

STEYR-PUCH NEWS



No. 4

November 1972

Puch MX for Britain

FOLLOWING the recent successes of the Puch factory moto-cross riders, including the gathering of the first international championship points — a range of two superb moto-cross machines has been announced from the factory.

If the interest in these two new models — to be given pride of place on the Puch stand at Earls Court — is sufficient, it is hoped that they can be introduced into Britain some time in 1973.



Outwardly similar in appearance the two machines are of 125cc and 175cc capacity and both have the well-tried Puch single-cylinder two-stroke engine. Both are also available in "street legal" form, complete with lights, so that they make a first-class duo for green roads, byways and enduro use.

The Puch moto-cross bikes are the outward signs of the factory's increasing interest in motor cycle competition, and the success of Harry Everts in Belgium in September has done much to confirm the impression that Steyr-Daimler-Puch are to go all out to tackle the world championships.

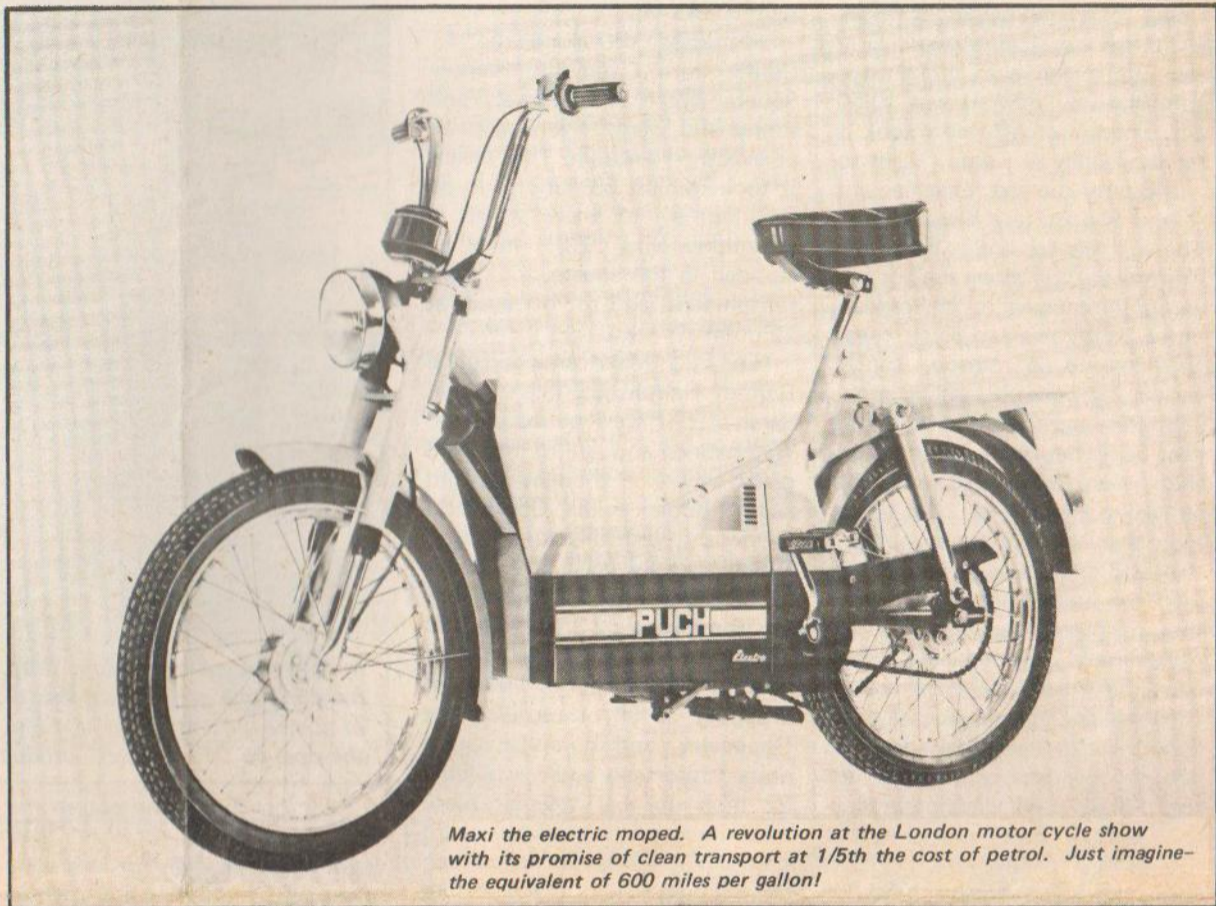
MS DeLuxe

New to the Puch geared moped range is this smart de-luxe version of the MS50V. The enormous increase in interest in geared mopeds this year—since the raising of the motor cycle age limit to 17—has led to this super version with longer seat, lots of chrome and instant appeal. Recommended retail price is £111.99



MAXI PLUGS IN TO LONDON

A revolutionary form of two-wheel commuter transport makes its debut this week at the International Motor Cycle and Cycle Show at Earls Court. Produced by Steyr-Daimler-Puch of Austria, manufacturers of Britain's No 1 moped, the Maxi, the electric machine is being seen for the first time in Britain at Earls Court. This battery-powered moped has equivalent performance to its petrol-engined counterpart and has a daily range of between 25 to 30 miles — ideal for commuting.



