

TRADE MARK
MADE LIKE A GUN

THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS

HEAD OFFICE AND WORKS:-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-

GHS/SES.

31st July 1955.

Dear Sir(s),

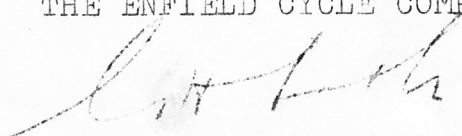
With reference to the 1955 M/D (S or R) Agreement existing between us, we hereby give notice that the 31st August next shall be the date of which the Manufacturer may give the Dealer seven days' notice under the provisions of Clause 6 of the Agreement.

The effect of this notice is that all Motor Cycles invoiced on S or R terms at any time during the season which have to be included in the August Report will be shown as having been sold or appropriated not later than the 31st August and Purchase Tax will be payable on the 7th September on all Motor Cycles listed in the Report.

We shall continue to invoice Motor Cycles on S or R terms up to and including the 31st August under the 1955 M/D (S or R) Agreement. As from the 1st September a new 1956 M/D (S or R) Agreement in similar terms will come into operation.

Sub-Dealer with whom you have entered into a 1955 D/D (S or R) Agreement should be given appropriate notice under the provisions of Clause 6 of that Agreement.

Yours faithfully,
THE ENFIELD CYCLE COMPANY LIMITED.


Director and Secretary.

Royal Enfield

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE

ROYAL ENFIELD MOTOR CYCLES.EXPORT TRADE PRICES - 1956 SEASON.

<u>MODEL</u>		<u>NETT</u>		
		£	s.	d.
<u>" Ensign "</u>	148 c.c. spring frame two-stroke	64	10	0
<u>" 250 Clipper "</u>	248 c.c. spring frame O.H.V.	112	10	0
<u>" G de-Luxe "</u>	346 c.c. spring frame O.H.V.	120	0	0
<u>" 350 Bullet "</u>	346 c.c. de-luxe spring frame O.H.V.	136	0	0
<u>" 500 Bullet "</u>	499 c.c. de-luxe spring frame O.H.V.	142	10	6
<u>" 500 Twin "</u>	496 c.c. de-luxe spring frame vertical twin cylinder O.H.V.	155	0	0
<u>" Super Meteor "</u>	New 692 c.c. de-luxe spring frame vertical twin cylinder O.H.V.	166	0	0
<u>Packing & Carriage to U.K. Port</u>				
	" Ensign " (2 machines per case)	3	10	0 ea.
	Other Models (one per case).	7	0	0 ea.
<u>EXTRA EQUIPMENT</u>				
	Air Cleaner on " G de-luxe "	1	0	0
	Steering Damper - 4-stroke Models	1	5	0
	Pillion Seat & footrests - " Ensign "	1	12	6
	Legshields	1	16	0
	Chromium plated petrol tank - " Ensign "	2	0	0
	" " " " - Other Models	2	10	0
	Sidecar Forks, gears & steering damper	2	10	0
	Dual Seat & Pillion Footrests on " Clipper " and " G de Luxe "	3	0	0
	Pannier Set (4-stroke Models)	5	7	6
	Quickly Detachable Rear Wheel on " Bullets ", " 500 Twin " and " Super Meteor "	2	0	0
	Prop Stand on " Clipper " and " G de-luxe "	1	0	0

THE ENFIELD CYCLE COMPANY LIMITED

SPEECH OF CHAIRMAN (MAJOR F. W. SMITH, C.B.E., J.P., M.I.MECH.E.) AT THE
FIFTY-NINTH ANNUAL GENERAL MEETING, HELD ON FRIDAY, 28TH JANUARY, 1955.

As recorded in the Directors' Report issued with the Accounts, the Board has recently lost a valued colleague by the death in November of Alderman Charles Terry.

We should like to place on record the great value of his services, and the important contribution Alderman Terry made to our deliberations during the 15 years he was a Director.

As you have seen from the Accounts under review, the Company's Trading Balance was £220,356, being a reduction of £7,000 compared with the previous year.

In the latter part of the year in particular, our total production was adversely influenced by a shortage of labour which restricted turnover. In addition, increases in costs due to the advance in wages to the engineering industry were absorbed, and our ratio of profit was slightly less.

While, of course, the manufacture of cycles and motor-cycles occupy the main part of our business, I am pleased to say that the diesel engine department again made an increased contribution to our results.

Government contracts for intricate engineering requirements have also provided very useful additions to our figures. In past years we have referred to the latter in the notes on our accounts, but this has been discontinued in the present accounts as these contracts, we hope, are now a continuing part of the Company's normal activities, and do not need any special report. I would, however, remind stockholders that the contracts referred to extend over long periods, and that profits are only brought in on completion, so that one year can vary with another to quite a considerable extent.

