

The Portland Building, Nottingham University

RALEIGH

DEALER CONVENTION · 1961

More than 1,800 Raleigh dealers from all parts of Great Britain travelled to Nottingham on September 19th, 20th and 21st to attend a dealer "Get-together" organised by Raleigh Industries Limited at the Portland Building, Nottingham University.

The dealers were entertained to lunch and were addressed by Mr. George Wilson, chairman and managing director of Raleigh Industries Limited, and Mr. Maurice W. Cook of Bournemouth, who is president of the National Association of Cycle Traders.

In this special supplement to the November issue of the RALIGRAM we bring you pictures and stories of personalities and events at the "Get-together" and report for your information the topics discussed.



Mr. George Wilson with some of his guests

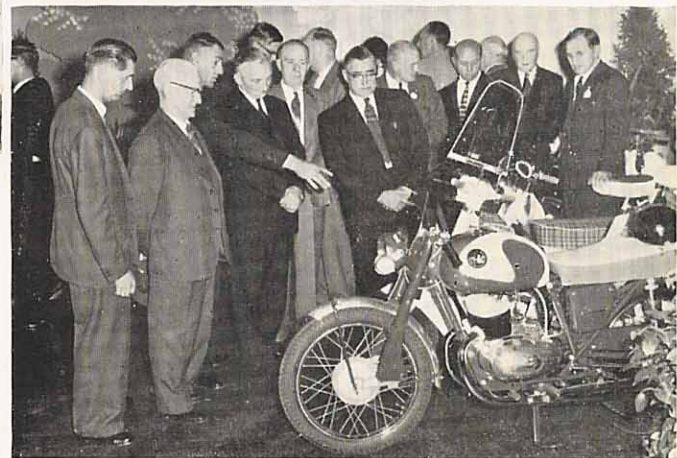


RALEIGH DEALER CONVENTION - 1961

Left: An impressive view of the luncheon



Above and left: Dealers arriving at the convention



Above: Great was the interest in the motorised exhibition

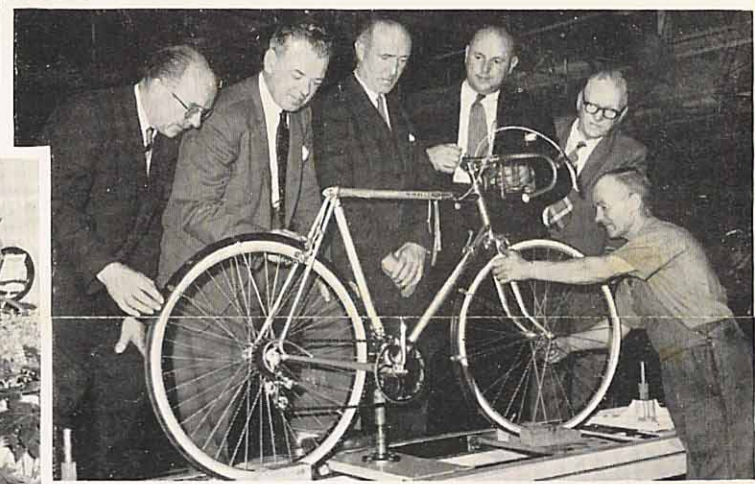


Above: A section of the exhibition hall

Below: A tour of the factory



Above: Carlton machines caught the eye of these dealers



Below: Souvenir photographs



Right: Dealers view the Sunbeam range



Above: The new receipt issuing machine was a centre of attraction



Above: Close inspection of a "Roma" scooter



Above: Tea in the canteen



Above: The Motorised Division display and demonstration unit

A Supplement to the November Raligram

Left: Homeward bound

POINTS FROM THE CHAIRMAN'S ADDRESS

IN his address of welcome to dealers, Mr. George Wilson, chairman and managing director of Raleigh Industries Limited, made the following points in connection with the company's policy and programme for the coming year:—

Trade Discount. The trade discount on bicycles will remain as last year. A new and more attractive scale of rebates for the coming season covering all marks made by the company is offered as follows:

To any dealer prepared to place 100 per cent of his cycle business with Raleigh Industries a bonus of 3/- per machine is offered on all cycles from 20" wheel sizes upwards, irrespective of quantity. Tricycles are not included in these rebates.

Publicity. Early next year, sales display service vans manned by experts in the field of shop and window display will be placed at the disposal of dealers.

