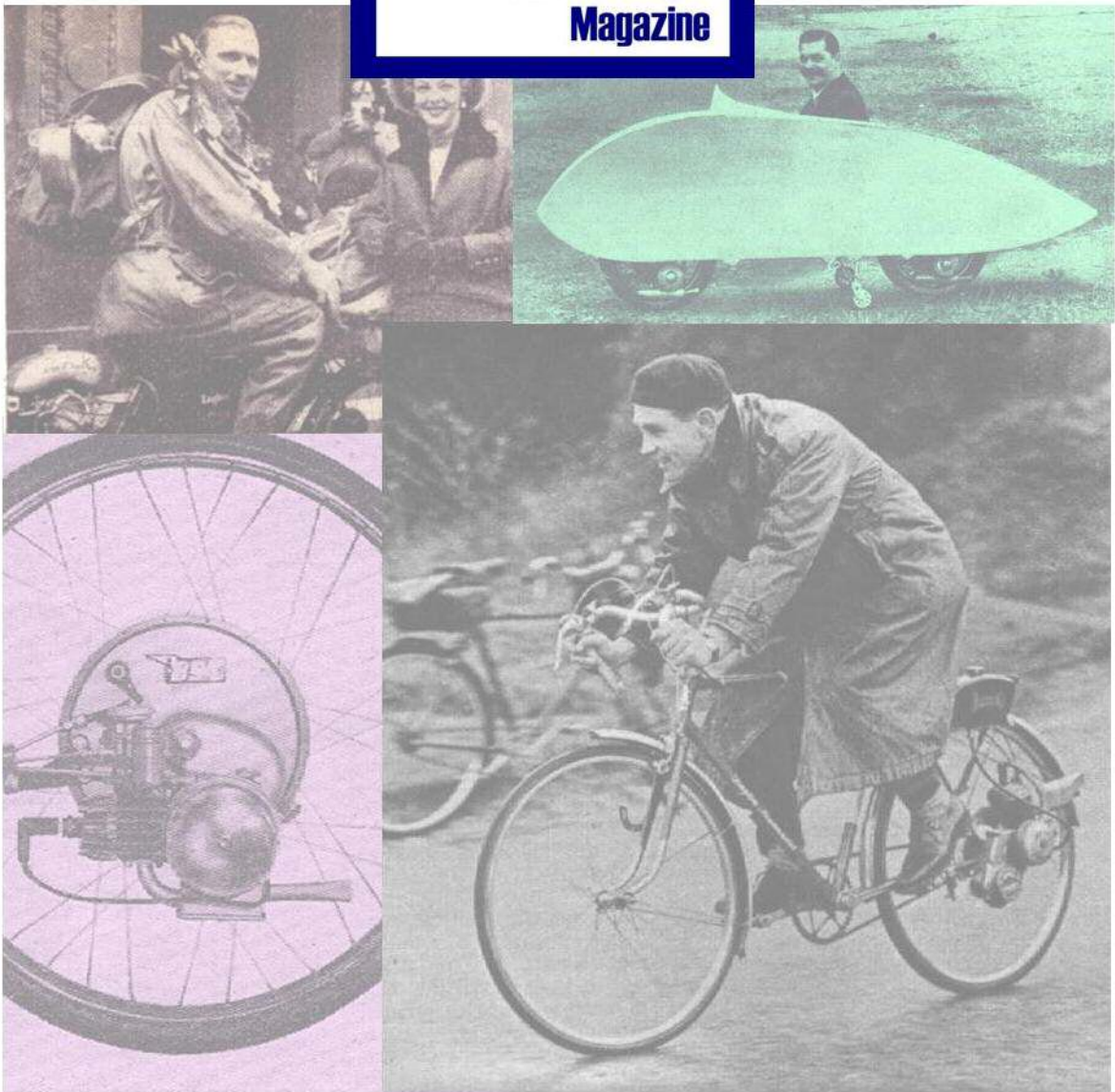


# IceniCAM Information Service



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NEWS - LETTER NO.1.

MINI-MOTOR (GT.BRITAIN) LIMITED,  
Trojan Way, Croydon, England.

DEALER'S CONFERENCE.

On Wednesday, January 11th, 1950, a highly successful Conference was held at the Greyhound Hotel, Croydon, preceeded by an interesting tour of the Trojan Works.