Maxi the electric moped. A revolution at the London motor cycle show with its promise of clean transport at 1/5th the cost of petrol. Just imagine—the equivalent of 600 miles per gallon!

While battery-powered cars are not yet a commercial proposition because of the relatively short range, the moped, with its 10 to 15 miles average daily use, is an ideal subject for electrification.

Not only is it cheap, clean and more convenient from the owner's point of view, it is silent and fume-free.

Development engineers at the Steyr-Daimler-Puch factory have conducted surveys throughout Europe which indicate that an

electric moped would find ready acceptance for all types of commuting. Women, in particular, would find the electric motor much easier to handle and understand than the present type of internal combustion engine fitted to mopeds and it is expected that, with suitable development, the electric Maxi could become a necessary part of every household within the next ten years.

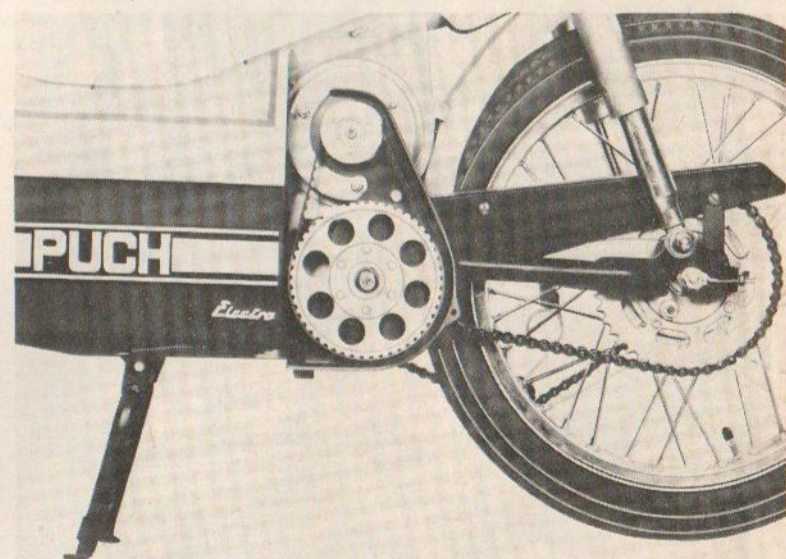
The existing two-stroke Puchs continue to be by far the best-selling mopeds in Britain — with

almost 50 per cent of the market — because of their simplicity, reliability and sturdy construction.

When will the electric Maxi be available in England? It has already reached a high level of development and, if the long-term consumer tests are satisfactory, there is a possibility that tooling could be completed towards the end of 1973. Price? At this stage it is impossible to be specific, but it looks as though the electric Maxi would cost little more than an equivalent petrol-driven moped.