Toy Business. There will be no change in prices, terms and conditions in connection with the company's toy business in the coming season. The size of the current range of wheeled toys under the Sunbeam trade mark will be doubled by the Spring of 1962 and further increases are planned for future years.

Motorised Division. There are no changes whatsoever so far as the Raleigh motorised products are concerned. Retail prices will not be reduced during the course of the present season. The company's policy is one of stability and there is no intention of altering the discount. New Phillips and Norman mopeds have been introduced. The existing range of Norman motorcycles as well as the Sun scooter will continue for the 1962 season.

Gradual Payment Policy. From October 9th, 1961, service charges under the company's Gradual Payment Scheme will be drastically reduced. This reduction should act as a stimulus to cycle sales and will assist many people to purchase bicycles who have hitherto been deterred by the existing service charges.

In addition, machines may now be purchased over a two-year period instead of 18 months as previously. (The new schemes are described in greater detail on the back page of this supplement.)



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ALL-OUT EFFORT BY TRADERS NEEDED—N.A. President

Mr. Maurice W. Cook, president of the National Association of Cycle Traders responded to Mr. Wilson's welcome, and expressed thanks on behalf of the dealers present for the invitation to the "Get-together" and for the hospitality which had been extended to them.

Speaking on behalf of the retail cycle trade, he said that such meetings were essential to the well-being of the trade and to the goodwill between manufacturer and dealer. He was attending all three days of the convention, not only to give every help to the dealers, but because it was his desire to see a revival of the cycle trade, to see the trade a happy one, to see the trade confined to bona fide dealers, to see manufacturer and dealer working in close harmony and co-operation and to see policy forming consultations held between manufacturer and dealers. These objects would be achieved only if all combined to pull in the same direction.

Mr. Cook urged his fellow traders to concentrate on the future and make an all-out effort to get the trade on a sounder footing. The trade, he asserted, can become a stronger and more virile body.

Left: Mr. Maurice Cook

Emphasising the necessity for dealers to show clean stock in a clean shop and to keep the public informed by the use of advertising, Mr. Cook said that the sales were there for those dealers having a modern outlook.

"We must sell more bicycles," Mr. Cook concluded. The combined policies of manufacturers and dealers must have this one aim in mind.

MR. GEOFFREY KING

It was with sincere regret that dealers and their hosts alike learned of the illness of Mr. Geoffrey King, group home sales director of Raleigh Industries Limited, which prevented him from attending the convention. Mr. Wilson's message of sympathy to Mr. King and his hopes for a speedy recovery were echoed by all present. We are sure that Mr. King will have been heartened by the outstanding success of the convention to which his own efforts contributed so much.

REBATE INCENTIVE TO DEALERS

Greatly increased rebates will be available for the coming season to dealers selling bicycles made by Raleigh Industries Limited.

Rebates will operate on a sliding scale as follows:—

20 bicycles	2s. 0d. a unit
40 "	2s. 6d. " "
60 "	3s. 0d. " "
80 "	3s. 6d. " "
100 "	4s. 0d. " "

The rebates cover all marks made by the company but tricycles are not included. The trade discount will be 27½ per cent with settlement terms of 3¼ per cent discount for accounts paid within seven days, or 2¼ per cent discount over a month.

Dealers who buy bicycles exclusively from Raleigh Industries will receive an additional rebate of 3s. 0d. a bicycle on all cycles from 20" wheel sizes upwards, irrespective of quantity, making a total rebate of 7s. 0d. a bicycle for dealers selling 100 or more.

FOR THE FAMILY ALBUM . . . 1,800 PICTURES

A novel and highly popular feature of the convention was the introduction of Polaroid cameras—and their attractive operators! These cameras gave sparkling prints to the startled dealers just 10 seconds after the photographs were taken. Presented in a souvenir wallet, the photographs will, we hope, remind our dealer friends of time well spent on a happy and useful day "with the Raleigh folk".



FOUR NEW RALEIGH MOPEDS

The introduction of four new Raleigh mopeds was announced at the convention; they are the Norman Nippy Mark V, Norman Lido Mark III, Phillips Panda Mark III and Phillips Gadabout Mark IV.

All four machines are based upon the Motobecane design employed by Raleigh in their Automatic and Supermatic mopeds.

Manufacture of the Automatic and Supermatic mopeds and Roma scooter, as well as the Norman range of motorcycles and the Sun scooter will continue as at present.