As will be seen on the Balance Sheet, our stocks have been very materially reduced. We are carrying lower stocks of cycle and motor-cycle parts because, during the year, raw materials and factored goods could be obtained over shorter delivery periods.

This situation is, unfortunately, changing, and we expect to see our stocks rising again on account of delivery dates extending and thus necessitating the holding of larger quantities.

Such writing down of stocks for obsolescence, etc., as has been necessary has been effected without recourse to the Stock Reserve, which still stands at £150,000. Sundry debtors are also considerably less than last year, and this reduction, as well as the stock reduction, has resulted in a big increase in our Bank Balance. With the prospect, however, of stocks rising, much of this will be needed.

In view of the fact that the allowances made by the Inland Revenue now approximate closely to the depreciation being written off the fixed assets in our accounts, the allocation to or withdrawal from the Tax Equalisation Account has been discontinued, and the balance of this account carried to the contingencies reserve. A further amount has been taken from profits this year to bring the reserve to £50,000. The Directors propose to draw on this Contingencies Account for any special expenditure which it is felt would not be a fair charge on any particular year's trading.

It has been considered advisable also to make an allocation to plant replacement reserve of £10,000.

It has been considered advisable also to make an allocation to plant replacement reserve, as this was absorbed wholly in the recent capitalisation of reserves when further ordinary capital was issued.

Taxation absorbs more than half our profits each year, but we have now set aside in tax reserve certificates more than sufficient to cover our liabilities in January, 1955, and January, 1956.

Although the Company subscribes annually a limited sum to a fund to provide certain pensions and benevolent payments to employees, the Directors have felt for some time the need of having some available account under their control to cover payments to employees to implement pensions, and cases of emergency where assistance ought to be given and, to this end, an allocation of £5,000 has been made to a benevolent account.

In view of the Company's liquid resources and the strength of its reserves, the Directors are recommending a dividend distribution which will give a small increase on the previous year, the increased dividend being covered more than twice by earnings. We are continuing the policy of retaining in the business a substantial part of the annual profits earned, so that full advantage may be taken of acquiring the most modern plant available, and developing new products when favourable opportunity arises.

As regards our future prospects, I have already referred to the labour shortage which still persists, and still affects our total production. We are, naturally, making such arrangements as are possible to remedy the position, and in addition we are overhauling our internal organisation with the object of increasing our productive efficiency.

I am pleased to say that there is a continuing demand for all the products we manufacture. The market for our air-cooled diesel engines continues to grow and, while the cycle and motor-cycle part of our business is working to the capacity possible under present labour and material supply conditions, we are meeting with increasing competition both at home and abroad, with a tendency for very keen prices to be quoted in overseas markets.

In recent months we have entered into an undertaking with the Indian company of America—a wholly owned subsidiary of J. Brockhouse and Company, of West Bromwich—to manufacture for them a range of Indian motor-cycles for sale in North America. These motor-cycles will follow Enfield standard practice, with such modifications as are considered necessary to meet the requirements of the American markets.

We have every reason to believe that the result of this arrangement will be satisfactory to all concerned, and from our point of view to lead to an increasing demand for our motor-cycles.

Production of the Indian motor-cycles has commenced and deliveries have been made.

To ensure success very close co-operation between the Enfield and Indian companies will be necessary, and your Directors have invited Mr. John L. Brockhouse, Chairman of J. Brockhouse and Company, to join the Enfield Board. Mr. Brockhouse has recently accepted the invitation, and it is proposed to appoint him at our next Board Meeting. Mr. Brockhouse's acceptance was received too late for his election to be brought forward to-day.

In conclusion, I should like to thank, on behalf of the Board, all those members of our staff and workpeople who have by their efforts contributed towards the year's results, and to express the hope that all will co-operate in assisting to meet the competition which is ahead of us.

The Report and Accounts were adopted: The proposed dividend of 9 per cent. on the "B" preference stock and the ordinary stocks (both less tax) were approved: The retiring Directors, Mr. G. H. Smith, Mr. Oliver Wythes and Mr. V. L. Young, O.B.E., were re-elected and the remuneration of the auditors, Messrs. Agar, Bates, Neal and Co., having been fixed, the proceedings terminated.



☐ Telegrams
CYCLES, PHONE, REDDITCH

☐ Telephone
REDDITCH 4222 (9 Lines)

Manufacturers
of
Royal
Enfield
BICYCLES and
MOTOR CYCLES

THE ENFIELD CYCLE COMPANY LIMITED

Our Ref. JJB/PCM/24.

HEAD OFFICE AND WORKS
REDDITCH
WORCS. ENGLAND

11th July, 1961.

IMPORTANT ANNOUNCEMENT TO ALL ROYAL ENFIELD DEALERS.

