

**BATAVUS**



April 28, 1978

Dear Batavus Dealer:

Enclosed you will find our price list for our 1978 models. The Batavus Badger will be available approximately June 15th, for shipment.

Also enclosed, please find two important technical bulletins, which should aid you in the repair of these specific problems, as described.

Copies of these technical bulletins will be included in the dealer notebook material which will be sent to you within the next few days.

Please note also the spring special on the Carlisle Moped Tubes and stock up now.

Regards,

BATAVUS BIKEWAYS, INC.

/mp  
Encls.

# BATAVUS CONFIDENTIAL DEALERS PRICE LIST



Batavus Bikeways, Inc.  
 2546 N.E. Expressway  
 Atlanta, Georgia 30345  
 (404) 325-1511  
 Telex: 54-2693

MODEL	DESCRIPTION	DEALER NET	SUGGESTED LIST	
STARFLITE SERIES:				
STARFLITE VA I	M-48 Color: Red,Grey,Yellow	385.00	499.00	23.2
STARFLITE VA II	M-48 Color: Red,Grey,Yellow	399.50	515.00	22.3
STARFLITE HS	M-48 Color: Red,Grey,Yellow	419.00	545.00	22.9
REGENCY SERIES:				
REGENCY VA II	M-56 New "Torque-O-Matic Dr. Color: Black,Classic Tan Limited edition with alloy mag wheels	451.00 471.00	584.00 607.00	22.7 22.4
REGENCY HS	M-56 New "Torque-O-Matic Dr. Color: Black,Classic Tan Limited edition with alloy mag wheels	469.00 489.00	609.00 639.00	23.1 23.5
BADGER	M-48 Color: Carribean blue/ white trim	319.00	399.00	20.0

Terms: Check with order, C.O.D., Bank approved, or Floor-Plan

ALL prices are ex-warehouse Atlanta, Ga., Trenton, N.J., Houston, Texas

\$10.00 Co-op ad allowance/unit

EFFECTIVE APRIL 15, 1978

\* PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

# BATAVUS SPECIAL



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

*Special Spring Sale . . . Special Spring Sale . . .*

AS AN EARLY SPRING SPECIAL,

## BATAVUS

\* \* \* \* \* CARLISLE MOPED TUBES \* \* \* \* \*

MOPED TUBES - - - - - LOWEST PRICE AVAILABLE

SIZE 2/2¼/2½ - 16/17

FITS MOST ALL MOPEDES, INCLUDING BATAVUS

<u>ACCESSORY #</u>	<u>QUANTITY</u>	<u>PRICE</u>
AC-213	1 - 15	\$ 2.60 ea.
AC-2131	16 - 30	2.30 ea.
AC-2132	30 and over	2.05 ea.

THE ABOVE OFFER GOOD FOR A LIMITED TIME ONLY

\* \* \*

\* \* \* \* \* MOPED DIAL GAUGE \* \* \* \* \*

<u>DESCRIPTION</u>	<u>PART #</u>	<u>PRICE</u>
DIAL GAUGE	278	\$24.70

NOW IN STOCK, MOPED DIAL GAUGE, A MUST FOR ALL DEALERS.

COME WITH A HANDY STORAGE CASE AND TWO ADAPTERS. PLACE

YOUR ORDERS TODAY !!!

# BATAVUS SPECIAL BULLETIN



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

FEBRUARY 9, 1978

RE: MOPED PRICE/CO-OP CHANGE

TO: ALL DEALERS

ENCLOSED YOU WILL FIND YOUR BATAVUS PRICE CHANGES:

EFFECTIVE                      FEBRUARY 15, 1978

\*\*\* CO-OP \*\*\*

AS OF FEBRUARY 15, 1978 ORDERS PLACED, CO-OP ALLOWANCE OF \$10.00 PER UNIT WILL BE EFFECTIVE. AT THE END OF SIX MONTHS, ACCRUED CO-OP NOT USED WILL BE AUTOMATICALLY DELETED FROM YOUR CO-OP BALANCE. IT IS NECESSARY TO SEND TEAR SHEETS SHOWING DATE, AND A COPY OF STATEMENT FOR ADVERTISING YOU HAVE DONE IN ORDER TO RECEIVE CREDIT ON YOUR ACCOUNT.

REGARDS,

*Bill Duffle*

BILL DUFFLE  
VICE PRESIDENT  
SALES MANAGER

BD/mp  
Encls.

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MODEL	DESCRIPTION	DEALER NET	SUGGESTED LIST
VA	48 cc Front and Rear Suspension Color: Red, Yellow, Black	360.00	470.00
HS-50	48 cc Front and Rear Suspension Color: Red only	380.00	504.00
Mo-Bat	48 cc Front and Rear Suspension Color: Bat Black only	409.00	539.00
Bronco	48 cc Front and Rear Suspension Color: Yellow/Black	375.00	485.00

The above prices based on Standard Units only.  
(Turnsignals priced separately at \$25.00 per set.)

Terms: Check with order, C.O.D., Floorplan, Open Account-Bank Approved.

All prices are ex-warehouse Atlanta; Trenton, New Jersey; Houston, Texas.

\$10.00 Co-op ad allowance/unit.

EFFECTIVE: February 15, 1978.

\* Prices subject to change without notice.



SPECIAL BULLETIN

Most freight carriers, as most of us have learned, appear to have an inherent disregard for the well being of merchandise being transported. For those of us who ship the more rugged and durable items, this presents no problem, but when you are dealing with such items as mopeds, the manner in which they are handled in transit becomes of primary importance.

Due to the mounting number of claims received, apparently due to freight damage, we are instituting a new policy that has been forthcoming for sometime. In the future, it will be necessary to place a damage claim with the particular freight carrier involved and to determine with that carrier whether you want the moped repaired or replaced. When a decision is reached, you should notify the parts department of Batavus-Bikeways of the intent of the carrier. The parts or a new moped will then be shipped and billed to the dealer and the dealer will be reimbursed by the carrier.

BATAVUS-BIKEWAYS, INC.

CRAIG ELROD  
SHIPPING & RECEIVING

# BATAVUS FRANCHISED DEALERSHIP PROGRAM



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
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## REQUIREMENTS OF DEALER:

- (1) Purchase: 10 Batavus Mopeds (Colors available: M—orange, violet, red, black, yellow; HS-50—red; Mo-Bat—black; Bronco—yellow/black.)
- (2) Purchase: New Dealership Starter Kits

Note: Units shipped from Batavus Bikeways warehouse (Atlanta, New Jersey)

- (3) Furnish copy of retail sales license.

## RESPONSIBILITIES OF BATAVUS BIKEWAYS, INC.:

- (1) Furnish dealership with parts & service manuals.
- (2) Furnish territory protection to Dealers.
- (3) Furnish "in store" sales aids, i.e., brochures, window posters, etc., and other material available.
- (4) Furnish co-op advertising monies, up to \$15.00 per unit purchased, for local sales efforts.
- (5) Advise on technical data & sales programs.



# BATAVUS FRANCHISED DEALERSHIP PROGRAM



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## FEATURES OF 1977 BATAVUS PROGRAM

- MINIMUM \$110.00 PROFIT MARGIN PER UNIT
- CO-OP ADVERTISING ALLOWANCE PER UNIT
- ALL MODELS IN STOCK IN ATLANTA & NEW JERSEY WAREHOUSE
- VARIETY OF AD SLICKS AVAILABLE FOR LOCAL PROMOTION
- VERY ATTRACTIVE BROCHURES, PROMOTIONAL MATERIAL AVAILABLE
- T.V. & RADIO SPOTS AVAILABLE
- ALL PARTS IN STOCK IN OUR ATLANTA WAREHOUSE FOR IMMEDIATE DELIVERY
- FULLY DETAILED PARTS BOOKS AND SHOP MANUALS AVAILABLE
- WARRANTY: 6 MONTHS UNLIMITED MILEAGE CREDIT PROCESSING WITHIN 2 WEEKS
- SERVICE SCHOOLS HELD PERIODICALLY

Radio Spots

# BATAVUS RADIO SPOTS



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
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(404) 325-1511  
Telex: 54-2693

RADIO: 30  
"GET OFF EASY"

SFX: Sound of Batavus moped gliding up to mike, then idling gently in place.

ANNCR: Getting off the moped is easy. It has a handy step-through frame.

Getting distance out of the Batavus moped is just as easy. It'll take you up to 150 miles on a gallon of gas.

But don't get so caught up in how easy you're getting off that you overlook the easiest thing of all getting on.

The Batavus Moped from Holland. Changing the shape of American economy.

SFX: Sound of Batavus moped gliding smoothly away from mike.

RADIO: 30  
"PLAY BEFORE WORK"

SFX: Honking of dozens of horns.

Sounds of large traffic jam.

ANNCR: For most business commuters, getting to and from work itself.  
But the Batavus moped can make your coming and going easier to handle.  
The Batavus moped is a Motorized Bicycle that won't get congested in traffic jams, parks where the smallest sports car can't, and travels up to 150 miles on a gallon of gas.

What's more, there are few or no license, helmet or tag requirements. The Batavus Moped. Changing the shape of American economy. And one business investment that's more play than work.

SFX: Sound of moped putting away.

# BATAVUS RADIO SPOTS



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RADIO: 30  
"FRIEND OF THE FAMILY"

SFX: Gurgle gurgle gulp gulp gulp ding ding ding

Sound of automobile receiving heft fill-up at gas pump. Lasts fifteen seconds.

ANNCR: The preceding quarter-minute of family entertainment was brought to you by the manufacturers of Batavus moped, who remind you and your family that the Motorized Bicycle from Holland will go up to 150 miles on a gallon of gas. The Batavus moped. Changing the shape of American economy. And perhaps the cheapest friend your family ever had.

SFX: Glig glig ding ding

Two second fill-up of Batavus moped which goes gliding off into distance with soft putting sound.

\* \* \*

RADIO: 30  
"THE OLD RUN-AROUND"

SFX: Creaking of old rocking-chain. Slowly winds down and stops.

ANNCR: You don't find many senior citizens sitting indoors these days since the arrival of the Batavus moped. The Motorized Bicycle from Holland that's easy to ride and economical to run.

Batavus travels up to 150 miles on a gallon of gas, is easy to park, and has a top speed of 30 miles per hour. And since there are few or no helmet, license or tag requirements, you don't have to stop running around just because you've retired. The Batavus moped. Changing the shape of American economy.

SFX: Sound of moped putt putting into distance, smooth gliding sound.

## RADIO SPOTS...

...comprise a broadcast counterpart to the newspaper ad package; a tailor-made collection of special market and multi-use commercials that cover every promotional base from students to retirees. These spots, all thirty seconds in length, allow for a six second tag at the end for your dealer identification. The radio commercial package can be adapted to your broadcast schedules in two ways: (1) through full rotational exposure on popular, middle-of-the-road stations which appeal to virtually all markets, and (2) through selective placement of specific spots on special interest stations, based on the ages and demographics of their listening audiences. To cover these multiple contingencies, the spot package available for your consideration this year includes:

- . GASOLINE PUMP -- For the economy minded, a "vocal picture" of what Batavus owners seldom see or hear.
- . MOTORS AND PEDALS -- For clearer product identification, a sound portrayal of what Batavus is, and what it is not.
- . HORN BLOWER -- For the business commuter, a fast-acting traffic decongestant -- take Batavus before and after work.
- . PURRRRRRY QUIET -- For practically everybody, a soft sell for Batavus economy and riding ease.
- . THE UNANSWERED DOOR -- For women's lib and all 'round female fun, Batavus suggests a new way to leave home.
- . ROCKING CHAIR -- For the able-bodied retiree, Batavus offers motorized rolling as an alternative to rocking.

These spots are available in script form for live announcer usage without sound effects, or in cassette tape form, complete with an imaginative and appealing complement of supportive sounds. To use the commercials live -- without the accompanying effects -- just detach the script copies from the following pages and have your station representative edit them as needed, to assure that the message stands alone.

For professionally recorded versions, simply order a cassette tape from us. Either way, you'll have a powerful MoPed selling package for the airwaves in your area, in building the strongest consumer identity and Batavus brand awareness possible.

(continued)

To get these spots on the air, in the most effective pattern possible, follow the same general approach as outlined in the newspaper section.

1. First, determine your strongest audience in terms of age and lifestyle, and select the spot or spots from the following pages that best parallel these criteria. (As mentioned earlier, several different types-of-audiences/styles-of-spots might be a factor for consideration.)
2. Then, call the station or stations whose broadcast format(s) best fit your customer profiles, and have their sales reps drop by. Confirm with them:
  - A. The cost of the time.
  - B. The patterns of exposure
  - C. The compatibility of the overall broadcast format and program adjacencies with the styles of the spots.