Emphasis was laid on the company's intensive programme of sales promotion and dealers were able to visit the company's mobile display unit and see for themselves how demonstrations are organised. The unit, equipped with licensed mopeds and scooters, visits factories, holiday centres, market towns, stimulating public demand by providing the facilities for potential purchasers to see and try for themselves the manoeuvrability and ease of handling of these outstanding machines.

Dealers were urged to approach the authorities at factories, nursing associations and nationalised industries in their neighbourhood with a view to arranging demonstrations—the company offers every support in sales activities of this nature.

In regard to the difficulties experienced in the past in satisfying demands from dealers, an assurance was given that these had been overcome and prompt delivery of requirements would be given in the forthcoming year.

A STIMULUS TO SALES

The announcement by Mr. Wilson of the company's new Gradual Payment policy was a major talking point among dealers at the convention. Two entirely new and highly competitive Gradual Payment schemes contain a finance charge drastically reduced compared with anything which has been freely available in the cycle trade in the past. These schemes are offered as alternatives to the present ones which will continue with certain modifications.

The kernel of the new schemes is a finance charge of 10 per cent per annum on R.I. machines compared with 20 per cent formerly, and 15 per cent on non-R.I. compared with 25 per cent. In addition both these schemes incorporate a documentation fee of 1/- per month, which will be added to the G.P. price.

It has not been possible to introduce these schemes without considerable sacrifice to the company and it was felt that the burden had to be shared. Dealers are asked to accept a reduction in their collection commission from 3½ per cent to 2½ per cent on all accounts financed by Raleigh Industries (Gradual Payments) Limited and, in the case of the 10 per cent and 15 per cent schemes, they are asked to make a contribution to what is termed a "Dealer Protection Fund".

The company's proposals require the dealer to contribute the sum of 5s. 9d. on each agreement entered into, which will be credited to his own individual protection fund. As and when any such account is held to be irrecoverable or is passed out to solicitors for collection, this fund will be debited with the 50 per cent of the balance of the debt then outstanding.

Should there be insufficient funds in that account to meet this debit, the balance will be charged to the dealer's trading account.

Similarly, if the funds accumulated in this account reach a figure in excess of 5 per cent of the dealer's outstanding G.P. balances, this excess will be credited to the dealer's trading account.

Dealers are given the choice of whichever scheme they prefer—there is no compulsion at all. All the company requires is that the combination of schemes which the dealer elects to take should apply to all the bicycles he sells; thus, for R.I. machines, he may use either the existing scheme as modified or the new scheme, but he may not use both. Similarly, for non-R.I., he may use the existing scheme as modified or the new scheme but not both.

Even after he has chosen one or other combination of schemes the dealer can change to a different combination provided he gives the company 14 days' notice in writing.

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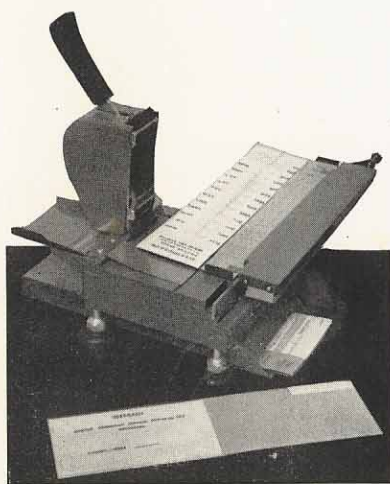
THIS CAN HELP BOTH OF US

A highlight of the "Get-together" was a demonstration of portable receipt issuing machines which can be rented by dealers. These machines enable receipts to be issued to customers 12 times quicker than possible by hand and ensure that the correct information about each hire purchase sale is forwarded to Raleigh Industries Limited.

Dealers have had cause to complain in the past that the customer has been approached by the Gradual Payments department for settlement of an account when it had already been cleared. Investigations showed that in the majority of cases the fault lay in the reference numbers quoted on the copy receipt sheets remitted by dealers as a result of which the moneys received were posted to the wrong account.

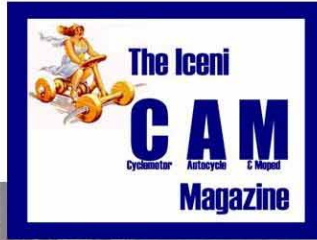
No fewer than 25,000 wrong or indecipherable reference numbers are quoted every week and a staff of 50 extra clerks is now employed in correcting them.

The cost of the machines is very small—a rental of 10/- per month includes replacement as required, complete with free service and free maintenance.



The portable receipt issuing machine

IceniCAM Information Service



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