Dear Sirs,

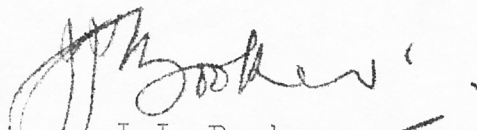
We are pleased to advise you that contrary to the practice of the last few years we shall not be terminating the current SOR Agreement on August 31st. This will mean in effect an extension of the period for payment of purchase tax.

Instead of all machines being appropriated on August 31st and purchase tax on these machines becoming due, only those machines remaining in stock, which were supplied in April will become due for appropriation on the 31st August.

Machines supplied in May will become due for appropriation on the 30th September. Those supplied in June on 31st October, and so on.

We are sure you will agree that this variation of the SOR Scheme will assist greatly in lessening the financial burden which would normally be carried by you at this time of the year.

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.


J.J. Booker.
Motorcycle Manager.



Telegrams
CYCLES, PHONE REDDITCH

Telephone
REDDITCH 4222 (9 Lines)

Manufacturers
of
Royal
Enfield
BICYCLES and
MOTOR CYCLES

THE ENFIELD CYCLE COMPANY LIMITED

HEAD OFFICE AND WORKS
REDDITCH
WORCS. ENGLAND

Our Ref. JJB/PCM/26.

14th September, 1961.

Dear Sirs,

ROYAL ENFIELD MOTORCYCLES - 1962 SEASON.

We have pleasure in giving you advance details of our 1962 Programme and our future trading Policy.

PROGRAMME:-

For the forthcoming Season we shall introduce two most striking 250 c.c. models.

Firstly, the 250 c.c. TRIALS; a model for which we have had many requests. This Trials machine is built for the job and to the specification used on Works prototypes. We know it will prove extremely popular with the Trials "boys".

The other new "250" is a machine which will undoubtedly be one of the sensations of the 1962 Season. It is the CRUSADER SUPER 5 and is, we believe, the first production road model to be fitted as standard with a five speed gearbox. In addition, the engine is modified and gives increased performance over the already very powerful CRUSADER SPORTS. Leading link type front forks are also standard on the 'SUPER 5', and the rear mudguard and dual seat assembly is of the same design as that fitted to the Constellation.

We would also draw your attention particularly to the extremely competitive price at which we are offering the "250 CLIPPER" for this Season.

The range of models which we listed for the 1961 Season proved so popular that we propose to continue it for the 1962 Season in addition to the above new models.

Modifications to the specification of the CRUSADER 250, the CRUSADER SPORTS, and the 350 BULLET include the newly styled rear mudguard and dual seat.

New colour finishes which we are sure will prove attractive are to be introduced on the 250 CLIPPER, 350 CLIPPER, METEOR MINOR DE LUXE and SUPER METEOR. On these models the mudguards and upper half of the tank are to be finished in burgundy, whilst the lower half of the tank and the compact covers are cream; the tank of the 150 c.c. PRINCE is similarly finished.

The CRUSADER SPORTS, both BULLETS and CONSTELLATION have chromium plated petrol tanks and front mudguards with optional polychromatic burgundy or peacock blue enamel for the rear mudguard, compact covers etc. The METEOR MINOR SPORTS will be supplied with chromium plated tank and mudguards.

The new 'SUPER 5' will be strikingly finished in Marina Grey with red flashes, and has a chromium plated petrol tank. The 250 TRIALS is to be finished in black with dull chrome plated petrol

We shall continue to offer the AIRFLOW fairing as additional equipment on all models except the 250 TRIALS and the 'SUPER 5'. The AIRFLOW fairing has proved successful ever since it was introduced and provides as near perfect weather protection as is possible on a motorcycle.

POLICY:-

In view of the decision to discontinue collective trading agreements for the sale of motorcycles, we are sure that all our dealers will welcome an announcement regarding our future trading policy.

As an independent manufacturer we have formulated this policy in a way we consider will serve the best interests of our dealers.

We shall continue to support in every way the Industries Association, and in so doing pursue our long established policy of encouraging orderly trading conditions - this we are certain is vital for our Industry.

Under the prevailing economic conditions, there is no doubt that it is to everyone's advantage that retail prices shall be kept at the lowest possible level. Unfortunately, we are continually faced with rising production costs. However, we are able by increased manufacturing efficiency, to offset some of these increasing charges whilst maintaining the high standard of quality of Royal Enfield machines.

We shall until further notice supply our dealers with machines at the same terms as those which have applied in the past - i.e. Trade discount of $17\frac{1}{2}\%$ plus $3\frac{3}{4}\%$ for cash settlement within fourteen days. We regret that it is impossible for us to increase discounts without a considerable increase in retail prices.