Specification:

Four-pole DC motor, 500 watts at 4000 rpm.
Cruising speed: 25 mph
Cooling: fan
Lubrication: long life lubricant
Power Source: two 12-volt, 40 ah batteries
Primary Drive: toothed belt
Final Drive: roller chain
Speed Control: Electronic pulse system
Frame: tubular
Suspension: Telescopic front tank and pivoted rear suspension
Weight: 128lb.
Operating Range: 30 miles



Powerhouse of the electric Maxi—this DC motor is powered by two twelve-volt car batteries and can propel the machine at 25 mph

FIFTY: FIFTY

DID you know that Puch are within a moped ride of achieving 50 per cent of the British market? The enormously successful Maxi has proved itself over and over again since it was introduced in February 1969. Within six incredible months it surged to top

of the moped pops and since then the share of the market has never fallen below 30 per cent.

Competitors have been pushed back to the point where Puch now sells three times as many mopeds as the next largest. The graph is rising and soon the 'others'

will be left with less than a half share of the market between them.

Why has the Maxi sold so well? Because of its simplicity and reliability; its quality and economy and its labour-paid guarantee. The Maxi is the first truly easy, simple moped for the masses.

The TT Maxi

by Fred Hanks

ON SUNDAY at the beginning of race week, having some 'free' time, I decided to do a trip round the TT Course on this Puch Maxi 50cc moped. Previously I had done the same thing with a different make of moped some two years ago and found that it is a most interesting way to go round giving yourself time to look round and notice things that you otherwise miss.

This machine had previously done 550 miles and these were done back at the motor cycle business as a hack machine and by my two younger children for riding round the garden at home, so it had not had a particularly easy life so far, even though it is comparatively new. It was 10.50 am. when I set off and I took it rather steadily — I didn't want to particularly run the thing flat out — and had quite a pleasant run. The sun was out and it was quite warm all the way along the bottom part of the course through Braddan, on to Ballacraine and so on. I was keeping up a steady canter varying between 28 and 30 mph, and the machine was nowhere near being flat out — mind you, I think even flat out it would be struggling along a flat road to do more than about 34 or 35 mph.

I arrived at Glen Helen, and it was from here when I went with the previous moped that I had to start to help it by pedalling. However, this Puch Maxi went round Glen Helen and up the hill to Sarah's Cottage just like a train. I was so surprised and impressed that I took particular notice that it passed the cottage proper at the top of the steepest part of the climb and it was doing exactly 22 mph according to the speedometer. All the way up the climb and Cronk-y-voddy straight and jogging along there at a nice quiet pace as various riders going round the course in their vans and cars spotted me and in most cases waved violently, sometimes to the detriment of their driving. I

think it was something of a surprise — almost a shock — to see me jogging along because as they must have guessed at that stage what my intentions were — to go right round.

I pressed on along the TT Course until I came to Ramsey Square where it was lovely and sunny and warm. I arrived there at exactly 11.48 am. That means it took me just 58 minutes to do the journey to there which is something like 23½ miles. I stopped in the Square, took light refreshment, and set off again at 12 noon.

The Puch Maxi came up round Ramsey Hairpin just like it did at Sarah's Cottage; pulled up to Waterworks and on to the next place where I thought I might have trouble — the Gooseneck. Previously, with the other moped I had to really pedal just here — in fact I think, if my memory serves me correct, I had to get off at the steepest bit and help to push it. With the performance not dropping at all, I rounded the Gooseneck and it pulled away quite comfortably and was holding 22 mph up that steepest piece from there which stretches on to the 26th Milestone. In that stretch there it appeared to me that that was where the peak power was of this very good small engine.

