

FOR OUR PENTON AND HUSQVARNA DEALERS



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK



PENTON IMPORTS

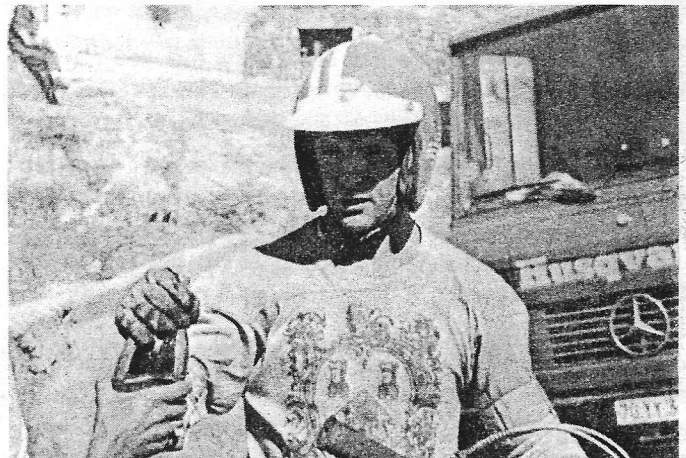
1354 COLORADO AVENUE • LORAIN, OHIO 44052

NO. 3 JUNE 1, 1971

HUSKY/PENTON DOMINATE BERKSHIRE TRIALS



John Penton on his Husky in the Cross-Country



Tom Penton, 2nd overall on the Penton 125

ISDT TROPHY TEAMS CLOSING FOR PENTON/HUSKY

They all turned out to show Penton Imports that we were facing stiff competition. Factory Trade Teams from Bultaco, Ossa, H-D, Hodaka, Greeves and Dalesman, some with two teams, came in full dress.

When the battle was over, two teams remained in solid gold, the #1 Husky team which took overall and the Penton team that took 2nd in overall scoring. Lars Larson on a 250cc Husky took first and Tom Penton on a 125cc Penton took 2nd.

This certainly was a power domination and we should feel good sales effects from it. In Open Class competition the first four bikes were Huskys.

Ossa was numerically superior in the 250cc class but their top rider could pull no better than 4th in that class. They have been having their off-road problems this season with the big wins.

This spring has certainly said, if you want to win trials or enduros, you better be riding a Husky or a Penton.

MOTO-CROSS SEASON WINDS UP — ENDURO/TRIALS SEASON WINDS DOWN

From all indications sportsman and professional moto-cross will have its largest year ever. The schedules are jam packed from Memorial Day on with more moto-cross than you can shake a stick at. The courses are getting more professional and the heats are lasting longer. There should be enough races this year to keep some races from being over-jammed with riders as was experienced last year. The opening for moving into the Pro M-X class should be most tempting as the AMA at this time seems to have plenty lined up.

With only Little Burr remaining and probably over by the time you read this, the National Enduro Trials will go on rocks until this fall and Jack Pine starts it all up again. Penton and Husky literally dominated the spring round and now we switch full gear into M-X where we are sure to find competition hot and heavy. At this moment, however, we certainly seem to be doing excellent and wins are just starting to pour in.

You moto-cross people will be happy the mud-pluggers are finally through with their thing and you can get down to some serious racing. Good luck and "Keep'em Winning."

Handwritten note: ramp TS 90 Super

OBSERVATIONS

Husqvarna signed Desert Star, J. N. Roberts to a three year ride. Reports were Suzuki was running around trying to buy the Desert. Since they signed Abert to a three year, he hasn't gotten one Grand Prix Point!

Heikki Mikkola "The Flying Finn" and Joel Robert are playing see-saw in the 250 Grand Prix. One wins one week while the other wins the next. This battle should really shape up during the fall round. Robert passed Torston Hallman's 38 Grand Prix victories to take over the #1 Moto-Cross win list.

Just blasted one of our National Magazines we advertise in. Told them that motorcycling doesn't stop at the California border and to cover some large sportsman events in the East once in a while. To look at most monthly magazines, you would think the East is farther away than Europe.

We took a movie of the Penton Team at the Berkshire. Rushes looked real good and we should be able to have this film available to you in about one month. It will be about 30 minutes long and in full Berkshire Hills color.

Don't forget we have a fine Moto-Cross film you may borrow for showing at a school or meeting. This is 16mm black and white and features Husky in European Grand Prix.

Gunnar's Moto-Cross School at Unadilla lacked a few riders. Mr. New England Dealer, this was your opportunity to offer one of your riders invaluable instruction. We wanted you to become involved by sending a local rider you like or see promise in. This is as much P. R. as training. Let's get on the ball next time around.

NEW EMPLOYEES

Sonia Mora — Sonia is assisting Kathy in the office and doing general office work.