We shall only supply Royal Enfield motorcycles to established bona fide dealers with whom we shall be prepared to enter into franchise agreements of a continuous nature with provision made for termination by either party after reasonable notice.

We are sure you will agree that the S.O.R. Scheme has proved invaluable in safeguarding dealers against reductions in Purchase Tax, and we shall continue to offer agreements on the same terms as previously with the variation that Purchase Tax will only become due on unappropriated machines six months after they have been supplied. (Seven months in the case of motorcycles supplied in September; this to cover the April budget).

The soundness of any Industry depends upon an active Home Market, and we know that our dealers will subscribe to the view that it is vitally important that both manufacturers and dealers should promote the sales of British machines under all circumstances, thus contributing to the well-being of the nation as a whole.

Royal Enfield motorcycles have never been in greater public demand or enjoyed a better reputation than they do at present, and we are sure that the 1962 range will appeal strongly to the modern motorcycling public, and enable this enviable state of affairs to continue.

A range of 1962 models can be seen at our Works, and we cordially invite any dealers who would like to see the new range to visit us here.

Manufacturers
of
Royal
Enfield
BICYCLES and
MOTOR CYCLES

THE ENFIELD CYCLE COMPANY LIMITED

PG/JF
Our Ref.

HEAD OFFICE AND WORKS
REDDITCH
WORCS. ENGLAND

2nd October 1962

Dear Sirs,

ROYAL ENFIELD MOTOR CYCLES - 1963 SEASON

We have pleasure in giving below details of our 1963 range of ROYAL ENFIELD motorcycles.

For the 1963 season we are reducing the number of models offered and will, in the main, continue with production of machines that have proved most popular in the past season. On the other hand we have much pleasure in introducing to our range three completely new motorcycles and we now offer a well balanced range of motorcycles which includes a machine for every type of rider.

The models discontinued are the "PRINCE"; Standard "CRUSADER" models and "SUPER METEOR" Models and the new models are the "CONTINENTAL", "NEW 350 BULLET" and "INTERCEPTORS" of which details are given below and in the enclosed catalogue.

The 1963 range comprises:-

250 CLIPPER - a very competitively priced general duty model which is now equipped with an aluminium alloy cylinder head as standard specification and has an attractive dual tone flame red and cream finish.

250 CRUSADER SPORTS - an extremely attractive and popular sports model which in response to popular demand is now fitted with a narrow section chromium plated rear mudguard. Dealers are reminded that this model can be supplied with our exclusive 5 Speed gear box as an optional extra.

SUPER V - this 250 cc model, introduced last season, is distinguished by it's leading link fork which assures perfect road holding and stability and the 5 speed gearbox which enables maximum use to be made of the high power output. Among improvements for 1963 are the fitment of chromium plated front and rear mudguards - the front one has been redesigned so that it moves concentrically with the front wheel.

CONTINENTAL - an entirely new 250 cc model which specially caters for the enthusiastic sporting rider. It is equipped with a 5 speed engine/gear unit; race-styled petrol tank; fly screen; rev.counter, etc. The tank, guards and headlamp are chromium plated. This model is sure to be a sales winner.

In the 350 cc capacity we proudly introduce the NEW 350 "BULLET", the engine of which is similar in design to the very successful 250 cc engine gear unit and produces 22 BHP at 6,500 rpm.

Specially retained for export markets are the existing "350 CLIPPER", Standard 350 "BULLET" and 500 "BULLET" models of which specifications and prices remain unaltered.

(contd)

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The "500 SPORTS TWIN" incorporates the best features of the two 500 cc twin cylinder models previously listed and, at the very attractive price shown in the enclosed list, should secure for ROYAL ENFIELD dealers a large share of the market for this capacity.

The 700 cc "CONSTELLATION" remains largely unchanged except for minor improvements to specification and dealers are reminded that this machine is ideally suited for sidecar use for which it is specially equipped to order with special forks, gears and steering damper.

Of special interest in all overseas markets will be the NEW 750 cc twin cylinder "INTERCEPTOR!" The entirely new engine is phenomenal in it's power output and smoothness. It is capable of speeds in the 110 mph region with steering and braking in keeping with this performance and has already established an enviable reputation in the U.S.A. It is not only the BIGGEST but the BEST in it's class.

COLOURS. Except for the "250 CLIPPER" all our other models are offered in polychromatic two tone finishes - either blaze red or rich gold.

Complete weather protection is offered by the AIRFLOW enclosure on all models - and the recently introduced SPORTSFLOW fairing. Both are exclusive ROYAL ENFIELD equipment specially designed for our machines. Apart from weather protection they additionally are effective in increasing performance and reducing petrol consumption. Whilst the AIRFLOW can only be supplied as original equipment on a new machine - the SPORTSFLOW is easily and quickly fitted to existing machines.