I caught up a coach which had baulked a car and they were doing, I suppose, something like ten or fifteen miles an hour and I even had the cheek to pull out and pass the car and the coach before we got to the 26th Milestone. When



In sixty-five years of Isle of Man TT history this is a sight that hasn't been seen very often—a moped rounding one of the most famous landmarks on the 37¼-mile Mountain Course. It's Governor's Bridge of course; and the rider is Fred Hanks, sidecar racer, Birmingham motor cycle dealer and editor of the popular "TT Special" produced during TT and Manx Grand Prix weeks on the Isle of Man.

further on round the course the car passed me again I think they were all admiration for this little giant. It was still going merrily along at 25-28 mph, quite a comfortable cruising speed, I would think, for this machine.

I pressed on and finally got to the highest point on the Course, Brandywell, and arrived there at exactly 12.15 pm. That was 15 minutes from Ramsey Square to the top of the mountain. Not bad,

I thought.

The run down the mountain, of course, was very easy for the machine, but even so I still kept it at about 28-30 mph. I arrived back at the start at 12.35. That was another 15 minutes.

The whole trip took 1 hour 28 minutes — motoring time — and used, I estimate, just over a quarter of a gallon of fuel, which can't be bad for the 37¼ miles, bearing in mind the long climb up the

mountain.

If I have any complaints about the Maxi at all it can only be that the seat started to feel a bit hard to me towards the end, but I suppose really they are not built with this sort of marathon run in mind as the general thing.

There must be a moral for this story, but I will have to leave you to decide what it is. F.H. (reprinted by permission from the 'TT Special')



VS50 Sport...

what the papers say

"It must range among the best-made machines on the British market, irrespective of size or price" — Motor Cycle

THE best way of judging a machine is to find out what the press have to say. And when it comes to the successful VS50 Sport the superlatives come rolling off the tongue. Take "Bike" for instance. They say it's "the boss moped if you're looking for a bike substitute."

The VS50 Sport is certainly Britain's most popular motor-cycle moped, catering especially for the frustrated sixteen year old who now must restrict himself to a machine with pedals. That's the law; and we've done our best to provide a sporting, purpose-built machine to give young enthusiasts the best possible introduction to the world of powered two-wheelers.

The confidence we place in the VS50 Sport is underlined by the unanimous verdicts of the press. Says Charles Deane of "Motor Cycle Mechanics": "The Puch is among the best of the sporty mo-

peds which would appeal to the young rider who doesn't want to wait until he is 17 before he takes to two wheels."

Motor Cycle did an impressive test, too, and they found the bike "not only one of the most robust mopeds available, it must rank among the best made machines on the British market, irrespective of size and price."

So said John Ebbrell: "Design is sound and the workmanship of high quality. Castings, presswork, plating, paintwork and attention to detail (for example, the double-curvature mudflaps and the generous chainguard) are exemplary."



Puch—the bicycles with the five-year guarantee. That's the impressive deal you get when you buy a bicycle from Puch. There's a comprehensive range of models to suit all tastes and pockets. Left: The popular Jungmeister comes in ladies and gents versions. Below left: For children, the Mini-Sprint is a sturdy, reliable machine. Below right: The most popular of our small-wheel machines, the Pic-Nic. It is available in either rigid frame (as shown) or as a neat folder for easy storage



TAKING TO 2 WHEELS

on £6.50 per year

THE economics of moped riding are such that people find it difficult to believe that so much money can be saved. A mere £6.50 covers annual tax and fully comprehensive insurance. And petrol runs out at a ridiculously low 0.3 pence per mile — that's around 125 miles per gallon, if you care to work it out.

So riding a moped is cheap. But it is also convenient and supremely easy. Anyone with bicycle balancing experience will take to a moped easily. The Maxi, in particular, is fully automatic and most people — including women — can learn to ride in two minutes. There are no gears to memorise, no complicated controls. Just a "slow-fast" regulator on the handlebar and a couple of brakes for stopping. Couldn't be simpler.

Red tape, too, is minimal. The Government now allows you to ride a moped using a car licence or of course, a moped licence. If you already drive a car, therefore, you are automatically licensed to ride a moped. Insurance is simplified to the extent that the machine receives fully comprehensive cover (including accidental damage) for £3.60 a year — and that allows anyone, anywhere, to ride. From grannies in Scotland to teenagers in Westminster, there is no premium change.