For example, a commercial addressed to retirees should be placed in schedules adjacent to news or middle-of-the-road music programs; a spot that speaks to business commuters should be positioned within traffic/drive times. An appeal to housewives would find a good audience in mid-morning and early-afternoon.

3. Having determined the above factors, give the station rep the scripts or tapes (designated cuts) of the spots you've selected, along with complete tag information, i.e., name, address, phone number, etc., and ask for an air-check tape to be sure that this information is processed properly.
4. For billing/paying purposes, ask that the station supply four affidavit copies with their statement. Keep two for your records and send two to us. As with the newspaper procedure, this will provide our auditors your proof of broadcast exposure, and will enable us to more quickly process your co-op credit.
5. Should you run low on any broadcast materials -- tapes or scripts -- just let us know. Scripts are free, and tape costs are nominal.

# BATAVUS RADIO SPOTS



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RADIO: 30

"HIGH-BRED"

SFX: Loud vroom vroom revving of big Harley-Davidson Motorcycle

ANNCR: Annoyed,  
(Frank, unassuming tone. As though TCH-TCHING the competitors)

Unlike the motorcycle, the Batavus moped does not make a lot of noise.

SFX: Strained huffing and puffing of exasperated man pedaling a bicycle. Sounds like he's about to burst.

ANNCR: And unlike the bicycle, the Batavus moped does not require a lot of physical exertion to operate.

SFX: Quiet gliding sound of moped putting along.

ANNCR: The Batavus moped is a Motorized Bicycle built for one practical reason. To transport people from point to point cheaply. Which is why it comes with an engine that delivers up to 150 miles to the gallon. The Batavus moped. Changing the shape of American economy.

\* \* \*

RADIO: 30

"WOMAN'S LIBERATOR"

SFX: Sound of phone ringing incessantly, loud continual knocking on door, doorbell chiming over and over. Obvious that no one's at home.

ANNCR: Its difficult to catch a housewife in the house since the advent of the Batavus moped. The Motorized Bicycle from Holland is inexpensive to buy, fun to ride, and easy to park. And what's more, Batavus delivers up to 150 miles on a gallon of fuel. It carries few or no license, helmet, or tag requirements, and seldom needs maintenance. The amazing Batavus moped. Changing the shape of American economy, while liberating women everywhere.

SFX: Gliding putt putt sound as moped drives off.

Sales Promotion/  
Signage



## SALES PROMOTION/SIGNAGE...

...consists of all the on-site advertising that helps solidify the final buying decision at the point of purchase. The visual impact, graphic style, and general consumer appeal of this material is often all that's required to nail the sale in your store. This year, Batavus has produced more sales promotion material than ever before to make your selling efforts easier and more productive. The items include:

- . Bold eye-stopping Batavus "B" LOGO-BLOCKS to overwhelm any competitive signage in your store.
- . High-impact Batavus SHOWROOM STREAMERS that headline your Batavus MoPed displays.
- . Customized Batavus OPEN/CLOSE TIME SIGNS for your front doors that clearly call out your business hours.
- . Jumbo back-wall Batavus LETTER SETS that spell out your preferred brand to every browsing prospect.
- . Smart colorful HANDLEBAR PRICE-TAG HANGERS that outline our selling features alongside your selling price.
- . A floor-to-ceiling FABRIC STREAMER FLAG that reinstates Batavus' Number 1 status as best MoPed in the industry (to come).
- . Tri-View perpetual motion CEILING HANGER display unit that sells three MoPed models in beautiful four-color reproduction.
- . Eight-page FOUR-COLOR BROCHURE on the full Batavus line for informational handouts, promotional mailers, or on-the-spot selling aids.
- . LIFESTYLE WALL POSTERS featuring pretty models on MoPeds for smart showroom decoration and selling persuasion.
- . CALL-OUT POSTERS showing all features of Batavus MoPeds as visual selling aids on showroom floor.
- . PRESS-INFORMATION KITS on Batavus company and products for news placement with local media with resulting increase in sales for you.
- . For closer customer communication, periodic issuance of BATAVUS BEAT, providing product/industry news and updates on P.O.P. handouts.

(continued)

These are but a few of the many dealer support items we now have available for you, and still more in development. Check your order sheet behind this page for pricing information (if applicable), and delivery data. Additionally, we provide customized design-display/booth assistance and developmental services for any of the special promotional needs you may have. Just ask.

# BATAVUS SALES PROMOTION/SIGNAGE



Batavus Bikeways, Inc.  
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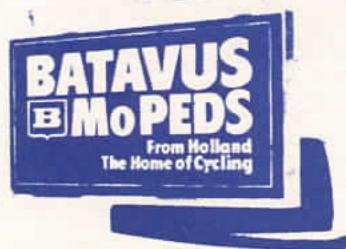
## NEW! HIGH VISIBILITY WALL CLOCK IDENTI-SIGN



Smartly styled, quality-built wall clock features back-lit face, red sweep hand, and bold clear numerals; tells your prospects what brand to buy every time it tells them the time of day. A precision instrument guaranteed for years of lasting satisfaction.

Dealer Cost \$29.50.

## NEW! DOUBLE FACED MOLDED PLASTIC BACK-LIT SIGN



Smart graphics and precision assembly reflects Batavus quality and your own good taste. Perfect for store-fronts or shopping mall overhangs. Prewired and easily assembled.

Outdoor Sign: 3' X 5', Dealer Cost \$195.

Indoor Sign: 1' X 2'8", Dealer Cost \$29.50.

Also available as single canvas banner – roped and grommited for indoor or outdoor exposure.  
Dealer Cost \$10.00.

# BATAVUS



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## PROMOTION...

...is, quite simply, any technique or device employed to help influence the sale of a product or idea. As your Batavus distributor, we know how busy you are with the concerns of finance, personnel, maintenance, sales and scores of other factors involved with running a business. Therefore, we've set out to make your most important concern -- your showroom selling efforts -- as productive and efficient as possible. We've done so with a full complement of back-up promotional devices designed to bring more prospects to your store...and move more products off your floor. These include:

### ADVERTISING

National/regional campaigns; key-city dealer co-op plans; local dealer print and broadcast packages; and cycling trade sales communications.

### PUBLICITY/PUBLIC RELATIONS

Continuing national news reports on Batavus from the editorial point of view in trade and consumer media; community coverage of your own facilities and activities for added local sales appeal.

### POINT-OF-PURCHASE

A full complement of in-store selling aids that create strong identity and high-impact sales persuasion for your entire Batavus product line.

### DEALER PROTECTION/SALES SUPPORT

Clearly defined sales territories and the absence of private label mass-merchandising means optimum security for you. Complete factory maintenance instruction assures customer satisfaction and repeat sales.

(continued)

Details and instructions for effective use of this promotional section will be covered in greater depth under the following subdivisions: (1) Newspaper Ads, (2) Clip Art, (3) Radio Spots, (4) Sales Promotion/Signage, (5) Industry Promotion, and (6) Co-op Policies and Procedures.

Study the sections carefully, and put the materials to work. You'll find that, effectively used, the Batavus Promotion Section will promote more sales and profits for you.

- - -

As a reflection of our commitment to providing you the finest, most complete promotional support available, we have retained the total sales-communication services of Cargill, Wilson & Acree Inc. of Atlanta. A nationally-known advertising agency in its own right, CW&A is also a major division of Doyle Dane Bernbach of New York, producer of such famed campaigns as Volkswagen, Polaroid, Chivas Regal, American Tourister and Avis-Rent-A-Car to name but a few.

NEWSPAPER ADS...

...come pre-produced and publication-ready this year in two sizes and five subjects. Thus, you get a complete package of Batavus MoPed sales messages to fit every market and every promotional budget. Based on the location of your store, and the profile of your prospects, you can, for example:

- single-out senior citizens with a message headed "BATAVUS. FOR PEOPLE WITH A LITTLE MONEY AND A LOT OF DRIVE."
- convert corporate commuters to MoPeddlers by promising that "BATAVUS MAKES GETTING TO BUSINESS A PLEASURE."
- caress campus co-eds with a sensuous sell, proclaiming "BATAVUS HAS A NEW SHAPE TO FIT THE STUDENT BODY."
- woo housewives and libbers alike with the proposition that "BATAVUS IS DRIVING WOMEN OUT OF HOUSE AND HOME."
- capture teenage and older youth markets under the headline "BATAVUS GETS THE MAN-ABOUT-TOWN ABOUT TOWN."

These five provocative captions, complete with hard-sell copy and high impact photography, add up to an innovative, targeted advertising service that fits your market like a glove. To use it, here's all you do:

1. First determine the strongest prospective MoPed audience(s) in your area, and select the ad or ads from the following pages that best fit your situation. (Sometimes a multiple market mix will be preferable, with several types of ads running in rotation, or in sequence.)

(continued)

2. Then call your local newspaper advertising department, and have a representative drop by. Confirm with him:
  - A. The cost of the space.
  - B. The best day of the week on which to advertise.
  - C. The best position in the paper according to the market or life style you're aiming for.

For example, many people find Tuesday-evening/Friday-morning or all-day-Friday combinations good ad days, due to the available time your prospects will have for follow-up Saturday shopping. If you're advertising to housewives, the newspaper's society section affords a good position; similarly, if you're going after the corporate commuter, the business/finance and sports sections are preferred. Other good positions, generally, are section one, the back page of any section and the television pages. In any case, specify upper right hand page, away from competitive advertisers. (While guaranteed positions cost a premium, most papers work to "assure" reasonable position requests without extra charge.)

3. Having determined the above factors, give the newspaper rep the ad reproduction unit you've selected, along with a copy of your logotype with address and phone number. Ask for a checking proof of the complete unit before publication.
4. For billing/paying purposes, ask that four tearsheets of the entire page on which the ad appeared be submitted with your statement. Keep two for your records and send two to us. This will provide our auditors your proof of publication, and will enable us to more quickly extend you the co-op credit you're entitled to when you apply for same with us.
5. When you run low on any ad unit you need, just ask us for more. They're free.

CLIP ART...

...is a contingency collection of Batavus graphic materials to help you cover any promotional bases that the complete ads in the preceding newspaper section might have missed. Therefore, for special selling situations, you'll find the following three pages of photographic, logo, and type units invaluable for:

- BUILDING YOUR OWN CUSTOMIZED ADVERTISEMENTS, FLYERS, AND BROCHURES TO FIT UNIQUE PROMOTIONAL NEEDS.
- SUPPLYING TO SCHOOLS AND SERVICE CLUBS FOR CONTRIBUTORY GOOD WILL AD DEVELOPMENT.
- GRAPHIC REFERENCE IN SIGN PAINTING, DISPLAY BUILDING AND OTHER CRAFTS YOU EMPLOY FOR SPECIALIZED MARKETING PROJECTS.
- ILLUSTRATING OR STYLIZING SUCH SUPPORTIVE PRINTING MATERIALS AS FORMS, INVOICES, LETTERHEADS, ENVELOPES, AND SHIPPING CARTONS.

In order to collect your co-op allowances for any media advertising investments authorized, it is imperative that any customized ad you develop carry a substantial amount of official Batavus identity. Therefore, heavy use of the clip art in such cases is recommended, in order to assure quick processing of your co-op claims. And remember, as with the newspaper ads, be sure to ask for replacement units when needed. There's no charge.





# BATAVUS SPECIAL BULLETIN



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
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(404) 325-1511  
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To Our Valued Dealers:

Welcome to the 1978 Batavus MoPed Road Show and sincere thanks for joining us. We've just launched some exciting new MoPed models and persuasive new sales promotion methods for the coming months. We are certain that both will go far in helping you move more merchandise, more profitably than ever before. Our program for this year is a two-pronged effort through which "Batavus makes it easier for you to buy...and easier for you to sell."

The buying ease comes from one of the most liberal floor planning programs in the industry; one that enables you to stock more MoPeds at the outset with less financial burden over the long haul. Thus, you'll sell more because you'll show more and quickly establish yourself as a strong dealer who is in the business to stay.

The selling ease comes from the fact that we've simply got the best organization and the best product going. Batavus has made a long-term commitment to the American MoPed market. We're in your corner for keeps...with protected territories, immediate parts supplies, co-op promotional allowances, and a national publicity program that assures top-of-mind awareness for the Batavus name. You will never find Batavus products competing with you through private label mass merchandising.

Batavus has been making MoPeds for the past sixty years. But this year, we've taken the look, feel and performance of the machines almost that many years into the future. New sculptured styling, new engineering refinements, new colors and accessories assure unmatched customer appeal.

And a new four-part Advertising/Promotion program now underway will bring more customers than ever before to your door. A national magazine campaign in TIME, NEWSWEEK, U.S. NEWS & WORLD REPORT, SPORTS ILLUSTRATED, ESQUIRE and PLAYBOY will tell millions of readers why they should buy Batavus over other brands. A special springtime major market consumer incentive program will tell them why they should buy right now -- from you. A dramatic in-store merchandising program will help you nail the sale at the point-of-purchase. And a pre-packaged print/broadcast ad service will let you tailor your message to any market at any time of the year.

