

Mini-Motor Sales

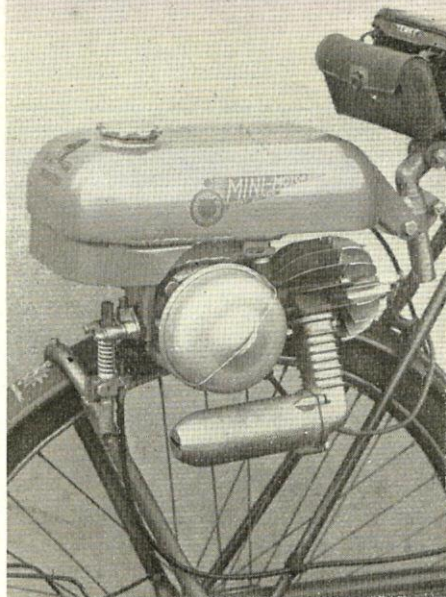
WHEN manufacture of the Mini-Motor was started in England by Trojan Ltd., the unit was given a very exhaustive series of tests in this country before being released to overseas markets. It was described in our August-September issue last year, and, briefly, is a 49.9 c.c. two-stroke unit of light weight that can be attached very simply to any normal bicycle, to drive the rear wheel direct from a serrated roller acting on the tyre.

Current production at the very well-equipped Trojan works at Croydon, has now risen to about 600 per week and increased attention is being paid to export business. Since May last year, more than 11,000 units have gone into use, but of the first 2,300 built none were allowed to be sold for export, so that their performance and behaviour could be closely observed.

One small change has been made as a result of these tests in the method of engaging the driving roller more positively with the rear wheel, but apart from this the Mini-Motor remains unaltered. It is now being built on flow production lines, and the output already represents one-fifth of the factory production.

Trojan (Holdings) Ltd. first acquired the full manufacturing rights in May last year, and the only world territories to which Mini-Motor (Gt. Britain) cannot export under the terms of their agreement with the inventor are the Argentine, France, the French Colonies and Italy.

The overseas markets are to be the firm's main objectives, and sample units have already been dispatched to 17 different



A spring-loaded plunger is now used on the Mini-Motor to give a more positive engagement of the driving roller with the rear tyre

countries. In addition, quantity shipments have been made to Canada, Australia and Switzerland, the first-named being the first territory to be tackled. Last October a shipment of 1,000 Mini-Motors was made there, and from April next it is hoped that the market will absorb some 200 per week. Sales are in the hands of eight distributing houses.

Experiments have been carried out to make certain the unit is suitable for use in American style bicycles, and the makers aim at selling 300 to 400 a week in the United States eventually.

IN BRITAIN NOW

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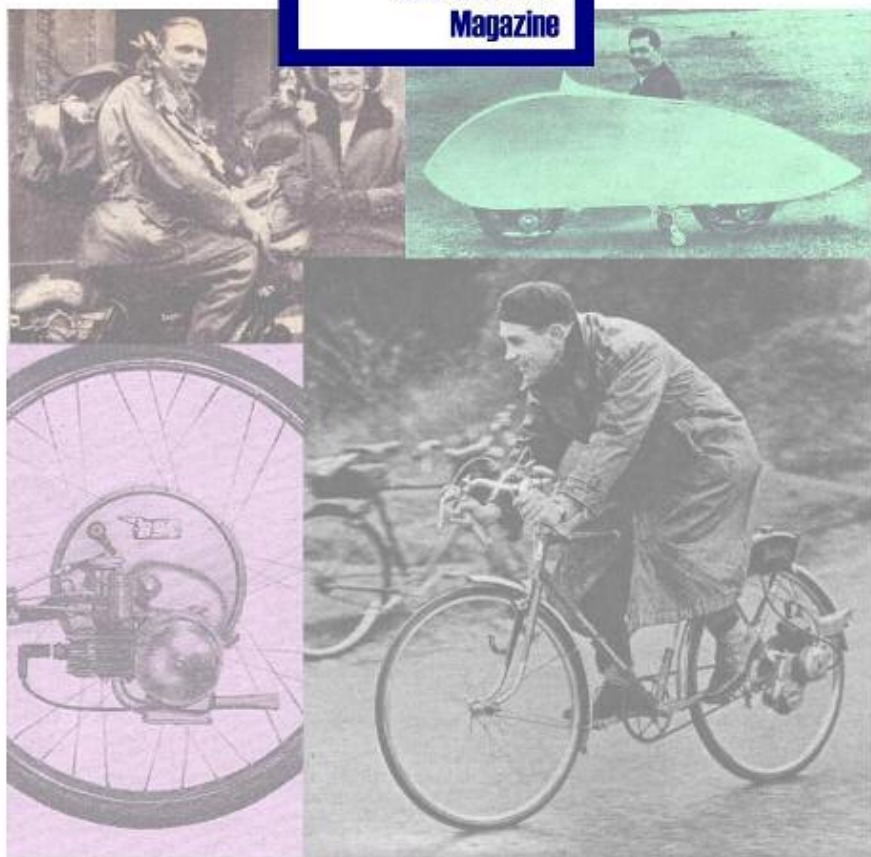
Meanwhile, the popularity of the motor cycle continues to grow in Britain. For instance, the approximate number of motor cycle licences held was 576,000 on May 31, 1949, compared with 350,000 a year earlier. Winter sales are increasing, too, according to the latest returns of new registrations.

The most significant rise in the latest monthly figures, those of November, 1949, concerns machines of less than 150 c.c. In

this ultra-lightweight class, 4,177 new machines were registered in November, 1949, compared with 1,991 in November, 1948. The increase is quite unprecedented, and reflects the interest which the British public is taking in these ultra-lightweights.

At present, established British retailers are concerned about the high part-exchange allowances which some retailers have been offering to customers. These excessive allowances are being condemned by the more far-seeing of retailers, who are also making suggestions of how they can be curbed.

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