Approximately 120 people were present, including representatives from the Ministry of Supply, The Board of Trade and the Press.

After lunch Mr. Monk, the Managing Director of Mini-Motor (Gt.Britain)Ltd., in his speech pointed out that the Company was formed on June 1st, 1949, and since that date over 11,000 Units had been sold. Production was now 600 per week, and in the Spring it would be increased to 1,000 per week.

Up to the present moment he had not heard of a single complaint of a bicycle that had been damaged through a Mini-Motor being fitted correctly. We had laid emphasis on the fact that this is an auxilliary engine for a bicycle, and it would not turn a bicycle into a motor-cycle.

We had very few fixed Agencies at the moment, because although we had been in the Motor Industry since 1906 this Unit was to be sold through the Cycle Trade, of which we had very little knowledge. Consequently we did not want to tie ourselves to any definite agreement until we knew more about this Industry. As far as those present were concerned, we undertook to stand by those Agents who were prepared to stock spares and give efficient service and back them to the full.

Our main objective was Overseas Trade, and at the end of last year we tackled Canada, where we were very fortunate, and 1,000 Units have already been delivered. In doing this we believed that we were not only helping this Country get dollars but also giving real service and satisfaction to the people.

We knew that costs were going up, but as far as this Unit was concerned we were going to try and avoid increases.

In conclusion Mr. Monk pointed out that up to the present we had not advertised as the number of enquiries received had up to date been embarrassing. A National Advertising Scheme was under consideration now and would be embarked upon before long.

A News-Letter would be sent to all Traders, giving news of other people's experience, their problems, how they were dealt with; and requesting Agents to let us know their experiences, in order that we could make this a product of which we were justly proud.

After Mr. Monk's speech Agents were conducted round an Exhibition showing eight different types of bicycles fitted with Mini-Motor Units, including a tandem and an American balloon-tyred bicycle; and one bicycle incorrectly fitted, bringing out various faults such as the mudguard fouling the float chamber, cables kinked, coilbound spring, Unit not centralised nor level, too large a gap between cut mudguard and roller guard etc.

Also on display were the various modifications brought into production, and semi-packed and packed Units in attractive cartons. The centrepiece of the Exhibition was a display stand



showing the various components of the Unit from the rough castings or pressings through the various processes to the finished parts.

When everybody was reseated Mr. Monk declared the meeting an open forum, and asked for any questions.

Many Dealers mentioned the fact that certain bicycle manufacturers were repudiating their guarantee if a Mini-Motor were fitted, to which Mr. Monk replied that we knew of no case where damage to a bicycle was attributable to a Unit correctly fitted.

- Q. Free wheels wearing out due to overwork, and road grit getting in.
- A. This had not been experienced except in one or two cases. One user claimed to have ridden from London to Liverpool and back 30 times (12,000 miles), and his machine looked like new and had experienced no such trouble.
- Q. Hinge pins seizing up through rusting.
- A. Modification going through to make these parts of stainless steel.
- Q. Estimated life of the Unit.
- A. First batch of Units had Italian main bearings which were not as good as British. Apart from that the Unit would not wear out for years if it got fair treatment.
- Q. Reconditioned Units.
- A. Scheme covering this was being embarked upon, but it would be necessary for the engine number to be altered on licences if engines were changed.
- Q. Decompressor.
- A. Already tested out but the Trojan Unit had always been made as simple as possible, and we did not want to bring in decompressors unless absolutely necessary.
- Q. Mag-Dynamo.
- A. Not desirable, as many people do not use motor in traffic etc, and there would be no lights, apart from reason already given in previous answer.
- Q. Different colours.
- A. Involved complications in production and storage, but is being considered.
- Q. Miller Magnetos standard.
- A. Both Miller and Wyco-Pacy Magnetos being used.
- Q. Standard charge for fitting.
- A. Would records be kept for 3 months, and then we would decide on standard charge.

In conclusion Mr. Eric Moore of Bruce Moore Ltd., stated that to his mind the Unit was one of the most practical he had come across, and that it was excellently made. He also said that his Firm had been handling Mini-Motors for eight months and that he had experienced no trouble that his mechanics could not rectify.

Mr. Medley of Bournemouth proposed a vote of thanks which was unanimously seconded by all present.

Mr. Monk then declared the Conference closed and thanked everyone for coming along.