The big increase in moped registration this year has spot-

lighted the typical moped user. We now know, for instance, that almost 20 per cent of women buyers are nurses (they can get to the hospital at shift hours without relying on public transport) and students, housewives and factory workers feature high in the lists.

With increasing urban congestion — packed roads, public transport overcrowded and frequent delays — more and more people are looking to the moped as a solution to their problems.

Very few people are convinced that the moped is the complete answer. On bitterly cold, rainy days or snowy winter days the moped can be uncomfortable, we readily admit that. But it still remains the cheapest form of powered transport and will show great savings on public transport or car costs if used for only half the year. Most owners use their mopeds on nine out of ten days — turning to public transport only when really necessary. This way they have the best of both worlds: complete independence, a second vehicle if they already own a car, and big annual cash savings.

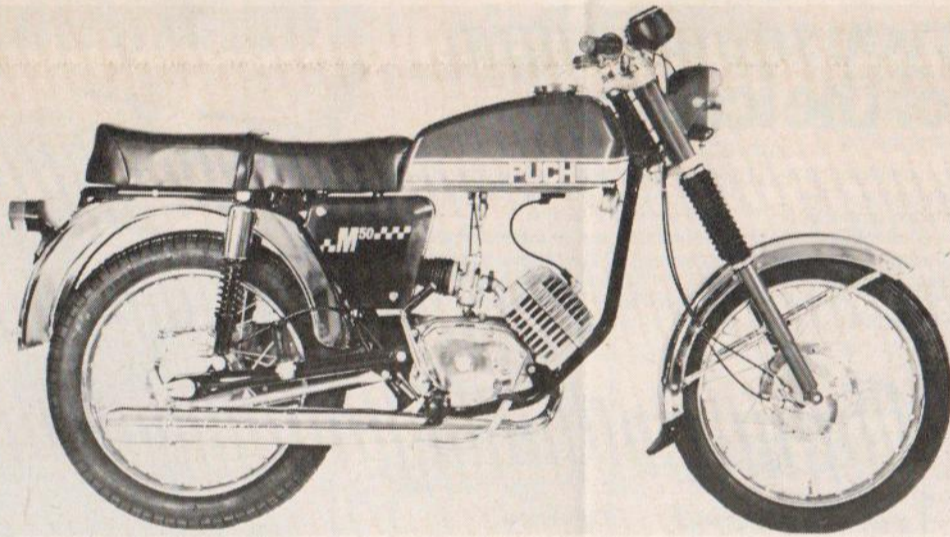
PRICES

Motorised

	Tax Inc. Retail Selling Price
Maxi 'N'	£89.99
Maxi 'S'	£99.99
MS 50 V	£103.99
MS 50 De Luxe	£111.99
MS 50 D	£119.99
VS 50 D	£139.99
VS 50 Sport	£159.99
VZ 50 MN	£164.99
M 125	£208.99
M 125 'S'	£227.99