Our Batavus MoPeds' distinctive new silhouettes, plus their thrifty 150 mpg fuel range in a cost-conscious year, sets the company's promotional theme for 1978: "Batavus -- Changing the Shape of American Economy." Similarly, we are confident that our new dealer support and promotional program will "change the shape of your economic picture" for the better -- now, and for many years to come.

Sincerely,

Robert. E. Helmer  
President

# BATAVUS IMPORTANT NOTICE



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

MARCH 24, 1978

RE: LIMITED TIME SPRING PROMOS - GOOD THRU APRIL 31, 1978

TO: ALL DEALERS/25mph AND 30mph STATES

I. BUY 10 MOPEDS (ANY CHOICE)

BUY 11th MOPED AT ONE HALF COST, (ANY CHOICE) ALSO, DEDUCT UP FRONT \$10.00 CO-OP AND NOTE NO-FUTURE CO-OP ON THESE 11 BIKES.

THESE 11 UNITS CAN BE PUT ON FLOOR PLAN. ANY BRONCO'S IN THIS ORDER COMES WITH A PAIR OF SADDLE BAGS FREE.

.....APPROXIMATE SAVINGS ..... \$30.00 UNIT .....

\*\*\* OR \*\*\*

II. BUY 5 BRONCO'S

BUY 6th BRONCO AT ONE HALF COST PRICE.

QUALIFIES DEALER FOR A. PRE-PAID FREIGHT ON THESE SIX MOPEDS, PLUS ANY OTHER MOPEDS,

ADDED TO THIS ORDER. (ALL PRE-PAID)

B. FREE SADDLE BAGS WITH EACH BRONCO

C. NO FUTURE CO-OP ON THESE BRONCO'S IN THIS PROMOTION.

D. THESE UNITS CAN BE PUT ON FLOOR PLAN.

E. APPROXIMATE NET PER UNIT ...\$318.00..

\*\*\*\*\*

THESE PROMOS WILL SELL BATAVUS MOPEDS IF YOU PASS THE SAVINGS ON TO YOUR CUSTOMERS.

# BATAVUS SPECIAL BULLETIN



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

Due to the daily increase number of parts orders being received, all TELEX orders will have priority over phone and mail-in orders. Use the TELEX for parts and accessories only, NOT MOPED ORDERS.

To use the TELEX, dial the toll free number 800-325-6000. The operator will ask for your I.D. Number, (1836), the same for all dealers, your telephone number and city.

BE SURE TO INCLUDE YOUR COMPANY NAME AND YOUR NEW ACCOUNT NUMBER!!

10-253

All mail and phone orders will take an additional twenty-four hours to process and ship. Thus, by taking advantage of ordering by TELEX, you will receive your orders faster. When placing orders by TELEX, be sure to include parts number, accessory number and color, if it applies, as we are unable to ship by description only. Numbers are not needed when ordering brochures, parts books etc. Also, when placing orders, - separate parts and accessories as they are billed and shipped separately.

As the busy season approaches, it is important to keep an adequate inventory of parts and accessories. Order in quantity, as this will save you time and money on freight and will give your customers better service on repairs.

Remember, if you have a problem or a question and must talk to someone, then call, otherwise PLEASE USE TELEX!

Regards,

*James Redman*

Jim Redman

Manager

Parts Department

April 1, 1978

# BATAVUS SPECIAL



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693



## HOLD UP Warehouse Robbery!

EXCLUSIVELY FROM  
BATAVUS

- AC 113 — Deluxe Wire folding Baskets — Chrome collapsible side baskets snap on/off for easy use.  
Fits most mopeds, incl. Batavus mopeds thru 1977 models.

Reg. \$24.50      **Now \$21.<sup>00</sup>**

- AC 106 — Saddle Bags — Durable Batavus saddle bags, complete with liners and keys.

Reg. \$16.75      **Now \$14.<sup>50</sup>**

- AC 213 — Carlisle Tubes — Universal fit, one size fits 16" & 17" rims, 2" & 2½" width.

1-15 quantity      \$2.60 each

- AC 2131 — 16-30 quantity      \$2.30 each

- AC 2132 — 30 or more      \$2.05 each

- AC 211 — Carlisle 2¼ x 17 moped tires. Limited quantity available.

**Still at \$3.<sup>99</sup> ea.**



### NOW AVAILABLE . . . . .

- AC 116 — Cable/Lock combination. Universal cable/lock combination, 6' length, 8mm diameter aircraft wire. Coils for easy storage.

**\$6.<sup>90</sup> ea.**

- AC 118 — Batavus 2-stroke oil — case of 48 soft packets, each contains 2½ ounces of oil plus an exclusive additive that retards carbonization, recommended for all 2 stroke engines. Packet mixes to one gallon.

**\$16.<sup>32</sup> case**

# BATAVUS SPECIAL



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

*Special Spring Sale . . . Special Spring Sale . . .*

AS AN EARLY SPRING SPECIAL,

## BATAVUS

MAKES THIS EARLY SEASON OFFER ON 2 $\frac{1}{4}$  x 17 MOPED TIRES.

THESE **Carlisle** TIRES

ARE PRICED AT \$3.99 EACH.

FIT THE PUCH MAXI SPORT MODELS AND THE "L" & "VL" MODELS

OF MOTOBECANE.

ABSOLUTELY THE LOWEST PRICE AVAILABLE,

THIS OFFER GOOD FOR A LIMITED TIME.

— PLACE YOUR ORDER TODAY! —

WATCH FOR OTHER SPECIALS THIS SEASON FROM BATAVUS

AND OUR EXPANDING ACCESSORIES LINE.

---

FOR THE BEST SERVICE AND PRICES THROUGHOUT 1978,

LOOK TO BATAVUS!

---

FOR MORE DETAILS CONTACT:

RICK BARRETT — Accessories Division

# BATAVUS IMPORTANT NOTICE



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

April 11, 1978

TO: Massachusetts Batavus Dealers

Subject: Massachusetts - House Bill No. 5023

Mr. Paul Zimmerman with the Moped Association of America and Mr. Skip Whitla our agent for Massachusetts attended a Committee meeting on H. B. No. 5023 which would require moped dealers to be licensed. Batavus has been informed that this H.B. No. 5023 received an unfavorable report by the Committee. It appears that their testimony was essential in defeating this bill.

Regards,

PERCY HELMER  
VICE PRESIDENT

PC/mp



June 1, 1978

Dear Batavus Dealer:

Enclosed is a quantity of reprints (reduced) of a full page, four color Batavus moped advertisement slated to run in your market in June and July issues of the publications shown. We advise you to use these reprints vigorously within this promotional period, as mailers, bill enclosures, and other means of merchandising. The ad will reach many thousands of people in your market within the prestigious editorial environment of these national magazines. Strong merchandising of the ad in your store will make the national magazine program far more effective for you, the individual dealer.

Watch for Batavus' ads in Time, Newsweek, U. S. News & World Report, Sports Illustrated, Esquire and/or Playboy in YOUR major market as listed on the attached page, based on the on-sale dates shown.

Regards,

Mary Payne  
Advertising  
Batavus Bikeways, Inc.

/mp



BATAVUS BIKEWAYS  
BATAVUS JUNE/JULY MAGAZINE ADVERTISING CAMPAIGN  
BY  
MARKET & MEDIA

Major Market	Newsweek	Time	Spt.Ill.	U.S.News & World	Esquire	Playboy
Boston			w/o 6-19		w/o 6-5 & 12	m/o July
Miami	w/o	w/o	w/o	w/o		
Ft. Laud.	6-12	5-29	6-5	6-5		
New York			w/o		w/o	m/o
Newark			6-17		6-5 & 12	July
Dallas			w/o		w/o	m/o
Ft.Worth			6-19		6-5 & 12	July
Houston			w/o 6-19		w/o 6-5 & 12	m/o July
Jacksonville	w/o 6-12	w/o 5-29	w/o 6-5	w/o 6-5		
Pittsburgh			w/o 6-19		w/o 6-5 & 12	m/o July
Washington			w/o 6-19		w/o 6-5 & 12	m/o July
Hartford	w/o 6-12	w/o 5-29	w/o 6-5	w/o 6-5		
Tampa/St.Pete	w/o	w/o	w/o	w/o		
Sarasota	6-12	5-29	6-5	6-5		

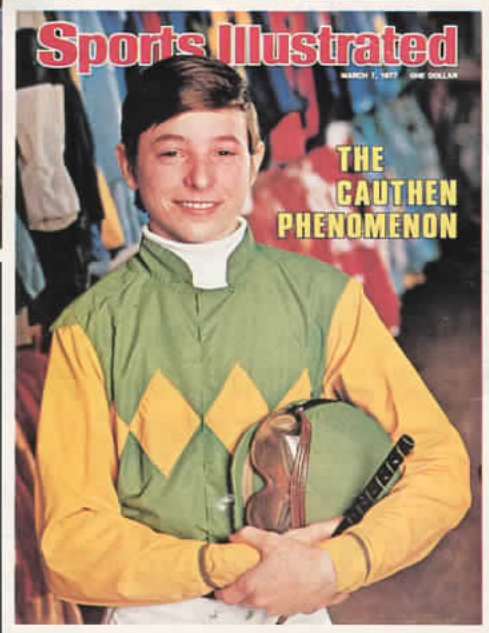
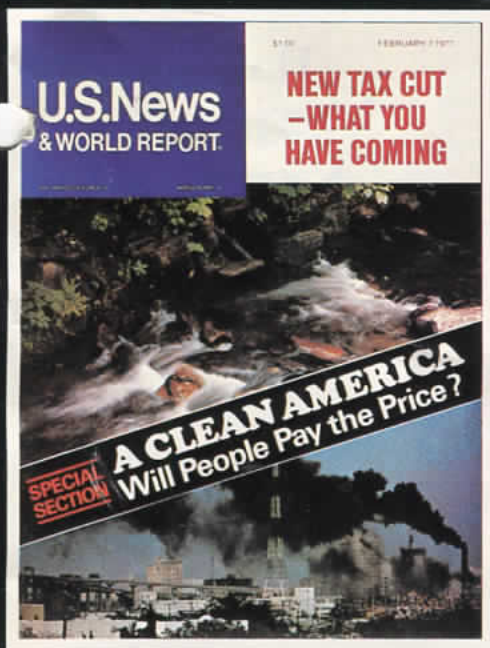
w/o - week of

m/o - month of

**BATAVUS**



Batavus USA, Inc. 2546 N.E. Expressway, Atlanta, Georgia 30345 (404) 325-1511



# BATAVUS SPECIAL BULLETIN



Batavus USA, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

To Our Valued Dealers:

As you know, Batavus has just launched exciting new MoPed models and new sales promotion methods for 1978. We are certain that both will go far in helping you move more merchandise, more profitably than ever before. Our program for this year is a two-pronged effort through which "Batavus makes it easier for you to buy...and easier for you to sell".

The buying ease for most dealers comes from one of the most liberal floor planning programs in the industry; one that enables you to stock more MoPeds at the outset with less financial burden over the long haul. Thus, you sell more because you show more and quickly establish yourself as a strong dealer who is in the business to stay.

The selling ease comes from the fact that we've simply got the best organization and the best product going. Batavus has made a long-term commitment to the American MoPed market. We're in your corner for keeps...with protected territories, immediate parts supplies, co-op promotional allowances, and a national publicity program that assures top-of-mind awareness for the Batavus name. You will never find Batavus products competing with you through private label mass merchandising.

Batavus has been making MoPeds for the past sixty years. But this year, we've taken the look, feel, and performance of the machines almost that many years into the future. New sculptured styling, new engineering refinements, new colors and accessories assure unmatched customer appeal.

And new four-color national ads like the one at the right will bring hundreds and thousands of prospective new MoPed customers to Batavus dealerships. June/July insertions in Time, Newsweek, U.S. News & World Report, Sports Illustrated, Playboy, and Esquire will help pre-sell Batavus MoPeds to millions of readers in America's major population pockets. And the impact of this exposure will ripple into hundreds of communities on the outskirts as well.

Our Batavus MoPeds' distinctive new silhouettes, plus their thrifty 150 mpg fuel range in a cost-conscious year, sets the company's promotional theme for 1978: "Batavus - Changing The Shape of American Economy". Similarly, we are confident that our new dealer support and promotional program will "change the shape of your economic picture" for the better -- now, and for many years to come.

Sincerely,

A.M. Donders

# BATAVUS INTRODUCES ECONOMY CLASS.

When you ride the Batavus MoPed, you ride in a class by yourself.