Another refinement exclusive to ROYAL ENFIELD motorcycles is the steering lock which is available on the "CRUSADER SPORTS", "CONSTELLATION", "INTERCEPTOR" and NEW 350 "BULLET" models as an optional extra.

The enclosed preliminary catalogue gives detailed specifications of the 1963 range of models - we shall forward supplies of coloured brochures as soon as these become available from the printers. A study of our programme and the enclosed export price list will illustrate the unrivalled value offered by the new range of models.

All models are available for immediate shipment and we urge you to place orders for your immediate requirements. In addition, an indication of your future requirements will be helpful to us in planning production and giving prompt delivery of machines when required.

If any of our overseas friends are in this country during the period November 10th to 17th our full range of models will be displayed at the Cycle and Motorcycle Show at Earls Court, where you are assured of a most hearty welcome at our stand No. 57 and office No.11.

May we take this opportunity of thanking you for your past support, and we trust that this forthcoming season will be a most successful one.

Yours faithfully,
THE ENFIELD CYCLE COMPANY LTD.

P. Gardner
P. GARDNER.
Export Manager.

PRESS RELEASE

1962 CYCLE & MOTOR CYCLE SHOW

ROYAL ENFIELD MOTOR CYCLES

STAND NO. 57.

OFFICE NO. 11.

Every type of motorcyclist will be attracted to this Stand, the ride to work man, the combination driver, the competition enthusiast, and the young sporty rider - all are well catered for in a most comprehensive range from 250 cc to 750 cc.

New season additions include the 250 cc CONTINENTAL, the new 350 cc BULLET, and the large and powerful 750 cc Twin INTERCEPTOR.

The CONTINENTAL has a five speed engine gear unit in a stream lined block; and with its race styled petrol tank, fly screen, rev. counter, chrome headlamp and many other striking features is a real eye catcher to delight the youngsters.

For 1963 the new 350 cc BULLET follows the pattern of the 250 cc models, and is powered by a full unit construction engine, which develops 22½ b.h.p. giving the machine performance to match its attractive appearance.

The 750 cc Twin INTERCEPTOR is a model, which has already earned a high reputation in the U.S.A. The 52½ b.h.p. provided by its flexible and smooth engine gives a top speed in excess of 110 m.p.h., which makes the machine ideal for today's new motorways, and normal main roads. Dual front brakes ensure rapid and stable deceleration from high speeds.

In addition to the CONTINENTAL in the 250 cc class, there is the SUPER 5, which was the first British production machine to utilize five gears. Fitted with the leading link front fork, this model handles like a pukka racing machine. The CRUSADER SPORTS, winner in its class in the 1960 500 Mile Race for Production Machines at Thruxton, is available with four or five speeds. Two CRUSADER SPORTS, which were included in the British National Team in the recent International Six Days Trial held in Germany, finished this gruelling event without loss of any marks. A machine which always appeals to the thrifty rider, the economical, value for money, 250 cc CLIPPER is shown in both standard trim and in Police specification, which includes a transistor transmitter/receiver radio incorporated in the petrol tank. The 250 cc TRIALS is a specialists model, which combines light weight with low speed pulling power. With its ground clearance of 8¾" and rugged trials specification, this machine ensures that the rider starts with a distinct advantage in any event.

An over-square 500 cc Twin Engine producing 33 b.h.p. gives the 500 cc SPORTS TWIN a maximum speed of approximately 95 m.p.h. A new striking Gold finish and attractively low price make this model ideal

(Contd...)



1 Telegrams
CYCLES, REDDITCH

1 Telephone
REDDITCH 4222 (9 Lines)

Manufacturers

of

Royal

Enfield

BICYCLES and
MOTOR CYCLES

THE ENFIELD CYCLE COMPANY LIMITED

Our Ref.

RMB/AK

HEAD OFFICE AND WORKS

REDDITCH

WORCS. ENGLAND

20th December, 1962

Dear Sir(s),

You will by now have received from the Industries Association the excellent news of the launching of the Joint Publicity Scheme.

For some time now it has been apparent that it was very necessary to combat the adverse publicity which has appeared in many quarters, and which we are sure you will agree, has to some extent adversely affected the sale of motor cycles. We are sure that the Scheme, which will involve considerable public relations activities by a very experienced and well-known journalist who has extensive connections with the National Press, will do much to improve the impression which large numbers of the public have of two wheeled vehicles and their riders.

You will know from the letter received from the Industries Association that agreement has been reached with the Motor Cycle Section of the M.A.A. regarding the financing of the Scheme whereby the cost is to be shared equally between motor cycle dealers and manufacturers - i.e., 1/- each per machine invoiced.

The Scheme is to commence on the 1st January, and therefore any invoice you receive for machines despatched on or after 1st January will have the 1/- contribution added.