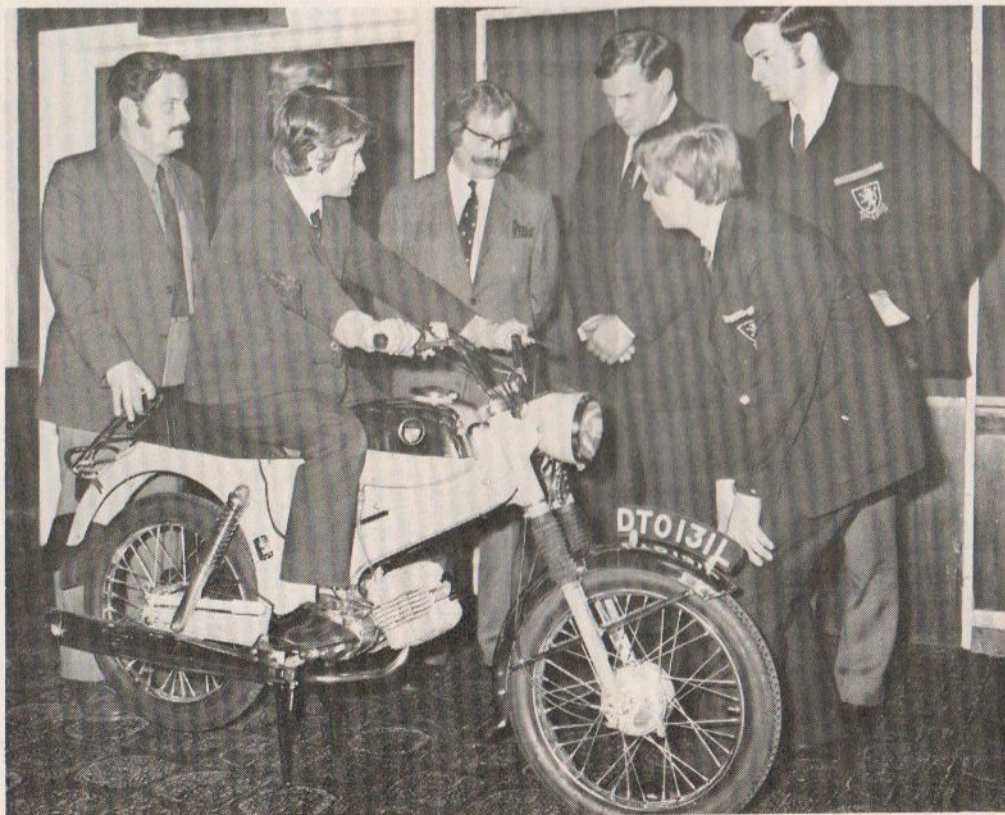
Bicycles

	Tax Inc. Retail Selling Price
Mini Sprint	£23.49
18/24 Junior	£24.49
Cantilever	£24.99
Popular — Single Speed	£25.99
Popular — 3 speed	£28.99
Hi-Riser Boys—5-speed	£34.99
Hi-Riser Boys—3-speed	£33.99
Hi-Riser Girls—3-speed	£32.99
Jungmeister	£34.99
Mini Standard	£33.99
Mini De-Luxe	£35.99
Mini De-Luxe with Lights	£37.99
Camping Standard	£33.99
Camping De-Luxe	£35.99
Camping De-Luxe with Lights	£37.99
Pic-Nic Rigid Single Speed	£28.99
Pic-Nic Rigid 3-speed	£32.99
Pic-Nic Folder Single Speed	£29.99
Pic-Nic Folder 3-speed	£33.99
Clubleader 21" & 23"	£37.99
Clubleader 19½"	£34.99



Above: New at the London Show and planned for sale in Britain next year: the impressive Puch Jet with a powerful 75 cc engine and six-speed transmission. This is a real sportster which is sure to create a sensation at the show—and will prove a top-seller in Britain.

Below: Puchs for schools! Peter Bolton, Puch managing director (centre, with moustache) presents a new VS50 Sport to Croydon schoolboys at a reception in the Borough during October. The VS50 Sport will be used for in-school rider training and is among the first of many to be presented to schools all over the country by the new Institute of Motorcycling



ALAN TAYLOR (NORTHERN) LTD.

Distributors for North West and West Midlands, East, West and North Ridings of Yorkshire, Northumberland, Cumberland, Westmorland, Durham and Wales.
Elan House, Manchester Rd, Castleton, Rochdale, Lancs.
Tel: Rochdale 33221.

GLANFIELD BALDET LTD.

Distributors for the Greater London Area, East Midlands and Anglia.
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Distributors

MOPEDS · MOTOR CYCLES · CYCLES

DARDANI & LARGE LIMITED

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137-139 Bournemouth Road, Parkstone, Poole, Dorset.
Tel: Parkstone 2616.

CHAMBERS OF ROCHESTER

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MINEAR & BRUCE

Distributors for Surrey.
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Tel: Guildford 61243/60367.
and at Central Garage, Lion Green, Haslemere.
Tel: Haslemere 2168.