Batavus carries the class of tradition. With a rich heritage of hand craftsmanship, handed down from one of the world's oldest and largest cycle makers.

The class of quality. With over half a century of Dutch engineering refinements.

The class of style. With sculptured shapes arriv-

ing in five models and a variety of colors.

Then the motorized bicycle from Holland offers a few basic economies.

Fuel economy. Up to 150 miles per gallon. And economy over the long haul.

With over 1000 locations across the country for fast, efficient service when needed.

The Batavus MoPed. Now you can travel first class at economy fares.



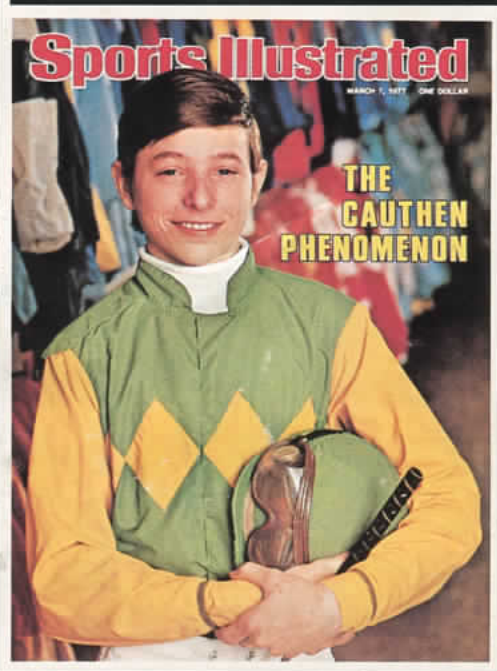
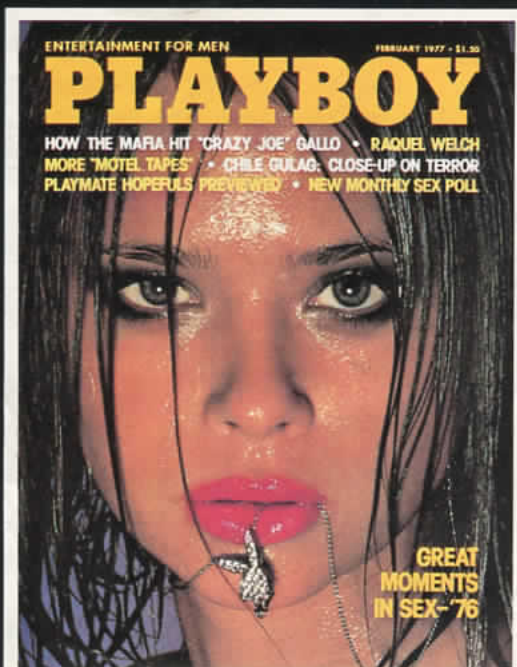
**BATAVUS** MoPED. CHANGING THE SHAPE OF AMERICAN ECONOMY.

**BATAVUS**  
**B**

Batavus USA, Inc. 2546 N.E. Expressway, Atlanta, Georgia 30345 (404) 325-1511



Batavus USA, Inc. 2546 N.E. Expressway, Atlanta, Georgia 30345 (404) 325-1511



# BATAVUS SPECIAL BULLETIN



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

June 5, 1978

Frank's Spoke 'N Wheel  
82 Boston Post Road  
Sudbury, Mass. 01776  
617-443-6696

Dear Batavus Dealer:

Final touches are now being put on the Batavus "Free Trip To Bermuda" promotion, as slated to begin throughout our entire sales territory later this month. You, of course, are a vital part of this major Spring-Summer 1978 selling effort, and, needless to say, we anticipate outstanding results for both of us as the campaign unfolds.

In order to reach the maximum coverage efficiencies of frequency and reach in your trading area, we have made a thorough survey of all advertising media available for purchase. Based on the amount of financial participation in the promotion which you have planned -- a figure which we are matching by at least 100% -- we have found your local newspaper to be the most efficient investment for this resulting budget. In the interest of creating both reasonable impact and continuity, we have sized the ad to 4 9/16" wide x 7" or more deep, and scheduled it to run for a series of insertions beginning within the week of June 12. This timing coincides with such peak-season buying periods as Fathers' Day and the Fourth of July.

Specifically, the ad (copy attached) will run in your market as follows:

<u>Newspaper</u>	<u>Insertion Dates</u>	<u>Size</u>	<u>Position Requested</u>
Boston Globe	6/15 E	3 cols. x	Main News or
	6/ M	7 10/16"	Sports
	6/22 E		
	6/23 M		
	6/29 E		
	6/30 M		

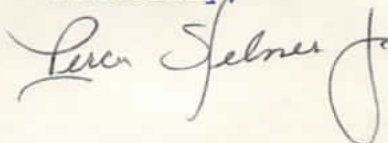
Your company's name, address and phone number will be listed at the bottom of the ad as it appears in the salutation of this letter. Where applicable, other Batavus dealers will be listed, and thus share proportionately in the cost. Please consider all of this activity carefully, and if there are any serious differences that you have with any of the plans, please let us know by 5:00 p.m., ~~Tuesday~~ *wednesday*, June 7<sup>th</sup>. Otherwise, we will assume your full concurrence with the letter.

Page Two

In separate mailings, we will be sending you test-ride and registration/qualification/drawing information for the Bermuda Trip, along with large poster blow-ups of the ad for wall and window display. Prominent postings of this material will telescope the effectiveness of the advertising, both as a reader reminder, and a positive call to action at the point of purchase.

With best wishes for a successful selling season.

Sincerely,

A handwritten signature in cursive script that reads "Loren Felner Jr." with a large, stylized flourish at the end.

P.S. And don't forget, as a participant in the "Batavus/Bermuda" promotion, you can win big too! With every 25 MoPeds you buy, your name goes in the drawing for ten exciting prizes -- including a fully-equipped, customized Batavus van.  
Happy Selling!

# HOW TO GET TO BERMUDA ON A BATAVUS MOPED.



Go to your Batavus dealer and test-ride the Batavus MoPed. Then register to win a free one-week trip to Bermuda for two, including all lodging, meals, and airfare from New York. To qualify for the drawing on Aug. 16, take your test ride anytime before

then. No purchase is required and you needn't be present to win. Of course, if you do decide to buy, you're a winner, win or lose.

**BATAVUS MoPED**  
CHANGING THE SHAPE OF AMERICAN ECONOMY.  
150 mpg/No-Shift Transmission/Heavy-Duty Shocks/Factory-Trained Service.



# BATAVUS SPECIAL BULLETIN



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

June 9, 1978

Dear Dealer:

During the past few weeks we have relied on our tank supplier to live up to his commitment on delivery of nylon VA and HS-style tanks. We have continually relayed this information to you as per their revised shipping schedule to us.

Due to this unforeseen problem we have not been able to furnish you with tanks and 1978 Starflite & Regency Series Mopeds. We are confident that the new VA nylon tanks and all moped models with those tanks will be available for shipment before the 10th of June from all warehouses.

The nylon HS-style tank will not be available by the 10th of June, so, we have made arrangements for a metal HS-style tank, which is almost identical to the nylon HS-tank. We will supply the metal HS-tanks to you during this interim period. We will have these metal tanks available for shipment on or before June 10th from all warehouses.

Thank you for your consideration and patience in this matter.

Regards,

PERCY HELMER  
VICE PRESIDENT  
BATAVUS BIKEWAYS, INC.

P.S. Judy or Janet will be calling you within a couple of days for confirmation of your order.



June 15, 1978

Dear Batavus Dealer:

As promised in our mailing of the week of June 5, we are enclosing herewith the Point-Of-Purchase Materials and Registration Tickets for the Batavus/Bermuda Promotion. The posters should be put on immediate display in the most visible areas of your store, and kept there until August 15. This will re-inforce the impact of the counterpart newspaper ad, and at the same time stop new pass-by prospects who might have missed it in the media.

The registration tickets--one per person-- should be made available to all valid prospects who test ride the Batavus MoPed under your direction and supervision. Valid prospects (or qualified registrants) are defined according to the criteria outlined in the small print on the tickets, and additionally based on your own judgement of the person's trustworthiness with the machine and his ability to make a purchase. Under no circumstances, however, should you imply that a purchase is necessary, or that the registrant must be present to win. Again, registration should be allowed, only after the test ride is completed, and the registration should be accepted only if it is filled out in full. (The portion of the tickets that you keep for final drawing calls for a considerable amount of information which will help us determine your customer profiles and thus target our marketing efforts with maximum accuracy.) As mentioned on the tickets, you must list your shop and sign your name on the registrant's claim stub.

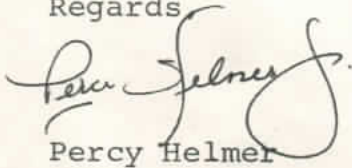
Number and Timing of Trips: For the registrant's information, you might let him know that Batavus will be giving away five such trips for two in all--one per zone-- and thus his chances of winning are considerably stronger than if it were a nationwide contest as such. Explain further, that the combined dealer drawings by zone will be done on August 16, or shortly thereafter, and that the winner will be notified by phone or letter. While the schedule for the trips has not been set as yet, they will take place in later summer or early fall, and will be confirmed long before the promotion is over.

Handling the Tickets: As a means of further merchandising the "Trip" promotion, we suggest that you construct a registration ticket deposit box and put it on prominent display in your shop. Something about twice the size of a shoe box would be ideal. For continuity with other promotional materials, it should be painted white, and carry a blue lettered sign reading "Drop Registration Ticket Here For Batavus' Free Trip to Bermuda". In the absence of a box, simply take the registrants' tickets upon completion, and put them in a safe place. At the end of your business day on August 15 (the last day of registration), you should send all tickets to me by insured mail. Any mailing post marked later than August 15 will be invalid, so be sure to get them in the mail by or before that date. Should your prospect win a trip, you can count on us to publicize both the winner and your Batavus dealership very heavily, both in the trade press, in your local media, and in the BATAVUS BEAT.

The Test Ride: The registrant's test ride should be a significant exercise that will fully acquaint him with the Batavus MoPed, and build his appreciation and desire for the machine. Because our surveys show that every one person out of five who has ever ridden a Batavus has bought one, the test ride portion of his promotion will be a most profitable selling venture for you. Be sure that you fully acquaint the rider with all the features of the machine: the convenient switches and controls; the easy start and quick response; the low center of gravity for optimum maneuverability; the 150 mpg fuel economy; the Nylon and ABS components for lighter weight and longer wear, etc. Conduct the test on a parking lot if possible within your view so that you can converse with the rider and give him pointers as he comes by. See that he (or she) thoroughly tests acceleration, braking, slaloming, and slow riding. Make the point that because of the low center of gravity, the Batavus can probably be balanced at a slower speed than any other two-wheeled vehicle. Make notes on the rider's comments on the machine--good and bad-- and report them to us. We suggest that the test ride last at least five minutes.

I believe that covers it. Best of luck in this promotion and let us know how we might provide additional help at any time.

Regards



Percy Helmer  
Batavus Bikeways, Inc.

## INDUSTRY PROMOTION...

...consists of our continuing efforts through the trade press to keep you informed of what we're doing and to make you a direct part of that activity. With a full schedule of advertising in such publications as AMERICAN BICYCLIST & MOTORCYCLIST, BICYCLE DEALER'S SHOWCASE and MOPED MAGAZINE, we keep you abreast of all the new products, accessories, financing arrangements and technical aids that we develop in your behalf. We feel that this is both an efficient and prestigious means of maintaining close communications with our family of dealers; the most important asset in our business.

The ads on the following pages reflect our products and planning, and our approach to communicating this information to you. Other ads and other publications will be added as we continue to grow together. If at any point you wish additional copies of the ads for any purpose, just let us know. They're yours without charge.

Another form of industry promotion we direct is the corporate and product publicity you see for Batavus both in the trade press and in BATAVUS BEAT, our own distributor-dealer newspaper. A large volume of news stories on the company, the product and its dealer group are placed in this media on a continuing basis. With the implication of editorial endorsement, such coverage often carries strong and convincing commercial persuasion comparable to advertising itself. Therefore, if you see news features on Batavus that you feel you could use as mailers, stuffers or take-ones, just let us know. We'll send you ample reprints at no cost.

Similarly, whenever you develop significant news of your own -- such as store expansions, new branches, MoPed safety rodeos, or any other noteworthy events -- let us know and we'll cover the story for you -- both in your community media and in the trade press alike. Properly handled, such news converts to hard-sell promotion, with increased business and profits for you.