Whilst obviously the reduction in total sales cannot be wholly attributed to the adverse effect of harmful propaganda, with the effects of the Publicity Scheme becoming more apparent as time goes on, we are confident that the forthcoming season will show improved results over last year.

You may rest assured that we are wholeheartedly behind this effort to improve our relations with the Press and the Public.

Yours faithfully,
THE ENFIELD CYCLE COMPANY LTD.

R.M. Boss
R.M. Boss
Motor Cycle Sales Manager.

PRESS RELEASE

1962 CYCLE & MOTOR CYCLE SHOW

ROYAL ENFIELD MOTOR CYCLES

STAND NO. 57.

OFFICE NO. 11.

Every type of motorcyclist will be attracted to this stand, the ride to work man, the combination driver, the competition enthusiast, and the young sporty rider - all are well catered for in a most comprehensive range from 250 cc to 750 cc.

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In addition to the CONTINENTAL in the 250 cc class, there is the SUPER 5, which was the first British production machine to utilize five gears. Fitted with the leading link front fork, this model handles like a pukka racing machine. The CRUSADER SPORTS, winner in its class in the 1960 500 Mile Race for Production Machines at Thruxton, is available with four or five speeds. Two CRUSADER SPORTS, which were included in the British National Team in the recent International Six Days Trial held in Germany, finished this gruelling event without loss of any marks. A machine which always appeals to the thrifty rider, the economical, value for money, 250 cc CLIPPER is shown in both standard trim and in Police specification, which includes a transistor transmitter/receiver radio incorporated in the petrol tank. The 250 cc TRIALS is a specialists model, which combines light weight with low speed pulling power. With its ground clearance of 8¾" and rugged trials specification, this machine ensures that the rider starts with a distinct advantage in any event.

An over-square 500 cc Twin Engine producing 33 b.h.p. gives the 500 cc SPORTS TWIN a maximum speed of approximately 95 m.p.h. A new striking Gold finish and attractively low price make this model ideal

(Contd...)

for the rider who wishes to combine speed, safety, good looks and economy in a larger capacity machine.

Exclusively, for sidecar use the CONSTELLATION is shown on the Stand coupled to a Watsonian Monza Super Sports Sidecar. With a power unit ideally suited to this type of work, the CONSTELLATION is supplied in full sidecar specification, which includes low over all gearing, steering damper, sidecar strength front and rear suspension, special front forks giving less trail to give easier sidecar steering, and suitable handlebars. This machine cannot fail to appeal to the rider, who requires a beefy sidecar model.

All current ROYAL ENFIELD motorcycles, with the exception of the SUPER 5 can be fitted with AIRFLOW as optional extra equipment, and examples are included on the Stand. The glass fibre fairing gives as near 100% weather protection as is possible on a two wheel vehicle. In the normal seated position maximum speed is increased coupled with an improvement in petrol consumption. The AIRFLOW takes the sting out of bad weather riding and permits higher average speeds with comfortable weather protection.

For the rider, who requires a real sporty fairing, the SPORTSFLOW, introduced in July this year, continues in matching colours and White. It is exclusive to ROYAL ENFIELD models, and is specially tailored to fit easily and snugly to all our 250 cc and 350 cc machines.

Finishes for the range are as follows:- The CRUSADER SPORTS, SUPER 5, CONTINENTAL, 350 cc BULLET and INTERCEPTOR are offered in a most attractive Polychromatic Blaze or Gold. The 250 cc CLIPPER is finished in two tone Flame/Cream; the CONSTELLATION in Flame, and the 500 cc SPORTS TWIN in Gold. In all cases, the frame is finished in Black.



Manufacturers

of

Royal

Enfield

BICYCLES and
MOTOR CYCLES

THE ENFIELD CYCLE COMPANY LIMITED

HEAD OFFICE AND WORKS
REDDITCH
WORCS. ENGLAND

Our Ref. PG/RJS

21st October, 1964.

Dear Sirs,

ROYAL ENFIELD MOTOR CYCLES - 1965 SEASON.

We have pleasure in giving you details of our motor cycle programme for 1965.

The success of our current range of models has prompted us to continue these with certain detail improvements which together with the introduction of three new 250 c.c. machines offers variety and outstanding value.

OLYMPIC.

This sporty looking 250 c.c. is equipped with our race proved leading link front fork which gives such a smooth and stable ride. With it's sleek styling, attractive colour finish and exceptionally low price this is certainly OLYMPIC year.

250 c.c. SCRAMBLER.

A thoroughly proved competition model powered by the famous Villiers 'Starmaker' unit. This machine has exceptionally good handling qualities and has been developed to give it's rider every chance of success in this sport.

CONTINENTAL G.T.