P. CHURCH LTD.

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1 Hollow Way, Cowley, Oxford. Tel: Oxford 77094.

HARRY FAIRBAIRN LTD.

Distributors for Scotland and Northern Ireland.
11-13 Montgomery Steet, Irvine, Ayrshire, Scotland.
Tel: Irvine 5111.

Why Steyr-Daimler-Puch?

STEYR-DAIMLER-PUCH is one of the oldest and most respected names in the European motor industry. The use of Daimler is no pure coincidence, however. Back in the early years of this century the old Austro-Daimler car company, which held the Daimler licence in Austria, merged with Steyr — the Empire's foremost engineering and armaments group — and with Johann Puch in Graz, the famous bicycle and motor cycle manufacturer.

Today the group is acknowledged as one of the greatest all-rounders in Europe with an incredibly large range of products — from twist drills and ball bearings to tractors, tanks, buses and guns. Subsidiary factories in Greece and Spain and exports to practically every country in the world are evidence of the continued growth of this giant industrial complex.

Steyr-Daimler-Puch has a long-established policy of not introducing new products before they have been thoroughly tested and insisting on the highest possible quality compatible with logical marketing. This is proved over and over again in the many fields of activity of Steyr-Daimler-Puch; and not least in the success of the Maxi moped in Britain.

UNIQUE DISTRIBUTION

WHEN Steyr-Daimler-Puch formed its wholly-owned subsidiary com-



British HQ by night—Steyr-Puch House in Nottingham is the centre of operations on this side of the Channel

pany in Britain at the beginning of 1968 an important decision to appoint autonomous distributors was taken. Unlike the arrangements of other manufacturers the unique Puch network places the area marketing under eight regional distributors. They order directly on the factory, deal locally with guarantee claims and maintain their own stocks of spares.

This means that local needs are more closely met; and each distributor maintains an adequate stock of spares based on his local sales. In other words, if the demand for a particular model or colour is greater in one part of the

country it is easy for the local distributors to take these factors into account when arranging spares stocking priorities.

And, of course, with eight major spares depots, a Puch owner stands a much better chance of finding an obscure part than he does when a manufacturer or importer maintains a single main spares store. If that is out of stock, it's out of stock!

By taking careful note of local conditions and promoting the products accordingly, Puch's eight distributors have built up the position of these Austrian machines to the present No 1 position within the space of four years.

The Puch products you see in Britain are only the tip of the iceberg.

The Puch products you see in Britain are only the tip of the iceberg.

The only part of the Steyr-Daimler-Puch operation you see in Britain are the cycles, mopeds, motor cycles, tractors and the remarkable go-anywhere Haflinger cross country vehicle.

But Steyr-Daimler-Puch is much more

than a large company manufacturing an outstandingly successful range of two wheel and light automotive products.

We're Austria's largest automotive company, with 18,000 employees to help us build petrol and diesel powered buses and trucks stationary engines, sporting weapons, tractors, trailers and a variety of

cars. Every year, the combine products 15 million ball and roller bearings in 2,000 standard designs.

Above all, we've built a reputation for engineering of the highest quality. And that's the hardest thing to do.

Steyr-Puch - good enough to grow big.



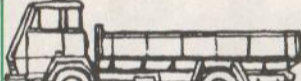
All types of cycles from Tourist to De Luxe and Sports models



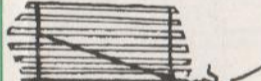
Steyr-Puch-Pkw 500 and 500 S cars



128, 128



790, 890, 990, 1290, 1490 Allrad-Specification



Self loader



Children's cycles. Camping cycles. Accessories, equipment, coaster/brake hubs and three speed hubs.



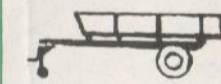
Haflinger



124, 124
124 Special
124 Coupe and Spider



Steyr Tractors with Safety cabs



Multi-trailer



Puch mopeds Maxi, MS50, VZ50V, M50SE, MC50.