**IF YOU MISSED  
OUR STYLING BREAKTHROUGH  
AT THE INTERNATIONAL CYCLE SHOW,  
HERE'S A BREAK FOR YOU.**



**BATAVUS**  
**B** **BATAVUS Moped**  
**CHANGING THE SHAPE OF AMERICAN ECONOMY.**

If you weren't at the New York International Cycle Show in February, there's still a way to see our revolutionary new designs. Just contact Batavus U.S.A. for a free color product brochure and order form. 2546 N.E. Expressway, Atlanta, Ga. 30345, (404) 325-1511.

# THE 1978 FOREIGN AID PACKAGE FOR AMERICAN MOPED DEALERS.

It starts with the new Batavus line of Dutch-crafted MoPeds. The amazing break-through in economy transportation that we've been perfecting for over 50 years now. All those years of engineering know-how make Batavus the MoPed to depend on.

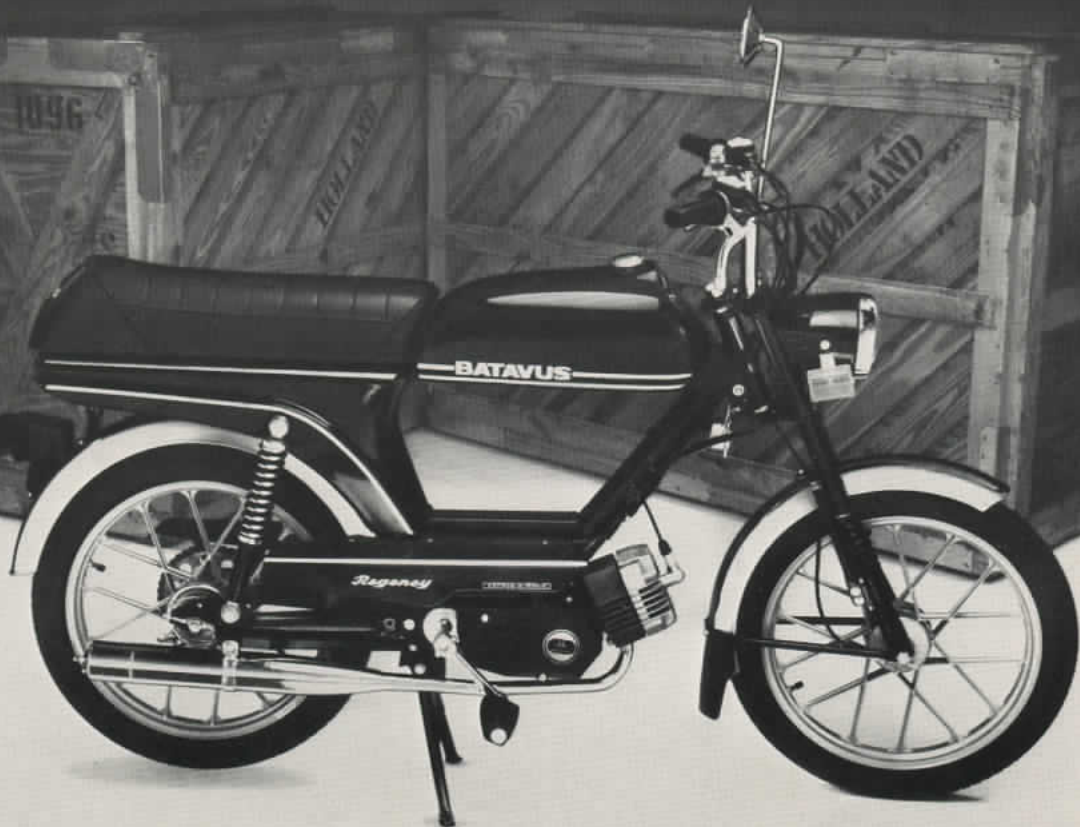
This year's designs, geared to American tastes, will make Batavus the MoPed your customers will insist on. And with more variety in colors, body styles, series-levels, price ranges and accessories, you'll be ready to meet that demand.

Then, there's more. We'll be

running exciting national consumer advertising in your markets to help build the demand. We're offering liberal co-op allowances, plus the ad materials, to support your promotional efforts. And, of course, we offer you factory service training and protected sales territories, too.

So cash in on Batavus MoPeds. We're changing the shape of American Economy. And with our dealer support program, your own personal economic future looks rosy, too.

**BATAVUS**  
**BATAVUS MoPED**  
CHANGING THE SHAPE OF AMERICAN ECONOMY.



For dealership information, call or write: For Eastern USA, Batavus Bikeways, 2546 N.E. Expressway, Atlanta, Ga. 30345, (404)325-1511. For Middle USA, Batavus Mid-America, 4900 Tippecanoe, Evansville, Ind. 47715, (812) 479-8226. For Western USA, Batavus West, 2110 S. Yale, Santa Ana, Calif. 92704, (714) 957-1801. Or contact Batavus USA, 2546 N.E. Expressway, Atlanta, Ga. 30345, (404) 325-1511.



June 28, 1978

Dear Dealer:

Enclosed is a tear sheet of the Batavus/Jordan Marsh ad in the New England - Boston Globe Summer Guide 1978.

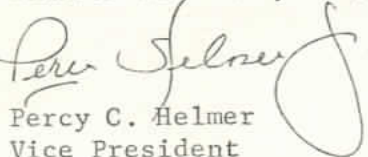
We believe joint promotional advertising with fine companies like McGregor are of great benefit to you and BATAVUS.

Please use this by displaying it on your counter or bulletin board.

Good Selling!

Sincerely,

BATAVUS BIKEWAYS, INC.

  
Percy C. Helmer  
Vice President

# BATAVUS IMPORTANT NOTICE



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

## BATAVUS YELLOW PAGE PROGRAM

Batavus believes that the best way to direct new consumers to your store is through a Batavus, either Trademark or Trade Name Yellow Page Directory listing. Statistics show that 8 out of 10 people look in the yellow pages when they are in the market for a product or service similar to mopeds. We believe this program will be of great benefit to you, and also to Batavus in securing potential moped customers. We have worked with the moped industry in establishing a moped listing in the yellow pages in your territory. As of 1978, all yellow pages will provide a Moped/Motorized Bicycle listing for their yellow pages. We will contact you prior to your yellow page closing date to assist you in placing your advertisement.

### I. Trademark Listing

We have designed this Trademark Ad for your use in your yellow pages. Wherever applicable, we would like to group dealers in one particular yellow pages under this type of ad, however, sometimes it is difficult when we have only one dealer for an entire yellow page book. Any additions to this ad, must be submitted for approval by Batavus Bikeways.

#### BATAVUS MOPEDS

The Same Superb  
Technology, Quality  
And Service Which  
Has Made Batavus A  
Leader Since 1904  
In Europe Is Now  
Changing The Shape Of America's Economy



"SALES & SERVICE"

AUTHORIZED DEALER

Dealer Name ..... Tel #  
Address.....

2-13-78

12-8

### II. Batavus Trade Name Listing

The Trade Name listing boldly reads BATAVUS MOPEDS with the name of your shop, your address and telephone number under it. We believe in many markets, this type of listing offers the best exposure.

BATAVUS MOPEDS  
Dealer

ABC Mopeds  
18th Street and Lakeland 577-8780



# BATAVUS IMPORTANT NOTICE



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

## BATAVUS YELLOW PAGE PROGRAM CONT'D

- III. Many dealers are able to buy space for a larger ad, either under Bicycles, Mopeds, Motorcycles or whatever associated business you would be in. We have available our logo, and also black and white photos of mopeds and riders in various sizes to use in those larger company or dealership display ads. We certainly believe that Batavus name identification in those larger ads is beneficial to both you and potential customers in helping them locate you as a Batavus dealer. All those items that are mentioned above can be furnished upon request to our office in Atlanta. This also must be submitted for approval by Batavus Bikeways, Inc.

All Batavus Trademark and Trade Name advertising must be placed through our office in Atlanta.

### NORMAL CO-OP ADVERTISING

- |                    |                                                   |
|--------------------|---------------------------------------------------|
| 1. Newspaper       | Dealer pays all bills, then submits               |
| 2. Radio spots     | to Batavus Bikeways, copy of bill                 |
| 3. Small magazines | and tear sheets - Batavus credits                 |
|                    | account for $\frac{1}{2}$ and deducts this amount |
|                    | from your escrow co-op balance.                   |

### TRADE-MARK

- |                                        |                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Yellow Page<br>Directory<br>Listing | Price of listing is rated according<br>to the number of dealers involved.<br>For instance - if only one dealer is<br>involved, he would forward to Batavus<br>a check for $\frac{1}{2}$ the cost - we will match<br>this with our check and deduct $\frac{1}{2}$ from<br>your escrow co-op balance. If more<br>than one dealer is involved, total<br>cost will be divided equally between<br>each dealer. |
|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### TRADE NAME

- |                                        |                                                                                                                                                                                          |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Yellow Page<br>Directory<br>Listing | Dealer forwards check to Batavus for<br>$\frac{1}{2}$ the cost of the listing price. We<br>will match this with our check and<br>deduct $\frac{1}{2}$ from your escrow co-op<br>balance. |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



June 7, 1978

Dear Batavus Dealer:

Enclosed please find our new binder insert material. Please remove all insert pages with the exception of your spare parts list for the M-48 engine (20-25-30mph), accessory page for the moped stabilizer kit, and your M-48 workshop manual, also your spare parts book, (VA, HS-50, Bronco & Mobat).

There are fourteen sections in your binder, seven blue and seven white, as listed below:

BLUE SECTION	WHITE SECTION
Dealership Program	Promotion (And Introduction)
Technical Specs	Newspaper ads
Warranties	Clip Art
Parts & Service	Radio Spots
Accessories	Sales Promotion/Signage
Incentives & Specials	Industry Promotion
Miscellaneous	Co-op Policies & Procedures

Immediately following this page is the first section to be placed directly behind dealership program. Each section is divided with a blue sheet of paper and each section should be placed behind each respective divider. Please discard the outdated material, as it is no longer useful.

Also included is the new spare parts list for the 1978 units, with the M-56 engine, also the workshop manual for the M-56 engine. The frame parts manual will be shipped to you on or before the 10th of June.

If you do not have one of our binders, please contact this office and we will be happy to send same upon request.

Regards,

Mary Payne  
Advertising  
Batavus Bikeways, Inc.

BATAVUS BIKEWAYS, INC., 2546 N.E. Expressway, Atlanta, Georgia 30345, U.S.A.  
Telephone: (404) 325-1511 TELEEX: 54-2693  
IMPORTERS & DISTRIBUTORS OF BATAVUS MOPEDS & BICYCLES

# BATAVUS FRANCHISED DEALERSHIP PROGRAM



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

## REQUIREMENTS OF DEALER:

- (1) Purchase 10 Batavus Mopeds

Regency HS Special	(W/Mag Wheels)	Black, Tan
Regency HS		Black, Tan
Regency VA II Special	(W/Mag Wheels)	Black, Tan
Regency VA II		Black, Tan

Starflite HS	Yellow, Red, Grey
Starflite VA I	Yellow, Red, Grey
Starflite VA II	Yellow, Red, Grey

Badger	Caribbean Blue/White Trim
--------	---------------------------

- (2) Purchase New Dealership Starter Kit  
(Special tools and small parts package)
- (3) Purchase Promotional Package  
(Clock, Sign, Binder, Open/Close Sign, etc.)
- (4) Furnish copy of retail sales license.
- (5) Adequate showroom display area, with capacity for full service of Batavus mopeds.

NOTE: Units shipped from Batavus Bikeways warehouse -  
(Atlanta, Ga., Trenton, N.J., Houston, Texas)

## RESPONSIBILITIES OF BATAVUS BIKEWAYS, INC.:

- (1) Furnish territory protection to dealers.
- (2) Furnish "In Store" sales aids, i.e., brochures, window posters, etc., and other material available.
- (3) Furnish co-op advertising monies, up to \$10.00 per unit purchased, for local sales efforts. (6 months time limitation-Badger moped not included).
- (4) Furnish dealer with up to date manuals (parts and service), and provide technical assistance and training to every dealer.
- (5) Work jointly with you in promoting Batavus sales through sales promotions and strong customer relations.

# BATAVUS FRANCHISED DEALERSHIP PROGRAM



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
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## FEATURES OF 1978 BATAVUS PROGRAM

- EXCELLENT PROFIT MARGIN ON ALL UNITS.
- STRONG NATIONAL CONSUMER ADVERTISING PROGRAM.
- CO-OP ADVERTISING ALLOWANCE PER UNIT (SIX MONTHS TIME LIMITATION).
- ALL MODELS IN STOCK IN ATLANTA, GA., TRENTON, N.J., HOUSTON, TEXAS.
- VARIETY OF AD SLICKS AVAILABLE FOR LOCAL PROMOTION.
- VERY ATTRACTIVE BROCHURES, PROMOTIONAL MATERIAL AVAILABLE.
- T. V. AND RADIO SPOTS AVAILABLE.
- ALL PARTS IN STOCK IN OUR ATLANTA WAREHOUSE FOR IMMEDIATE DELIVERY.
- FULLY DETAILED PARTS BOOKS AND SHOP MANUALS AVAILABLE.
- WARRANTY: SIX MONTHS UNLIMITED MILEAGE, THREE MONTHS LABOR,  
CREDIT PROCESSING WITHIN TWO WEEKS.
- FULL TECHNICAL TRAINING SCHOOLS/COMPLETE TECHNICAL AUDIO FILM  
PRESENTATION.
- NEW MULTI-SCREEN COMPUTER ENABLES US TO OFFER YOU THE FASTEST  
PROCESSING OF PARTS AND ACCESSORY SERVICE IN THE INDUSTRY.

