

AIR MINISTRY

Telephone: Springfield 1145  
Private Branch Exchange.

Telegrams: Veloce, Birmingham  
Codes: Bentleys.

WINNER OF EIGHT  
JUNIOR T.T. RACES



## VELOCE LIMITED

P.O. BOX No. 175

HALL GREEN WORKS YORK ROAD  
HALL GREEN, BIRMINGHAM, 28



1926, 1928, 1929, 1938,  
1939, 1947, 1948, 1949

### REFERENCES

Ours .....

Yours .....

VELOCETTE MOTOR CYCLES

CONSIGN ALL GOODS TO HALL GREEN STATION

All Communications to be addressed to the Company and not to individuals

ROYAL ENFIELD SPARES & SERVICE

21st April, 1967.

Dear Sirs,

As a result of negotiations with Enfield Precision Engineers Ltd., Veloce Limited of Hall Green, Birmingham have acquired the manufacturing and distribution rights for all Royal Enfield spare parts and repairs of all motor cycle models with the exception of the "Interceptor" 750 c.c. model.

A new division has been formed - Veloce Ltd. Royal Enfield Spares and Service Division - which will continue to operate from Hewell Road, Redditch, for the time being. This will continue under the managership of H.D.(Jack) Spencer and his Staff.

We have been operating since April 1st, 1967, and all accounts should be directed to Veloce Limited at Hall Green, and correspondence to Hewell Road where trade and retail enquiries for spares, repairs and technical service will be dealt with. At a later date, however, this new division will transfer its operations to the Veloce Factory at York Road, Hall Green, Birmingham 28, and the Trade will be kept informed.

It is our intention to continue the high standards of repairs and service which are associated with the name of Royal Enfield. We will do all in our power to meet every order and request where possible and look forward to your co-operation.

Yours faithfully,  
VELOCE LIMITED.

*B. J. Goodman*

B. J. Goodman.  
Director & General Manager.