent in his private plane on business assignments, he scrambles a 450 Husqvarna, looked after by Brian Leask.



Four-year-old Jan Dixon leaps the smallest of the Italjet range, the Mini-Mini Bambino.

Blanket publicity in several varying fields and walks of life has given impetus to a sales drive which should see the company with over 1,700 units sold at the end of the year.

Martin Hardiman is almost the classic rags-to-riches story. Six years ago with £60 and a bank loan he started a washing machine spares business, found he had the market to himself, and never looked back. Imports of Spanish freezers and Italian washing machines ensued and the company expanded, so that now he has a Lamborghini, a Ferrari, and sponsors three Formula Two racing cars.

It was through business contacts in Bologna, Italy, home of Ducati, and Italjet, that the minibike idea started.

All three machines are superb examples of the Italians' enthusiasm for making good-looking bikes. They all have 50 cc single cylinder two-stroke engines, pukka telescopic forks and swinging arm suspension like the full-sized jobs.

The smallest, like Jan's, is the Mini-Mini Bambino. Perfect for the youngest of

children, it has a 1.6 bhp engine, driving through an automatic clutch and single-speed transmission and can power the youngster along at modest speeds of about 12-14 mph.

Starting and riding are easy though a four-year-old may have difficulty in spinning it over until really familiar and fully coordinated. But once the kick starter is touched the little engine bursts into life.

Weighting 58 lb, the bike will drop into the boot of the average car being 43in long and 25in high. Suitable for 3-7 year olds it is priced at £152.90, including VAT.

Though slightly larger, the Junior Cross shares the Bambino's single-speed automatic engine, but with higher overall gearing, and is capable of 25 mph on the flat, claims the manufacturer.

Wheels, with full-width brakes, have 2½ x 14in knobby tyres. Like the smaller model, it has a strong spine frame, stylish controls and cleated, fold-up footrests.

Weight is 72 lb; length, 55in; height, 33in; and price is £163.90, including VAT.

The biggest machine of the range, the Junior Cross 4M, is a perfect moto-cross bike in miniature.

Although it has the same name as the smaller Junior Cross, it bears no relationship with it, having a more powerful four-speed engine.

Also much faster, with a top speed of over 40 mph, its stockier appearance, with a crossover exhaust system, indicates tougher construction.

Engine is a 49.6 cc (38.8 x 42mm) unit running, like the others, on 20 to 1 mixture, supplied from a five-pint fuel tank.

Compression ratio is 9 to 1, and power output is a lusty 4 bhp at 8,900 rpm.

Tyres are knobbles again, but in bigger 2.75 x 14in front and 3.00 x 12in sizes. Overall weight is 95 lb, making it suitable for budding Hakan Anderssons of over eight years of age.

Fifty-nine inches long and 34 inches high, the 4M weighs in at £182.60 including VAT.

Two mini sidecars are also available to fit the Junior Cross, priced at £28 and £32 respectively.

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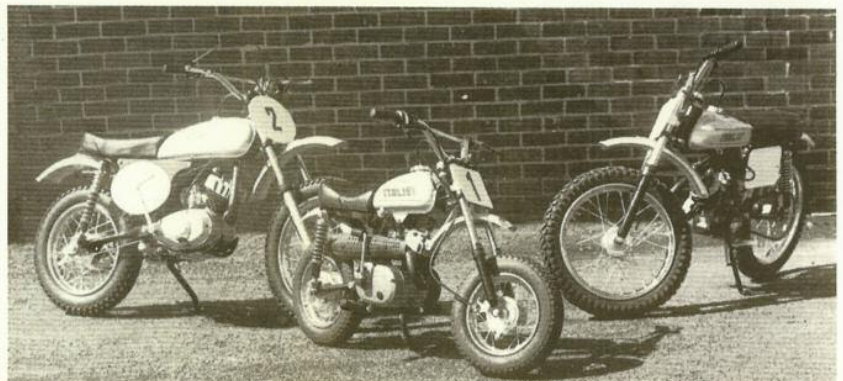
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The three Italjet bikes currently being imported from Italy. Left, the Junior Cross 4M, price £182.60; centre, the Mini-Mini Bambino, price £152.90; right, the Junior Cross, price £163.90.

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Junior CROSS
50cc Automatic
Suitable 7 yrs. upwards **£164** inc. VAT



25cc Automatic
Suitable for 3-7 years
£153 inc. VAT



Junior CROSS 4m
50cc Four-speed
suitable 8 years
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MC2



PERFORMANCES	max. speed mi/h 9,94 about	climbing ability 10%	ENGINE	one cylinder, 2 strokes	SSK/Bimbo, one speed, with automatic clutch in oil bath	bore mm 38 (in 1,49)	stroke mm 42 (in 1,61)	capacity cc 47,6	compression ratio 1 : 6,5	max. power HP 0,7 at 3000 r.p.m.	lubrication system oil-gas mixture at 5%	ignition system flywheel 6 V, 18 W with coil AT			
	kick-starter	gears 15/52 - ratio 1 : 3,46	primary drive 1 : 3,467	engine going-out ratio 1 : 2,9	secondary drive by chain, 11/32 - ratio 1 : 2,9	intake by filter	spark plug CV 225	SIZES	length in 43	width in 20	height in 25	net weight lb 58	fuel tank capacity qt 1,5	tires 2 1/2 - 8	wheels front hub Ø 70 steel front hub Ø 90 steel steel rims 8" x 48

Specifications subject to changes without notice.