# BATAVUS CONFIDENTIAL DEALERS PRICE LIST



Batavus Bikeways, Inc.  
 2546 N.E. Expressway  
 Atlanta, Georgia 30345  
 (404) 325-1511  
 Telex: 54-2693

MODEL	DESCRIPTION	DEALER NET	SUGGESTED LIST
STARFLITE SERIES:			
STARFLITE VA I	M-48 Color: Red, Grey, Yellow	385.00	499.00
STARFLITE VA II	M-48 Color: Red, Grey, Yellow	399.50	515.00
STARFLITE HS	M-48 Color: Red, Grey, Yellow	419.00	545.00
REGENCY SERIES:			
REGENCY VA II	M-56 New "Torque-O-Matic Dr." Color: Black, Classic Tan Limited edition with alloy mag wheels	451.00 471.00	584.00 607.00
REGENCY HS	M-56 New "Torque-O-Matic Dr." Color: Black, Classic Tan Limited edition with alloy mag wheels	469.00 489.00	609.00 639.00
BADGER	M-48 Color: Caribbean blue/ white trim	319.00	399.00

Terms: Check with order, C.O.D., Bank approved, or Floor-Plan

ALL prices are ex-warehouse Atlanta, Ga., Trenton, N.J., Houston, Texas

\$10.00 Co-op ad allowance/unit

EFFECTIVE APRIL 15, 1978

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

# BATAVUS CONFIDENTIAL DEALERS PRICE LIST



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

MODEL	DESCRIPTION	DEALER NET	SUGGESTED RETAIL
VA	48 cc Front and Rear Suspension Color: Red, Yellow, Black	360.00	470.00
HS-50	48 cc Front and Rear Suspension Color: Red only	380.00	504.00
Mo-Bat	48 cc Front and Rear Suspension Color: Bat Black only	409.00	539.00
Bronco	48 cc Front and Rear Suspension Color: Yellow/Black	375.00	485.00

The above prices based on Standard Units only.  
(Turnsignals priced separately at \$25.00 per set)

Terms: Check with order, C.O.D., Floorplan, Open Account-Bank Approved.

All prices are ex-warehouse Atlanta, Ga., Trenton, N.J., Houston, Texas.

\$10.00 Co-op ad allowance/unit.

EFFECTIVE: FEBRUARY 15, 1978

Prices subject to change without notice.

# BATAVUS



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

BATAVUS DEALER STARTER KIT - A  
M-48 FRAME

BATAVUS VA AND HS-50 MOPEDS

1.	42-318-02	headlamp lens and reflector	1
2.	41-250	F/B cable	2
3.	41-249	R/B cable	2
4.	41-248	throttle cable	2
5.	41-247	starter cable	2
6.	41-246	choke cable	2
7.	42-137	speedo cable	1
8.	44-018	tank cap	1
9.	02-003	nut - M6	2
10.	44-229-03	axle nut	2
11.	44-229-04	axle cone	1
12.	44-229-06	axle cup	1
13.	44-229-07	brake shoes, pair	1
14.	44-230-03	axle nut	2
15.	44-230-04	axle cone	1
16.	44-230-06	axle cup	1
17.	44-230-09	spring	2
18.	46-141	exhaust gasket	2
19.	44-021-02	pedals	1
20.	44-021-01	pedals	1
21.	14-074	cranks	1
22.	14-073	cranks	1
23.	16-100	silencer clips	1
24.	42-333	stop light bulbs 6V-10W	10
25.	42-319-03	tail-light	1
26.	45-196-02	engine covers	2
27.	42-005	speedometer bulbs	10
28.	41-407	F/B cable (HS-50)	2
29.	41-408	R/B cable (HS-50)	2
30.	41-405	throttle cable (HS-50)	2
31.	41-409	starter cable (HS-50)	2
32.	41-406	choke cable (HS-50)	2
33.	42-081	tail-light	10
34.	42-275	headlamp bulb 21W	10

# BATAVUS



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2546 N.E. Expressway  
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BATAVUS DEALER STARTER KIT - A  
M-48 ENGINE

BATAVUS VA AND HS-50 MOPEDS

				Quantity
1.	53	481784	inlet gasket	6
2.	23	816180	oil seal 2	1
3.	46	816181	seal	1
4.	3	540292	cover fixing rubber	10
5.	35	485682	cylinder base gasket	6
6.	31	841520	G/P circlip	4
7.	91	481732	air filter	1
8.	92	481733	rubber ring	1
9.	97	481736	float	1
10.	98	481737	gasket	2
11.	102	481741	filter	1
12.	101	481740	banjo	1
13.	103	481742	banjo belt	1
14a.	75	480891	V-belt 25 mph	1
15.	22	480887	saucer spring	1
16.	11	480882	endplate	1
17.	63	540898	pressure plate hardened	1
18.	14	480889	clutch plate	1
19.	24	813081	needle bearing	1
20.	25	816480	gas & oil seal	1
21.	159	481826	C/B points set	1
22.	88	481747	spring	1
23.	89	481746	adjusting screw	1
24.	156	481840	condenser	1
25.	151	481857	H/T coil N. E.	1
26.	90	481735	air silencerclip	1
28.	116	485009	ball race extractor	1
29.	117	485001	F/refitting races	1
30.	118	485010	flywheel steady	1
31.	119	485005	clutch hub steady	1
32.	120	485002	flywheel extractor	1
33.	121	485003	little end bush press	1
34.	123	485006	fitting sleeve/clutch	1
35.	124	485007	adapter M10	1
36.	125	485008	support plate	1
37.	126	485011	fitting tool/oil seal	1
38.	127	485012	fitting tool/oil seal	1
39.	188	278	dial gauge	1



# BATAVUS



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2546 N.E. Expressway  
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BATAVUS DEALER STARTER KIT - B  
M-56 ENGINE

REGENCY SERIES

			Quantity
8	490682	cylinder base gasket	10
13	841520	circlips	10
78	490186	oil fill and drain plug	5
87	491784	reed valve gasket	10
95	481890	sparkplug cover	5
140	491797	gasket	10
142	491795	insulation washer	10
143	843600	ondulated washer	10
148	560213	cover left	1
149	560210	cover right	1
169	540692	cylinderhead gasket	10
20	560395	ondulated washer	2
25	480889	clutch plate	2
26	540899	star spring	2
31	813090	needle bearing	2
33	841505	circlip	2
35	480892	leaf spring	1
50	560891	tooth belt	2
69	816282	oil seal	1
81	816187	oil seal	1
82	816384	oil seal	1
83	816186	oil seal	1
84	816284	oil seal	1
97	561849	lighting coil	1
98	561845	L.T. coil	1
104	561826	breaker set	1
105	561830	condensor	1
174	481857	H.T. coil	1
118	481736	float	1
122	481740	banjo	1
133	561743	choke piston	1
140	491797	gasket	5
142	561707	cover	1
144	561795	intake silencer complete	1
305	565001	clutch steady	1
306	565002	clutch extractor	1
307	565003	pawlwheel steady	1
308	565004	special tool for ignition adj.	1
309	565005	special wrench for clutchnut	1

# BATAVUS



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2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
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BATAVUS DEALER STARTER KIT - B  
M-56 ENGINE

REGENCY SERIES

			Quantity
310	565006	fitting tool/34 for oil seal	1
311	565007	fitting tool/29 for oil seal	1
312	565008	fitting tool/25 for oil seal	1
313	565009	fitting tool/31 for oil seal	1
314	565010	dolly/25 x 20.5	1
315	565011	dolly/22 x 17.5	1
316	565012	adapter M8 for crankshaft	1
317	565013	fitting sleeve for oil seal 18	1
318	565014	fitting sleeve for oil seal 16	1
319	565015	fitting sleeve for oil seal 21	1
320	565016	dolly/22 x 16	1
321	565017	fitting tool for safety ring	1
322	565018	ball bearing extractor	1

\* \* \*

# BATAVUS



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

BATAVUS DEALER STARTER KIT - B  
M-56 FRAME

REGENCY SERIES

1.	41-397	Front brake cable	1
2.	41-398	Rear brake cable	1
3.	41-434	Throttle cable	2
4.	41-286	Choke cable	2
5.	14-097	Right crank	1
6.	14-096	Left crank	1

\* \* \*

Additional frame parts for Regency series which are not included in the Batavus Dealer Starter Kit list for the Batavus VA and HS-50 moped.

# BATAVUS



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
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Telex: 54-2693

## PROMO PACKAGE - NEW DEALER

BATAVUS CLOCK (1) . . . . .	
BATAVUS INDOOR SIGN . . . . .	
BATAVUS NOTEBOOK WITH AD MATS (1) . . . . .	
OPEN/CLOSE SIGN (1) . . . . .	
BATAVUS PAPER BANNER (2) . . . . .	
BATAVUS LOGO (2) . . . . .	
LARGE "BATAVUS" LETTERS (1 set) . . . . .	
PRICE TAGS (50) . . . . .	
CALL OUT POSTER (1) . . . . .	
ELECTRICAL SCHEDULE (1, M-48) (1,M-56) . . . . .	
BROCHURES (200 - NEW) (50 - OLD temporarily) . . . . .	
AUTHORIZED DEALER DECAL (1) . . . . .	
LABOR RATE SIGN (1) . . . . .	
"BATAVUS" - blue T shirt (3) . . . . .	
CROSS PEN WITH BATAVUS LOGO (1) . . . . .	
TRI-AD KIT - BOARDS PLUS SUPPORT . . . . .	
COST . . . . .	\$137.75
FREIGHT COLLECT	

# BATAVUS



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

## PROMO MATERIAL DESCRIPTION

1. BATAVUS ELECTRIC CLOCK: 16" X 21" LIGHTED MULTI COLORED WALL CLOCK.
2. BATAVUS INDOOR SIGN: 36" X 11½" DOUBLE FACED LIGHTED SIGN.
3. BATAVUS NOTEBOOK: ALL TECHNICAL INFORMATION, ALL IMPORTANT BULLETINS, PROCEDURES, CATALOGS AND PRICES, WORKSHOP MANUALS, ALL ADVERTISING AND PROMOTIONAL MATERIAL IS INCLUDED IN THIS NOTEBOOK.
4. OPEN/CLOSE BATAVUS SIGN: 10" X 7".
5. BATAVUS PAPER BANNER WITH ADHESION: 4'5" X 12" READY TO STICK ON WALL FOR BRAND IDENTIFICATION.
6. BATAVUS WALL LOGO WITH ADHESION: 18" X 18" READY TO STICK ON WALL.
7. BATAVUS LARGE WALL LETTERS: EACH 17" X 23" X 3/4" THICK. BATAVUS BLUE, FOR PUTTING ON A WALL FOR TREMENDOUS EFFECT OF BRAND IDENTIFICATION AND DECORATING YOUR SHOP NICELY.
8. BATAVUS PRICE TAGS: LARGE TWO-SIDED TAGS THAT ALLOWS YOU TO PRICE THE MOPED OUT AND ALSO SELL THE CUSTOMER WITH INFORMATION ALREADY PRINTED ON THESE PRICE TAGS.
9. CALL OUT POSTER: FULL COLOR, SIDE VIEW OF REGENCY SERIES MODEL, INCLUDES TECHNICAL DATA, COMPONENT DESCRIPTION AND SELLING FEATURES.
10. ELECTRIC SCHEDULE: ELECTRIC SCHEMATIC WHICH DEPICTS CHARGE AND FLOW OF TOTAL ELECTRICAL SYSTEM.
11. AUTHORIZED DEALER DECAL: BATAVUS DEALERSHIP DECAL FOR AUTHORIZED DEALERS, TO BE PLACED ON DOOR OR WINDOW.
12. BATAVUS LABOR RATE SIGN: 30½ X 19" PROFESSIONAL WAY FOR DEALER TO PRESENT LABOR RATES. SOME REPAIRS PRE-PRINTED AND ALSO ADDITIONAL SPACE TO ADD INDIVIDUAL REPAIRS AND PRICE THEM OUT.
13. BATAVUS T SHIRT: POLYESTER & COTTON, NAVY BLUE WITH WHITE LETTERING.
14. CROSS PEN WITH BATAVUS LOGO: SILVER PEN WITH BLUE LETTERING.
15. TRI-AD KIT: A COMBINATION OF THREE FULL COLOR MODEL DISPLAY - SUITABLE FOR HANGING FROM CEILING OR AS COUNTER TOP DISPLAY.