This is a machine which cannot fail to appeal to the young sporting rider and is certain to be the centre of attraction everywhere. Some idea of why this model is a winner can be deduced from the following list of equipment all of which is included in the standard price.

Rev. Counter, Five Speed Gearbox, Alloy Mudguards, Glass Fibre Racing Petrol Tank, Polished Aluminium Front Hub Flanges, Race Styled Dual Seat, Rear Positioned Footrests, Gear Change and Brake Pedal, Clip-on Handlebars, new style Exhaust Pipe, Front Fork Gaiters. Finish will be in Polychromatic Silver with a brilliant red petrol tank.

Production of the CONTINENTAL G.T. will commence during December and to avoid disappointing delays, we urge you to order as soon as possible.

The TURBO TWIN introduced last year has now proved itself as leader of the two-stroke twins. The Flame/Cream finish is retained, but with modified petrol tank panelling. The Sports version of the TURBO TWIN incorporates chromium plated petrol tank and mudguards and Continental sporty type handlebars.

Continued/.....

The 250 c.c. CLIPPER a real value for money machine, remains unchanged, except for the modified petrol tank panelling.

A firm favourite the CRUSADER SPORTS looks particularly smart in it's finish of Polychromatic Blaze or Hi-Fi Blue, shown to advantage by the new tank decor.

White is the standard finish chosen for the lively CONTINENTAL now fitted with rubber front fork gaiters giving the machine an even more sporting appearance.

The 350 c.c. BULLET which appeals to the rider who requires that little extra, is a real eye catcher in it's new two-tone Cambridge Blue and White finish.

Earning a very high reputation for itself all over the world, the 750 c.c. INTERCEPTOR can be supplied in either solo or sidecar trim. 12 volt lighting continues as standard and a new attractive facia panel houses the speedometer and rev counter.

Riders who wish to take the sting out of bad weather riding can still take advantage of the protection offered by the 'Airflow' fairing with it's traditional lines, or the 'Sportsflow' for that sleek sporty look.

The Cycle and Motor Cycle Show at Earls Court from November 14th-21st will again attract many thousands of visitors and we sincerely hope that you will be one of them. We invite you to visit both our Office No.011 and our Stand No.75, where a full range of models will be displayed.

Prices of our 1965 models are shown on the attached list and will apply to all orders received on or after this date.

A most attractive new season catalogue is at present in the hands of our printers and when these become available, we shall be sending you a supply.

Yours faithfully,
THE ENFIELD CYCLE COMPANY LIMITED.

P. Gardner

P. GARDNER.
(EXPORT MANAGER)



Manufacturers
of
Royal
Enfield
BICYCLES and
MOTOR CYCLES

THE ENFIELD CYCLE COMPANY LIMITED

HEAD OFFICE AND WORKS
REDDITCH
WORCS. ENGLAND

Our Ref. HDS/ARM.

11th. August. 1965.

Dear Sir(s),

10% SPARE PARTS PRICE INCREASE.

We very much regret that due to steadily rising costs during the last eighteen months, it is necessary to increase the cost of spare parts, and consequently all Royal Enfield spare parts prices will be increased by 10% on all orders despatched from our works on and after the 1st September 1965.

We must point out that this is in addition to the 5% increase which took place on the 1st January 1964 on the existing Master Price list, but we are making arrangements to re-print the price list in the very near future.

Yours faithfully,

THE ENFIELD CYCLE CO LTD.

H.D. Spencer.
Service Manager.



Telegrams
CYCLES, REDDITCH

Telephone
REDDITCH 4222 (9 Lines)

Manufacturers
of
Royal
Enfield
BICYCLES and
MOTOR CYCLES

THE ENFIELD CYCLE COMPANY LIMITED

Our Ref. LJJL/ST

HEAD OFFICE AND WORKS
REDDITCH
WORCS. ENGLAND

22nd December, 1965.

Dear Sir(s),

Joint Publicity Scheme

In accordance with the agreement made between The National Association of Cycle Traders and the British Cycle & Motor Cycle Association Limited, it has been agreed that a joint bicycle publicity scheme shall be operated from the 1st January, 1966.

This provides for the contribution of 6d per bicycle to be paid by the dealer, jointly with 6d to be paid by the manufacturer, and to be collected in exactly the same way as the former scheme.

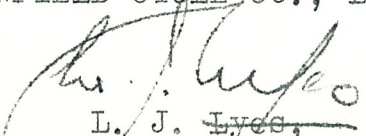
We therefore propose including the amount due on the invoice when bicycles are supplied, and this will be shown as a separate item at the foot of the invoice - "Contribution to joint Publicity Fund".

We trust that we can count on your full co-operation in this ambitious joint venture to promote the "cycle", the success of which must be ensured by prompt payment of the contribution when remitting payments for bicycles.