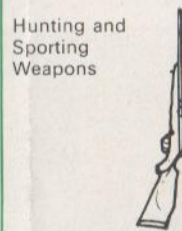
Municipal Haflinger



125, 125 Special
Dino Coupe and Spider



Steyr Tractors



Hunting and Sporting Weapons



Puch scooters DS50, DS50V.



Pinzgauer



Steyr-Fiat and Steyr-OM-Lkw trucks



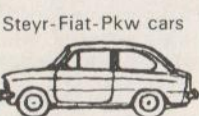
Steyr Tractor Allrad Specification



Military weapons



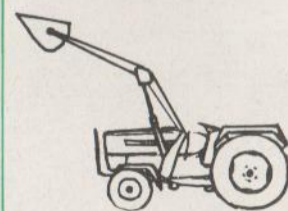
Puch M 125 motor cycle.



850, 850 Special, 850 Coupe and Spider



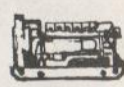
Trucks and Lorries from 4 - 12 tons 590, 690



Front loader



Bearings from 10mm - 100mm outer bore



Diesel and electrical stationary motors

postscripts

BABY GETTERS...

LÉICESTER Corporation has just renewed the contract with Glanfield-Baldet for the supply of nine Maxi Ns to replace the original Maxis used for the Midwifery Section of the Ambulance Service.

AND NODDY CHARGERS

Nine Puch M125s, fully equipped with windscreen, legshields and panniers, have been ordered by Nottinghamshire County Council for police work.

Even if you think you're fit, you'll probably benefit from using one of the Puch-Tunturi exercisers. They improve and maintain your condition and help prevent heart trouble. Ideal as a Christmas present is the inexpensive Chinbar (4.95) which fits on all doors (not illustrated). The rowing machine at £48.95 and the cycle exerciser at £58.50 provide a means of scientifically monitoring and improving condition.

KEEPING FIT



MUGLERISING?

Even if it did take a whole episode of Rawhide to make his suit, Johann Mugler isn't complaining. He's the chief moped tester at the Puch factory in Austria and he gets his mighty thighs across every Maxi to leave the production line. If they'll take his weight...



Postal services throughout the world demand reliability—and Puch geared mopeds give that reliability. This Post-Puch is seen in Graz, Austria



PROBLEMS?

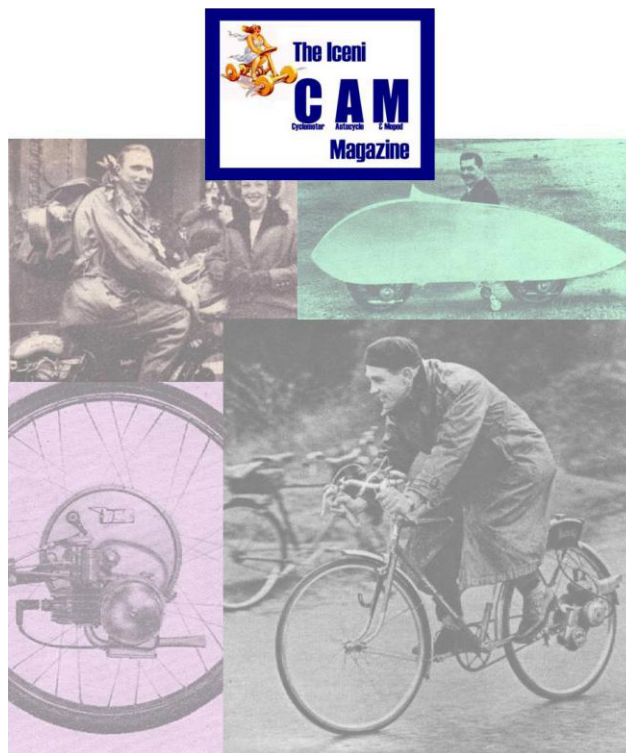
IF YOU have any queries or comments arising from this newsletter please contact your distributor or write to Steyr-Daimler-Puch (Great Britain) Limited, Steyr-Puch House, 211 Lower Parliament Street, Nottingham NG1 1FZ.

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