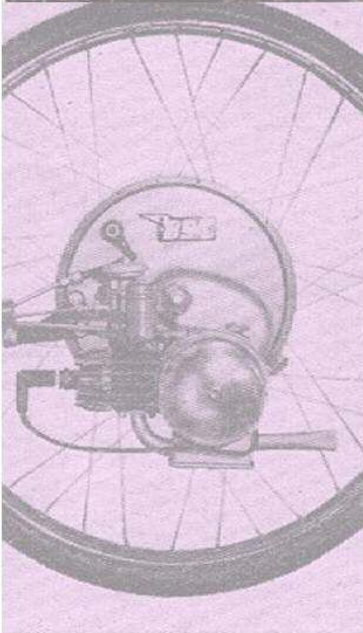


IceniCAM Information Service



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To Mr Monk
Copy Mr Charles.

12 Apl 54

From Mr Denton.

Mini-Motor Sales.

The present Season has advanced sufficiently for certain Sales trends to emerge. They are :-

- 1.) That so far this is a bad or very bad season for cycle sales and somewhat below average for cyclemotors.
- 2.) That Min-Motor sales are ^{being} well down.
- 3.) That it is almost certain that B.S.A., Cyclemaster and Firefly combined are outselling Mini-Motor and Power Pak in a greater proportion than the corresponding types did last season. Put simply, the "semi-built-ins" are preferred to "clip-ons".
- 4.) That where the Min-Motor and standard Power Pak are on offer side by side, the latter outsells the former by about 5:1. (This rather sweeping statement can be amplified and the Dealers concerned named.)
- 5.) Some of the more newly appointed Dealers have failed to get away on Mini Motors. Some of the oldest and best are seriously alarmed at the sales resistance they are meeting from the public and are urging us most insistently for an entirely new model.
- 6.) It has become very difficult to appoint fresh stockists.
- 7.) Some Dealers have pointed out that Mini Motors command a comparatively poor second hand price and say that more Mini Motor owners sell to buy other makes than the owners of other makes do.

Sales and guarantee card figures are attached. The stock of Min-Motors on Dealers' hands is estimated at ~~400~~ 900 approximately. With two or three possible ~~exceptions~~ exceptions there are no large quantities in single Dealer's hands. Rather is the stock well distributed and in most cases on display.

Our advertising is now well under way. The response in terms of postal enquiries per fl spent is so far similar to the response to the price reduction advertising last June. It is too early to assess its effect on sales. There should certainly be an improvement on March figures. But present indications - as numbered 3 to 7 above - suggest that a fresh approach to cyclemotor design is an urgent necessity for the future. A memorandum discussing possible lines of development is in preparation.