# BATAVUS SPECIAL BULLETIN



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

Dear Batavus Dealer:

Our "Terms of Sale" for 1978, went into effect February 1, 1978. These terms have been established in an effort to: 1. Give you more time to sell merchandise without tying up cash. 2. To take advantage of a 2% discount during the peak seasons.

A majority of our dealers have been approved on the Floor-Plan Program and have found the extra dating on merchandise during the winter has enabled them to display and sell more mopeds at no extra expense. We offer programs throughout the year which are designed for the market conditions during that period.

The "Open Account - Bank Approved" category is new and should offer a tremendous incentive to take advantage of our 2% discount, net 10 days or net 60 days billing. The Bank Approval letter is a suggested format for your bank to use. Should there be any questions about this approval letter, you should call Batavus collect for your area salesman.

These terms have been derived through hours of discussions and with your participation, it should enable us to sell BATAVUS products at the lowest price possible with a support program second to none in the industry.

We hope all dealers will feel free to use our personnel and all aspects of our program during the coming year.

This year should be a great year for both, Batavus dealers and Batavus Bikeways.

BATAVUS BIKEWAYS, INC.

5-1-78

# BATAVUS IMPORTANT NOTICE



BataVus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

## BATAVUS DEALER: TERMS OF SALE

### FINANCIAL TERMS

In an effort to facilitate our business relationship with you and to improve and assist you in your selling effort of BATAVUS products, we are announcing the following terms of sale.

\* \* \* MOPEDS \* \* \*

#### I. PREPAYMENT

On orders, a 2% discount will be allowed upon payment in full with order.

#### II. C.O.D.

Cash on delivery

#### III. OPEN ACCOUNT - BANK APPROVED

Bank approval letter necessary, i.e. form # BAL-100

A. 2% - 10 days from date of invoice to postmarked date.

B. Net 60 days

#### IV. BATAVUS FLOORPLAN PROGRAM

Floorplan applies for purchase of mopeds only. For details contact your BATAVUS representative.

\* \* \* PARTS AND ACCESSORIES \* \* \*

- I. Applicable to moped categories, I, II, and III, but exclusive of category IV.

# BATAVUS TECHNICAL SPECIFICATIONS



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

## BATAVUS MOPEDS Regency and Starflite Models

### PERFORMANCE

Top Speed                                                20 mph  
                                                            25 mph  
                                                            30 mph

Fuel Consumption - Approximately 150 mpg  
Fuel Mixture -         50: 1

Fuel Capacity -         Approximately VA 1.5 gallon  
                                                                                              HS 2.0 gallon

Range/Tankful -         VA - Up to 225 miles/tank  
                                                                                              HS - Up to 300 miles/tank

### STARFLITE ENGINE

Type - Laura Motor M-48, air cooled, fuel lubricated  
              two stroke

Capacity - 48 cc

Bore and Stroke - 40 x 38 mm

Fuel Induction - Reed valve induction directly into  
                                          crankcase

H.P. 1.9	(30 mph - version)
H.P. 1.5	(25 mph - version)
H.P. .96	(20 mph - version)

TRANSMISSION - one speed with new heat treated  
                                          automatic centrifugal clutch

REAR DRIVE - 1/2x3/16 rear chain with automatic  
                                          tensioner to ensure correct chain  
                                          adjustment.

CARBURETOR - Make - Bing



# BATAVUS TECHNICAL SPECIFICATIONS



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
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## REGENCY ENGINE

Type - Laura Motor M-56, air cooled fuel lubricated two stroke, specially designed for high torque and climbing power.

Capacity - 48 cc

Bore and Stroke - 40 x 38 mm

Fuel Induction - Reed valve induction directly into crankcase

H.P. 1.96	(30 mph - version)
H.P. 1.5	(25 mph - version)
H.P. .96	(20 mph - version)

TRANSMISSION - one chain system, new torque-o-matic drive system.

REAR DRIVE - Single 1/2x3/16 chain drive to rear sprocket

CARBURETOR - Make - Bing

## FOR BOTH REGENCY AND STARFLITE MODELS

FRAME - Life Time Guarantee  
All steel construction featuring main single tube frame.

TANK - The tanks are manufactured out of a special nylon - lightweight - rustproof - virtually puncture proof.

SUSPENSION - Front - telescopic fork  
Rear - heavy duty shock absorbers

WHEELS - Tires 20" x 2.25  
Brakes - Front and rear all models - fully internal self-centering expanding drum brakes for superior safe stopping.

Hubs - One piece machined aluminum hubs - front and rear

# BATAVUS TECHNICAL SPECIFICATIONS



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
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## ELECTRICS

Powered by world famous Bosch flywheel magneto  
Output - 6 volts - 22/10/5 watts with external  
ignition coil  
Headlight output - 6 volts - 20 watts  
Brake light - 6 volts - 10 watts  
Tail light - 6 volts - 5 watts - incorporating  
License plate illumination  
Turnsignals - 6 volts - 10 watts  
Horn - fully electric - loud and safe

## FINISH

Paint - (all models) - features the bright,  
super strong DURELON EPOXY PAINT - a tough  
special paint process that has over four times  
the strength of standard enamels making it not  
only extremely bright but also highly resistant  
to all forms of weathering and scratching.

## CHROME

All BATAVUS products feature "NIROS" chrome  
plating. Each piece of bare metal is first  
polished, then copper plated, nickel plated  
and finally double chrome plated to give a  
brilliant finish that does not rust or peel  
even in the most humid climates.

# BATAVUS TECHNICAL SPECIFICATIONS



Batavus Bikeways, Inc.  
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## BATAVUS MODELS

VA, HS-50, Bronco, MoBat

### PERFORMANCE

Top Speed –

20 mph

25 mph

30 mph

Fuel Consumption –

Approx. 150 mpg

Fuel Mixture –

40:1 for the 1st 500 miles

50:1 500+ miles

Range/Tankful –

Up to 162 miles/tank

### ENGINE

Type – Laura Motor – air cooled, fuel lubricated two stroke

Capacity – 48 cc

Bore and Stroke – 40x38 mm

Induction – Reed valve induction directly into crankcase

H.P. – 1.9 at 5000 rpm

(30 mph – version)

H.P. – 1.5 at 5000 rpm

(25 mph – version)

H.P. – .96 at 5000 rpm

(20 mph – version)

Transmission – one speed with automatic centrifugal clutch

Rear Drive – 1/2 x 3/16 rear chain with automatic tensioner to ensure correct chain adjustment.

Carburetor – Make – Encarwi

### FRAME

All steel construction featuring main single tube frame.

# BATAVUS TECHNICAL SPECIFICATIONS



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## TANK CAPACITY

VA:	.92 gallons	3.5 litres
HS-50:	1.3 gallons	5.0 litres
Mo-Bat:	1.3 gallons	5.0 litres
Bronco:	1.05 gallons	4.0 litres

## SUSPENSION

Front – telescopic fork

Rear – swing arm and shock absorbers

## WHEELS

Tires – 20 x 2.00"

Brakes – Front and rear all models – fully internal expanding drum brakes for superior safe stopping.

## ELECTRICS

Powered by world famous Bosch flywheel magneto

Output – 6 volts – 22/10/5 watts with external ignition coil

Headlight output – 6 volts – 20 watts

Brake light – 6 volts – 10 watts

Tail light – 6 volts – 5 watts – incorporating license plate illumination

Turn signals – 6 volts – 10 watts

Horn – fully electric – loud and safe

## FINISH

Paint – (all models) – feature the super bright super strong DUROLON® EPOXY PAINT – a tough special paint process that has over four times the strength of standard enamels making it not only super bright but highly resistant to all forms of weathering and scratching.

## CHROME

All BATAVUS products feature "NIROS" chrome plating. Each piece of bare metal is first polished, then copper plated, nickel plated and finally double chrome plated to give a brilliant finish that does not rust or peel even in the most humid climates.

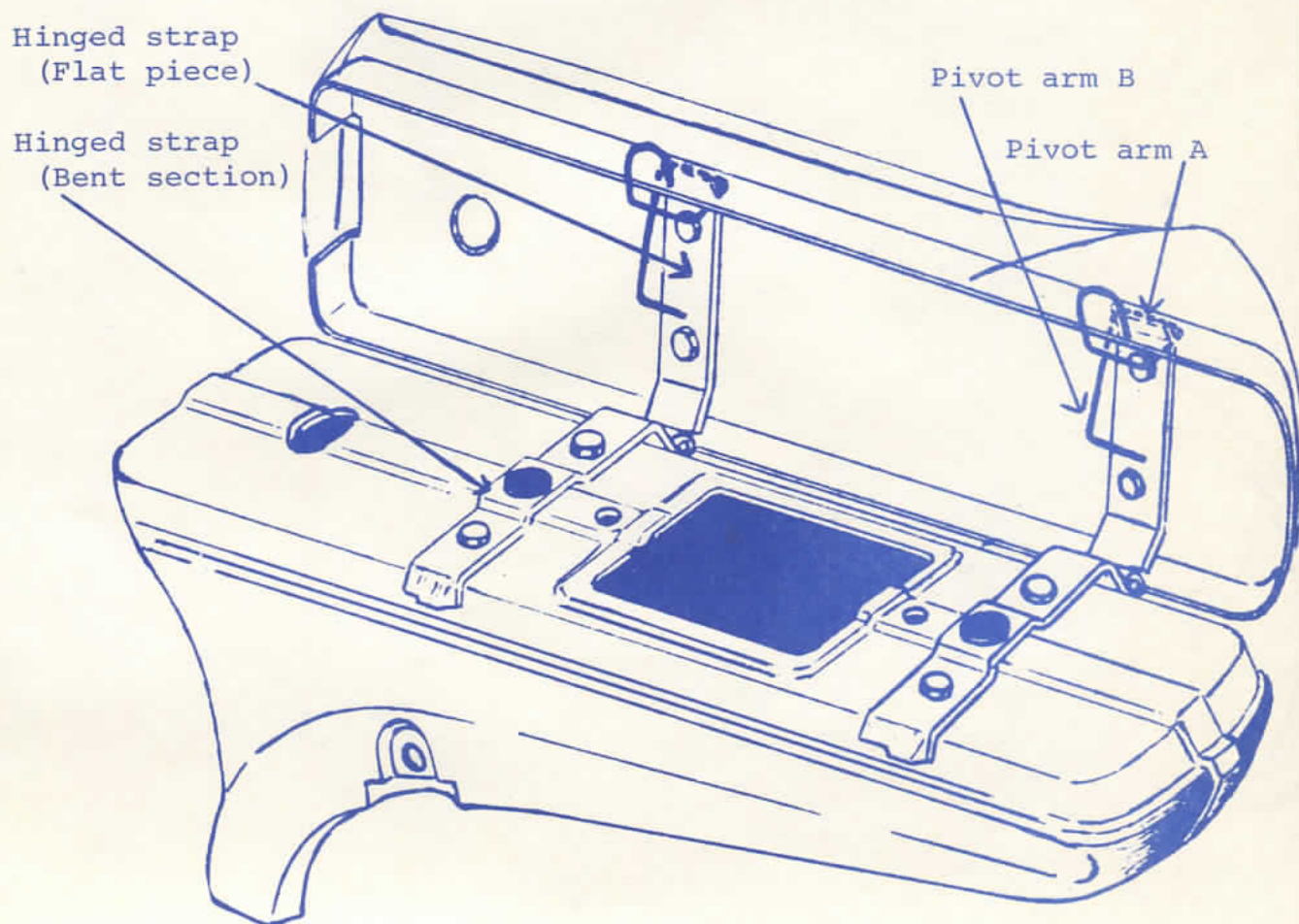
# BATAVUS SPECIAL BULLETIN



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
Telex: 54-2693

## \* \* \* SEAT STRUCTURE ASSEMBLY \* \* \*

- 1) Remove seat and all hardware from package.
- 2) Remove the four (4) M6 bolts on top of the rear cowling on the moped.
- 3) Using two (2) supplied screws, mount the longer hinged strap (flat piece) to the front section of the seat. Before tightening, insert the seat spring clip in such a way that the pivot arm A is under the strap, and pivot arm B is above the strap.
- 4) Follow the same procedure as in #3 above with the exception of the smaller hinged strap in place of the longer one.
- 5) Install the other half of the short and long hinged strap, (bent section) on top of the cowling, using the same four bolts which you removed in #2.
- 6) Tighten all bolts securely checking the final adjustment on the hinge spring.