PENTON PRICE INCREASE

Due to the devaluation of the American dollar in Germany, we have had to increase the price of the Penton. Effective May 17, 1971 all Penton bikes went up \$10.00.

HUSQVARNA INCREASE PARTS PRICES

Husqvarna has increased their prices by 10% on all parts. We are making up new parts price lists and you will have them soon. These new prices are effective immediately.

TOM CLARK RESIGNS FROM STAFF OF AMERICAN MOTORCYCLE ASSOCIATION

Tom Clark has announced his resignation from the position of Director of Professional Racing of the American Motorcycle Association. He served as department head of the Professional Racing Department since September, 1968. Clark has resigned his staff position with the AMA to serve as Vice President in charge of sales at Rokon, Inc.

ATHENS NATIONAL TO FUSAN

On May 9, Bob Fusan captured his 3rd National Enduro win of the season by slamming the opposition with a brilliant win. In the five nationals Bob has entered this year, he won three and failed to finish two because of mechanical difficulties. I don't know about Bob, but I'll bet his competition sure liked the air in those two DNF's.

DOUG WILFORD IN CALIFORNIA

Penton Service Manager, Doug Wilford left for California last week for one month to conduct Service Schools for Penton West. He will headquarter out of Santa Ana at the Penton West Distribution Center. John Cobb will handle Doug's job here while he is in California.

PENTON WEST REPORT

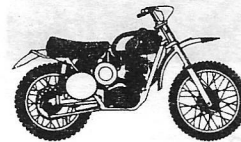
Fred Gilmore is fielding a Penton Team for this year's Greenhorn. These are local California boys and this should add interest in Penton out there.

Last year the Penton crew slid out that way and Tom Penton went away with top 250 honors on a 125cc. Good luck to Fred and his desert rats.

Ted is winding up his stay there and should be back at the Research and Development Center in about two weeks.

Ted again is promoting the summer Inter-AMA, July 25 in conjunction with Dick Klamfoth at Honda Hills in Linnville.

Gary Calkins joined the Penton West crew as Sales Manager. We wish Gary a lot of luck and know he's with a winner.



NORTH CENTRAL SPRING-AMA PRO MOTO-CROSS SERIES

Eight events remain in the American Motorcycle Association sanctioned North Central Spring-AMA professional moto-cross series. The North Central series is part of the qualifying events for the Summer Inter-AMA (last year's Viking series) and the Fall Trans-AMA. Each North Central race has a \$1,200.00 purse and each event features a 250cc class and an open class.

The ten event series began at Elkhorn, Wisconsin on May 2 with the second event on May 9 at Sparland, Illinois.

Moto-cross action continues on May 16 at Cedar Rapids, Iowa, followed by events at Valparaiso, Indiana (May 23 and June 27); St. Louis, Missouri (May 30); Sparland, Illinois (June 6); Elkhorn, Wisconsin (June 20); Minneapolis, Minnesota (July 11); and back to Cedar Rapids (July 18).

All events except the St. Louis race are being promoted by Moto-Cross International Association, Inc., Route 3, Box 20AA, Elkhorn, Wisconsin 53121. Phone (414) 877-3229.

The St. Louis event is promoted by Mid-American Moto-Cross Inc., 501 Concordia Lane, St. Charles, Missouri 63301.

JOHN'S COLUMN



As 1971 moves rapidly toward the summer season, we at Penton Imports are happy to relate a lengthy list of championship achievements in the enduro, trials, and moto-cross areas.

I think I'm safe in stating that these wins will certainly substantiate the fact that we are building some darn good bikes this year and intend to build better ones.

We are very happy that Husky has not elected to change models this year because they now have the bugs out and man, these bikes are dependable. I was riding a 360cc Husky at Berkshire (on which I was lucky enough to do well) and by golly, I couldn't ask for a better ride. Probably all I could have asked for was to be thirty years younger so I could use more of that stuff I had in my right hand. Yes, when I think of the last few rides I've had on my Husky, I'm sure Husqvarna is building a champion's motorcycle and it is undoubtedly foremost in its field of being one of the best in the business.

We are now on the threshold of the new Penton machines. The first productions are starting this week. We have been winning the championship events with the present Penton models so you can imagine what the improved design will bring. We at the head of the line have been dribbling at the mouth to compete with the new models for the past six months. I hope you all can appreciate the fact that we have not actually competed with the new models against the old models as of yet, primarily so as not to conflict with our promotions and harass our dealers and riders.

Introduction of our new 125cc will be the entry of four or five in the Penton Manufacturers Team around Portland, Oregon on the 18th, 19th, and 20th of June. About two weeks after that, they will be available to the customer and about four weeks after that, the 175cc will be available to the customer.