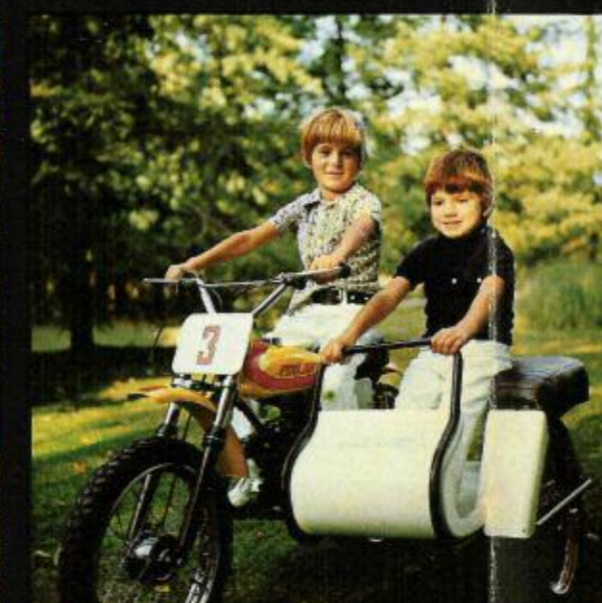
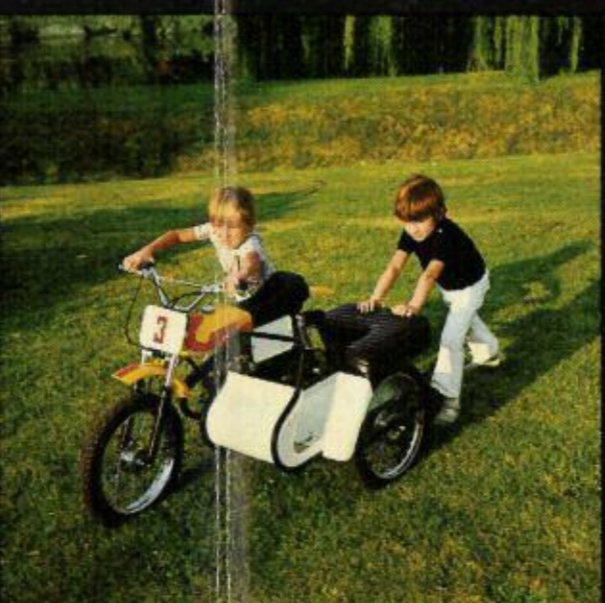
PERFORMANCES	max. speed mi/h 25	climbing ability 12%	braking distance ft 31	ENGINE	one cylinder, 2 strokes	SSK, one speed, with automatic clutch in oil bath	bore mm 38 (in 1,49)	stroke mm 42 (in 1,65)	capacity cc 47,6	compression ratio 1 : 6,5	max. power HP 1,60 at 5000 r.p.m.	lubrication system oil-gas mixture at 5%	ignition system flywheel magneto 6 V, 18 W with coil AT inner		
	kick starter	gears 15/52 - ratio 1 : 3,46	primary drive 1 : 3,46	engine going-out ratio 1 : 3,46	secondary drive 11/44, ratio 1 : 4, by chain	intake by filtre silencer Dell'Orto F27	spark plug CV 225	SIZES	length in 55	width in 22	height in 33	net weight lbs 72	fuel tank capacity qt 2,8	tires 2 1/4 - 14 knobby front and rear	wheels front hub Ø 70 steel rear hub Ø 90 steel steel rims 143" x 54

Specifications subject to changes without notice.



SIZES:	Length mm. 1490	Width mm. 740	Height mm. 865	Weight kg. 43	Max Power 4 HP at 8900 RPM	Ignition Flywheel magneto 18 W - 6 V	Intake by silencer cleaner	Clutch in oil bath	Frame Special Steel - Original line	Wheels front hub: Ø 90 steel made rear hub: Ø 90 steel made	Rims steel made	Tires front: 2-75-14 rear: 3-00-12	Fuel tank capacity lt. 3	Climbing ability 23°	Max Speed 65 Km/h
ENGINE:	Type single cylinder, 2 strokes P 4S	Bore mm. 38,8	Stroke mm. 42,0	Displacement cc. 49,6	Compression ratio 1 : 9										

Specifications subject to changes without notice.



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peppery

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FRAME
suspensions tube framework
front: freewheels with shock absorbers
rear: swinging arm and shock absorbers

braking system disc type
fuel tank capacity liter 6
tires 16 x 6,50 - 8

ENGINE SPECIFICATIONS
type single cylinder - 2 strokes
starting system by jerk
bore mm 40,4 (in 1,59)
stroke mm 39 (in 1,53)
displacement cc 50

compression ratio 1 - 8,5
max. power HP 4,5 SAE at 6000 revolutions

PERFORMANCES
max. speed range km/h 55 (34,1 mph)
max. climbing ability 25%
fuel oil-gaz

SPECIAL EQUIPMENTS
Electric light set, including horn-waterproof cloth top cover.

SIZES AND WEIGHTS
wheelbase mm 1170 (in 46,06)
length mm 1818 (in 71,5)
width mm 1110 (in 43,7)
height mm 1040 (in 40,9)
min. ground clearance mm 200 (in 7,9)
min. turning radius 35"
net weight kg 130 (lbs 286)



peppery



MINI Lambino



Junior CROSS



Junior CROSS 4m

ITALJET

