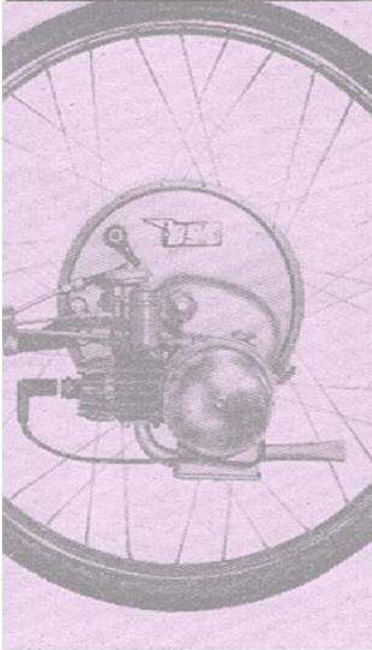


IceniCAM Information Service



www.icenicam.org.uk



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MINI-MOTOR (GT. BRITAIN) LTD.

DIRECTORS: B. MONK, J.P. H. DARRELL, F.C.A., F.J. DYKES, M.A., H.J. RICKWOOD, A.M.I.MECH.E.

Universal Outboard Power Unit

Our ref: GMD/VC

TROJAN WAY
CROYDON
ENGLAND

25th May, 1954.

TO ALL DEALERS.

LONDON-EDINBURGH SUCCESS!

The Writer has just successfully competed in the "London-Edinburgh", riding a Mark V Mini-Motor!

The occasion was the 50th Anniversary of the Motor Cycling Club's annual classic, and by way of commemorating it the same route was used as in 1904. Competitors left the G.P.O. London last Friday night and followed the old A.1 road through Hitchin, Grantham, Wetherby, Durham and Berwick-on-Tweed, to check in at Princes Street, Edinburgh within 24 hours. This called for a point-to-point average of about 17 m.p.h. with no time allowance whatever for refueling, maintenance or rest. There were 39 cars and 14 motor-cycles, but ours was the first and only effort to attempt an "Edinburgh" on 49 c.c.

Owing to thoroughly adverse head winds it was touch and go whether we "made it" to time. There was quite a cheer for the Mini-Motor in Edinburgh when it appeared with just two minutes to spare at the final control. Conditions were far from easy. For three-quarters of the way there was drizzle, rain or sea mist, but even more trying was a stiff head wind for over 200 miles north of Stamford. Petrol consumption from home to the finish was 160 m.p.g. Collodial Filtrate Oil was used. The mileage was 416 from home to finish of run.

As you will appreciate, it is difficult to find tests which demonstrate to the man who comes into your shop the simplicity and soundness of the sturdy Mini-Motor. Last year, for instance, three of us tackled the A. C. U. Motor-Cycle Rally and all got bronze awards. Much too late for any useful publicity we learned that the conditions (we endured 19 hours of rain) had proved too much for 40% of the motor-cycle entries and all the other cycle attachments!

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So this time, anticipating another Mini-Motor success plans - including part of this letter and the enclosed poster - have been prepared in advance. "Motor Cycling" will include the Mini-Motor in a feature on veteran(!) competitors, while another article is under discussion with "Motor Cycle". There is a chance of being in "In Town To-night" next Saturday when the Writer returns to London at the end of the week.

London to Edinburgh on a cycle attachment fitted to a roadster cycle, and incidentally the Writer's weight is 12 stone 8 lbs, in less than a day under test conditions and with five time controls en route is quite something. If you can interest your local paper(s) please use the information set out in this letter. The first three paragraphs contain the sort of information newspapers accept as news.

Enclosed are a few leaflets, further supplies of which are available on request. We also enclose a copy of the Mark V Instruction Book for your personal use. We would particularly ask you to note the oil recommendation on page 9. We shall now be sending out to Mini-Motor owners who have returned Mark V Guarantee cards.

G.M.DENTON
Sales Manager.

Enclos.