The committee responsible for the administration and conduct of the scheme will be most happy to answer any questions which may arise, and these should be made either through N.A.C.T. or the Industries Association.

Assuring you of every co-operation.

Yours faithfully,
THE ENFIELD CYCLE CO., LIMITED


L. J. Lyce,
Cycle Sales Manager.



Telegrams
CYCLES, REDDITCH

Telephone
REDDITCH 4222 (9 Lines)

Manufacturers
of
Royal
Enfield
BICYCLES and
MOTOR CYCLES

THE ENFIELD CYCLE COMPANY LIMITED

HEAD OFFICE AND WORKS
REDDITCH
WORCS. ENGLAND

Our Ref.

21st July, 1966.

REVISED ROYAL ENFIELD MOTOR CYCLE RETAIL PRICES

As a result of the surcharge on Purchase Tax announced by the Chancellor of the Exchequer, Royal Enfield Motor Cycle prices have been revised.

Enclosed herewith is a list of the current prices which became operative on the 21st July - supplies of these lists will be sent on request.

Yours faithfully,
THE ENFIELD CYCLE CO., LIMITED



E. J. LYES.

LJL/SMT



1 Telegrams
CYCLES, REDDITCH

1 Telephone
REDDITCH 4222 (9 Lines)

Manufacturers
of
Royal
Enfield
BICYCLES and
MOTOR CYCLES

THE ENFIELD CYCLE COMPANY LIMITED

Our Ref. LHD/MMcG

HEAD OFFICE AND WORKS
REDDITCH
WORCS. ENGLAND

27th June, 1966

Dear Sirs,

The Directors have today issued the enclosed Notice to the Press and all employees.

The business will continue without interruption and there is no intention to discontinue the production of Motor Cycles or Spares for same. It is expected that by bringing all the activities under one roof, economies will be effected to offset the ever increasing costs of production with which all manufacturers are faced today.

We will notify you in due course when the move has been finally completed, but in the meantime your requirements will be supplied from Redditch as usual.

Yours faithfully,
THE ENFIELD CYCLE CO.LTD.

L. H. Davenport.
Managing Director.

NOTICE

The Directors of The Enfield Cycle Company Limited announce that as part of their policy of rationalisation and better utilisation of Group resources it has been decided to transfer the whole of the Royal Enfield Motorcycle activities of the Company to its other factory at Upper Westwood, Nr. Bradford-on-Avon, Wilts. The Company is already in consultation with the Ministry of Labour in connection with the personnel redeployment aspects of this move. Appropriate redundancy payments will, of course, be made where applicable.

THE ENFIELD CYCLE COMPANY LIMITED
LONDON

THE ENFIELD CYCLE COMPANY LIMITED
LONDON

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LONDON

THE ENFIELD CYCLE COMPANY LIMITED
LONDON

THE ENFIELD CYCLE COMPANY LIMITED
LONDON



Manufacturers

of

**Royal
Enfield**

BICYCLES and
MOTOR CYCLES

H. M. SASSOON

Official Representative

117A & B NORTH BRIDGE ROAD
SINGAPORE

Cables: "NOOSSAS" SINGAPORE.
Codes: BENTLEY'S 1st—2nd A.B.C., 5th Edition

Telephone: SINGAPORE 32222 & 25629

for THE ENFIELD CYCLE COMPANY LIMITED, REDDITCH, ENGLAND

Your Ref.

Our Ref.

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←—First fold here—→

←—Second fold here—→

Sender's name and address:
H. M. SASSOON,
117A & B NORTH BRIDGE ROAD,
SINGAPORE......

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ENCLOSURE; IF IT DOES IT WILL BE SURCHARGED
OR SENT BY ORDINARY MAIL.

THE 'APSLEY' AIR LETTER

Form approved by Postmaster General No.—71995/1Y

THE
Enfield Cycle Company
LIMITED

CYCLE & MOTOR CYCLE
MANUFACTURERS

TELEGRAMS
CYCLES REDDITCH
(A B C CODE USED)

TELEPHONE
REDDITCH 121 (8 LINES)

Enfield Works
Redditch

ENGLAND

20th April, 1962

Dear Sir,

We deeply regret to announce the death of our Chairman, Major F. W. Smith, C.B.E., J.P., M.I.Mech.E., aged 73, on Thursday, 19th April, 1962, at the Warneford Hospital, Leamington Spa.

Major Smith was Chairman for nearly 50 years and will be greatly missed by his colleagues and the employees of this Company, by whom he was held in great respect and affection.

The funeral will take place at St. Stephen's Church, Redditch, on Friday, 27th April, at 3 p.m. Flowers to Huntleys (Redditch) Ltd., 40 Alcester Street, Redditch.

V. T. Mountford

V. L. Young

Joint Managing Directors