NEW PRODUCTS

New Preston Petty unbreakable rear fenders are now available. These are a full 5-3/4" wide and 34" long. Guaranteed one full year and come in blue, red, black, grey, yellow and white. They are part No. 548.

Hi-Point Flat-Proof. A new liquid that when put in your tires will seal small leaks permanently. A must for enduro and moto-cross riders. This should be available in about three weeks.

New Penton stickers in green, silver and black with a tough mylar coating are now available. These are 4-1/4" x 2-1/8" and are great for tanks, windows, etc.

New Husky luggage racks to fit the rear section of the Husky and carry the Penton tool bag #159, are now available. A must for cross-country and enduro riders. They are part No. 368.

INSTRUCTION FOR SHIPPING ENGINES FOR REPAIR

When shipping engines, be sure and attach tag to engine for work that you want done.

No more dirty engines will be accepted. They will be sent back or a \$10.00 service charge will be added to the bill!!

Service Dept.

PARTS PICKIN' WITH TOWNE AND THE GANG

Dealer:

We have been having a lot of calls from your customers on parts that we have in stock which you, the dealer, said that you cannot get. **REMEMBER**, we only keep your backorders for 30 days. On the parts order forms there is a block to check whether or not you want your parts backordered. Some of your forms we are receiving do not have these blocks filled in. Also on the phone specify if you want your parts backordered.

If you want warranty on any parts or items, you are going to have to fill out a warranty form on the item. If the warranty form is not with the part that you ship to us for warranty, we are going to ship the part back to you until you, the dealer, make out these forms.

We have found a lot of part numbers do not match the description of the part. So to keep up with the growing business and the fast service you dealers are used to, we are going by the part number only. For example, today we had an order with the part number 4.6.000 which is a front engine mount bolt, but the description was for a rear fender. Dealer, which item would you send?

We are going to start enforcing the \$5.00 minimum parts order. We will not accept part orders over the phone without the part numbers.

No warranty will be allowed on watches. Some of you dealers have been sending back watches with the lens snapped out. These only come out when abused. Suggest a small dab of glue on the edges if rough use is to be given them.

SUMMER INTER-AMA MOTO-CROSS SERIES TO INCLUDE SIX EVENTS

Europe's top professional motorcyclists will invade these shores again this summer to compete in a series of six FIM sanctioned moto-cross events for 250cc motorcycles. The American Motorcycle Association series will be entitled the 1971 Summer Inter-AMA, replacing the mid-summer moto-cross round that has been entitled the Viking Series in recent years. With a purse of \$31,000.00 for six events, 1971's Inter-AMA will be the wealthiest series ever.

The tour opens with international competition for a \$5,000.00 purse at Indian Dunes near Castiac, California June 27. July 4 the riders race for \$4,000.00 at Coal Creek Raceway near Denver, Colorado. Going south, on July 11 a \$4,000.00 event will be staged near Houston, Texas.

The second southern event in the Inter-AMA takes place July 18 at Confederate Park and Raceway near Selma, Alabama, where a \$4,000.00 purse will be up for grabs.

Moving to the north and east, the series will close with two large purse events in Ohio and on Long Island. At Honda Hills, near Linnville, Ohio, a \$6,000.00 purse will liven the final stages of the competition on July 25.

Finally, on the grounds of the famous Bridgehampton road circuit on Long Island, New York, the moto-crossers will compete for an \$8,000.00 purse the first of August.

In addition to cash, the riders will be chasing points that will determine a 250cc Inter-AMA National Champion as well as a 250cc Inter-AMA International Champion. Each rider's best four performances out of the total six events will be counted toward the series championship titles. In case of a tie, the rider receiving his total first will receive the decision.

In addition to the 250cc international events, each race will include a support class for national riders only on open class machines. All competitors in the 250cc international events must hold international licenses. The American riders will be

chosen upon their performances in the regional qualification moto-cross series that are taking place at this time. All riders competing in events for national riders only must hold AMA professional licenses.

Following its policy to continuously upgrade motorcycle competition, this summer's 250cc series will include purses and contingencies for six events equaling or exceeding 1970's eight race international series. Also, with the series scheduled in the summer break in the FIM's European Grand Prix series, an outstanding field of international riders is assured.

The Summer Inter-AMA for 250cc machines and the Fall Trans-AMA for open class machines, to be announced in further detail later, will be the only two international moto-cross series running in the United States during 1971.



Business is never so healthy as when, like a chicken, it must do a certain amount of scratching for what it gets.

— Henry Ford

Winning isn't everything - but wanting to win is.

— Vince Lombardi

Success is nothing more than inspiration, dedication and perspiration.

The only trouble with being a good sport is that you have to lose to prove it.

— F. G. Kernan



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