

TRADE TOPICS

Big Berliner Order

Associated Motor Cycles has "chalked up" another big U.S. export order - worth well over one million dollars - the company announced in London, today. It was placed by Mr. Joseph Berliner, President of the Berliner Motor Corp. of America, who has just made a special 48-hour visit to Britain to complete the deal.

Mr. Berliner, the world's biggest independent motorcycle distributor, has initially ordered several thousand machines, mainly the 750cc Norton Atlas, plus spares. Deliveries are due to start in three weeks time and be completed by early January 1964.

At a penthouse meeting, in the Dorchester Hotel, Park Lane, Mr. Berliner handed to Sir Norman Hulbert, M. P., Chairman of AMC, a draft for \$250,000.00 as a first payment.

In addition to the one million dollar-plus deal, Mr. Berliner has put in a substantial order for a 750cc Scrambler model, of a promising new specification - for delivery "as early as possible".

At the same time, he has had talks with AMC chiefs at the company's headquarters at Woolwich, London, on ways and means of stepping up supplies of all the AMC products he distributes in the States. These include the Electra 400, the revolutionary new motorcycle with a car-type electric starter originally designed for the U.S. market. Six months ago, Mr. Berliner gave AMC an order worth \$1,400,000.00 for this machine.

Before leaving London, today, he said: "The Electra 400 is superb and has come up to all its expectations. We think it is three years ahead of anything produced by anyone else".

Mr. Berliner added, "In fact, every AMC motorcycle we sell in America is a hit. We cannot get enough of them. These AMC products, the best that Britain makes, are certainly worth their price.

"The main object of my visit is to obtain more and more AMC machines, with all their latest refinements. I am honoured and pleased to be associated with Sir Norman Hulbert and all his colleagues at AMC".

Mr. Berliner was accompanied here by his brother, Mr. Michael Berliner, Vice President of the Berliner Motor Corp., sole distributors for AMC in the U.S.

Sir Norman Hulbert commented "This is another export tonic for Britain as well as AMC.

"The transatlantic partnership with the Berliner Corp. is proving a great success and we are confident it has a tremendous future.

"AMC could not wish for finer representation in the U.S. We are all delighted with the splendid sales successes achieved by our American partners".

Mr. W. J. Smith, Managing Director of the Woolwich engineering plant, said: "We shall now have to make a further increase in our labour districts, at present, affected by redundancy".

Moon Gas OK

Francisco Labs of Los Angeles, Cal. reports that its MOON GASOLINE is legally gasoline, and can be used in any gas class competition. Its Methanol Fuels are also legal in any alky class competition.

Francisco's degummed, treated, castor oils carry federal lube tax, and cannot legally be discriminated against, reports the firm. Some clubs are urged to correct their decisions in the light of Fair Trade Regulations.

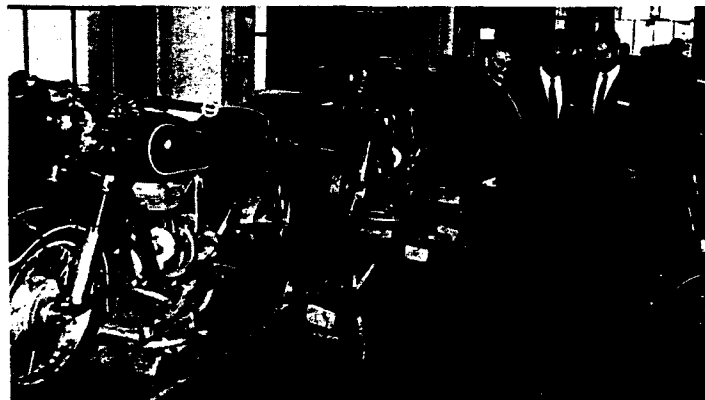
Owners of any motor vehicle cannot be compelled to use any one brand of fuel or oil, whether free or sold, on private or public property, citizens of this country still have the freedom of choice, reports Francisco, in such matters.

BMW's Best Year

Never in the history of motorcycle racing had any factory won a World Championship ten times in a row.

With a great victory in the 1963 Belgian Grand Prix, Sidecar Champion, Max Deibel, and his companion, Emil Hoerner, assured for the BMW factory their tenth consecutive Sidecar World Championship.

This also constituted a fitting birthday present for BMW who celebrate, this year, their 40th anniversary of producing world-famous BMW motorcycles.



BMW in Germany has had to greatly increase its production of motorcycles due to strong, worldwide demand during 1963. The first of the 1964 R-27 models have come off the assembly line, and have been delivered here in the USA. Alfred Bondy, president of Butler & Smith, Inc. sole BMW importers in the USA, recently visited the factory in Munich, and is shown inspecting production with P.G. Hahnemann (left), vice-president in charge of sales, and H. Herbstreit, export manager for BMW.

BSA's Awarded



Carol Zusi of the BSA, Inc. staff and well known Jody Nicholas of BSA racing fame, draw the winners names in the 1963 BSA Grand Prize contest, conducted throughout the eastern USA this year by BSA dealers.

First prize, a 1963 BSA Gold Star Twin, went to Martin J. Cornell of Doylestown, Pa. delivered through dealer George Parsons in Lambertville, N.J. Second prize, a 1963 BSA Royal Star Twin, was won by Dick Rawls of Vienna, Va. who took delivery through dealer, Cycle Imports in Arlington, Va. Third prize, a 1963 BSA SS90 single was won by Charles Waggoner of Coral Gables, Fla. and his prize was delivered by the Miami BSA dealer, Long's Motorcycles.