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JUNE 7, 1978

RE: WARRANTY CARDS

MOST 1978 MODELS HAVE BEEN RECEIVED WITH OWNERS-MANUALS HAVING AN INCORRECT WARRANTY STATEMENT. BATAVUS, HOLLAND HAS PRINTED CORRECTED PAGES IN RED. PLEASE STAPLE THE CORRECT RED PAGE OVER PAGE NO. 24 OF THE OWNERS-MANUALS. PLEASE FIND ENCLOSED 30 COPIES OF THE CORRECTED PAGE. WE WILL TRY AND ENCLOSE ADDITIONAL RED PAGES IN LARGE MOPED SHIPMENTS TO YOU. IF YOU RUN OUT OF THIS CORRECTED PAGE, PLEASE NOTIFY US BY TELEX AND WE WILL FORWARD ADDITIONAL COPIES TO YOU.

\*\*\*

RE: HANDLEBAR MOUNTING

WE HAVE IMPROVED THE FASTENING OF THE HANDLEBAR MOUNTING ASSEMBLY. FROM ALLEN HEAD TO HEX HEAD. IF YOU ARE EXPERIENCING PROBLEMS IN TIGHTNING OF THE HANDLEBAR, PLEASE SHIM OR USE A RUBBER PIECE OR EMERY BOARD. PLEASE USE CRISS-CROSS METHOD ON TIGHTNING OF THE 4 BOLTS ON CROWN PLATE FOR HANDLEBAR.

\*\*\*

RE: INSTALLATION OF FRONT BRAKE CABLE

1. TAKE BRAKE PLATE OFF WHEEL
2. INSTALL FRONT BRAKE CABLE TO BRAKE PLATE
3. RETURN BRAKE PLATE BACK TO WHEEL
4. ATTACH FRONT WHEEL TO MOPED
5. TIGHTEN DOWN ON AXLE NUTS ON BOTH SIDES OF SPINDLE  
RE-ADJUST BRAKES

BATAVUS BIKEWAYS, INC.

# BATAVUS TECHNICAL BULLETIN



Batavus Bikeways, Inc.  
2546 N.E. Expressway  
Atlanta, Georgia 30345  
(404) 325-1511  
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## TECHNICAL PROBLEMS

\* \* \*

IF YOU ARE CONFRONTED WITH A TECHNICAL PROBLEM, PLEASE REFER TO THE SERVICE MANUAL, OR THE TEXT OF THE TECHNICAL FILM, LOCATED IN THE PARTS & SERVICE SECTION OF YOUR DEALER NOTEBOOK.

IF THE ANSWER IS NOT COVERED, PLEASE SEND IT BY INFOMASTER, (TELEX), ATTENTION - PARTS/TECHNICAL PROBLEM, THEREFORE, GIVING US TIME TO DETERMINE THE SOLUTION.

IF THERE IS AN URGENT PROBLEM, CALL AND WE WILL TRY TO ANSWER IT, HOWEVER, IT IS DIFFICULT FOR US TO HANDLE THOSE PROBLEMS WHILE YOU WAIT.

\* \* \*

THERE HAS BEEN SOME INQUIRY ABOUT OUR 30 MPH UNITS NOT COMING WITH A SMALLER JET PACKED TO REPLACE THE INSTALLED JET AFTER THE BREAK-IN PERIOD.

THIS IS TO INFORM YOU THAT ALL 30 MPH UNITS WILL NOT COME WITH AN ADDITIONAL (CHANGE-OVER) JET AS THE FOUR STROKING AFTER THE BREAK-IN PERIOD VERY SELDOM OCCURS. DUE TO THIS FACT, THE SMALLER JET IS NOT REQUIRED.

\* \* \*

IN THE PAST FEW MONTHS WE HAVE EXPERIENCED A FEW REAR WHEELS WITH BEARING PROBLEMS. WE FEEL AT THIS TIME, THAT THE BEARINGS, CUP, SPINDLE AND CONES ARE NOT THE PROBLEM. WHEN SERVICING OR PREPARING A NEW MOPED, MAKE SURE THAT THE TENSION OF THE "DRIVE" CHAIN IS NOT TOO TIGHT.

THE DRIVE CHAIN SHOULD HAVE AT LEAST 3/4" TO 1" SLACK OR PLAY IN IT. BE SURE TO ROTATE REAR WHEEL A FULL REVOLUTION WHILE ADJUSTING DRIVE CHAIN TO ASSURE THE PROPER ADJUSTMENT OF 3/4" TO 1" IN ALL POSITIONS. IF THE CHAIN IS TOO TIGHT, THIS WILL CAUSE UNNECESSARY WEAR TO THE BEARINGS.

# BATAVUS WARRANTY



Batavus Bikeways, Inc.  
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STANDARD WARRANTY CONDITIONS FOR THE FIRST OWNERS OF BATAVUS MOPEDS

## WARRANTY PROCEDURE:

### ORDERING PARTS/FOR WARRANTY

All warranty for parts should be mailed in on warranty forms supplied in dealer notebook. Please supply the same general information as received in 1977. However, NO warranty will be processed unless it is accompanied by the frame and engine numbers.

### OMITTED PARTS/NEW UNITS

The only exception to our standard warranty schedule is omitted parts on new units from the factory. In this case you should submit the frame and engine number from the machine and also the invoice number of which the machine was sold. Warranty claims of this type should be handled through infomaster.

### WARRANTY CLAIM/PARTS

Parts will be shipped and appropriately invoiced to the dealer. When we receive the parts back and deem that it is in fact defective and that it is in accordance with our 6 months warranty, we will issue credit. We will not accept a warranty part without engine and frame number.

The warranty program on our new computer deletes all warranty card information after 6 months automatically. We will not make exceptions for warranty claims submitted after 6 months from purchase.

### - In House Procedure -

All warranty requests are first processed for validity - date purchased, and engine and frame identification. When this is done, the claim goes to the parts department for examination. If the parts are defective, a warranty credit is written up and issued to the dealer.

### WARRANTY/LABOR

We have adopted a 3 month or 90 day labor warranty. You will find attached a flat rate time manual, in which all standard repairs have been listed. Batavus will pay \$9.00/hour, (except where state legislation prohibits). This is to be used as a rate multiplier to derive a cost/repair. Please refer to our Repair Time Guide. In house procedure will be the same as for parts. Any repair not specifically designated on the chart will be estimated by our parts department, and credit will be given accordingly.



# BATAVUS WARRANTY



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## STANDARD WARRANTY CONDITIONS CONTINUED:

This warranty applies to all Regency and Starflite models. All other Batavus mopeds are covered under the warranty already established for those units.

Batavus USA, Inc., Atlanta, Georgia guarantees the moped, to be free of faults of material and craftsmanship to the first owner. The warranty period for labor is 3 months. The rate for warranty work is \$9.00/hour, (except where state legislation prohibits). The times are calculated as per your flat rate repair manual. The warranty period is 6 months for all parts, excluding those mentioned hereafter. The warranty period starts from the date of purchase.

Chains, chainwheels, electric bulbs, spark plugs, ballbearings, stands, bowden cables and normal wear and tear, are excluded from their warranty.

No warranty claims will be accepted if:

- a) The moped has been subjected to misuse, negligence, abuse or accident.
- b) Any repair work has been carried out by any person or firm other than an authorized Batavus dealer.
- c) The moped or engine serial number upon the moped has been so removed or defaced as to be illegible or incomplete.
- d) The first owner cannot produce the warranty card or if this card has been incompletely or incorrectly filled in, or if the warranty registration has not been sent in within 8 days after date of purchase.

Any original part that is judged by the importer to be defective under the terms of this warranty will be replaced free of charge. Transportation charges are not covered by this warranty.

Under no circumstances the manufacturer and/or Batavus USA, Inc., shall be liable on any implied warranty of merchantability or fitness or for special or consequential damage. This warranty excludes all other warranties not expressly named herein.

By signing the warranty card the first owner acknowledges these warranty conditions to be binding.

# BATAVUS REPAIR TIME GUIDE



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2/78

The following times are for the guidance of dealer service staff and will be used in the calculation of warranty labour allowances.

## LAURA M48 ENGINE

	<u>Minutes</u>
1) Remove and refit engine	30
2) Remove and refit H.T. coil (incl. test)	25
3) Dismantle and reassemble clutch	30
4) Replace clutch plate	15
5) Replace crankshaft	120
6) Replace crankshaft bearing	60
7) Replace crankshaft oil seals	30
8) Replace engine bracket	60
9) Replace V-belt	5
10) Replace pulley	15
11) Renew pulley needle bearing	20
12) Replace cylinder and piston	15
13) Replace cylinder head	5
14) Dismantle to decarbonize cylinder and reassemble	30
15) Dismantle to decarbonize exhaust system and reassemble	20
16) Replace carburetor	5
17) Clean air filter	5
18) Check and clean carburetor	10
19) Replace float	5
20) Adjust ignition setting	15
21) Replace ignition setting	20
22) Replace lighting coil	5
23) Replace breaker points	10
24) Replace condenser (incl. test)	10

## LAURA M56 ENGINE

25) Remove and refit engine	35
26) Replace cylinder and piston	15
27) Replace crankshaft	75
28) Replace crankshaft bearing	80
29) Replace driving shaft and lay shaft	75
30) Replace driving shaft bearing at clutch side	75
31) Replace driving shaft bearing at magneto side	75
32) Replace lay shaft bearing at magneto side	75
33) Replace crankshaft oil seal at clutch side	15
34) Replace crankshaft oil seal at magneto side	15
35) Replace driving shaft oil seal at clutch side	10
36) Replace lay shaft oil seal at clutch side	80
37) Replace lay shaft oil seal at magneto side	10
38) Replace free-wheel	75
39) Adjust ignition setting	15
40) Replace ignition setting	20
41) Replace H.T. coil (incl. test)	10
42) Replace lighting coil	5
43) Replace condenser (incl. test)	10

Minutes

44) Replace breaker points	10
45) Replace clutch	15
46) Replace clutch plate	15
47) Replace timing belt	10
48) Replace timing belt wheel	10
49) Replace carburetor	15
50) Replace O—ring choke piston	5
51) Replace float	5
52) Replace engine sprocket	5
53) Replace reed valve	15
54) Clean intake silencer	5
55) Oil change	5

LIGHTING UNIT (all models)

56) Replace headlamp complete	15
57) Replace headlamp insert	5
58) Replace bulb	5
59) Replace taillight complete	15
60) Replace taillight lens	5
61) Replace killswitch	10
62) Replace light/horn switch	10

FRAME (all models)

63) Replace frame	180
64) Remove and refit front fork	60
65) Replace fork springs (exclud. removing front fork)	30
66) Replace fork legs with crown plate	60
67) Replace fuel tank incl. tap and draining	20
68) Replace fuel tap incl. draining	15
69) Replace seat or seat support	15
70) Replace front mudguard	20
71) Replace rear mudguard	30
72) Remove and refit rear carrier	10
73) Remove and refit rear fork	90
74) Replace crankaxle	30
75) Remove and refit central stand	20
76) Replace crankaxle bearings	45
77) Replace throttle cable	15
78) Replace start cable	15
79) Replace rear brake cable	20
80) Replace front brake cable	10
81) Replace choke cable	15
82) Replace driving chain	20
83) Adjust driving chain	5
84) Replace pedal transmission chain	20

WHEELS (all models)

85) Remove and refit front wheel and recharge tire	30
86) Remove and refit rear wheel and recharge tire	40
87) Replace brake shoes or brake shoespring front wheel (incl. removing front wheel)	30
88) Replace brake shoes or brake shoespring rear wheel (incl. removing rear wheel)	40
89) Replace front spindle or balls (incl. removing front wheel)	45
90) Replace rear spindle or balls (incl. removing rear wheel)	55
91) Replace cups (incl. removing wheel or spindle)	15

# BATAVUS SPECIAL BULLETIN



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## WARRANTY CARDS

Many warranty cards are received with the engine and frame number, date of purchase, dealer stamp and customer name omitted. We must stress the importance of each warranty card filled out properly to insure warranty credits.

The engine number consists of six (6) digits and can be found on the left underside of the engine. Be sure to record the number and not the type. The frame number will be found on the larger middle tube of the upper front fork assembly, consisting also of six (6) digits. It is of utter most importance that the date of purchase be filled out also.

It is the responsibility of the dealer and the consumer to send in all warranty cards properly filled out to this office within 8 days after date of purchase. See example below.

WARRANTY REGISTRATION		No 205982
to be sent in within 8 days after date of purchase to dealer's area-distributor.		Frame No. 784321
		Engine No. 824136
Moped type:		Age of user: .....
<input type="checkbox"/> BATAVUS V.A.		Sex: M/F
<input type="checkbox"/> HS 50		Primary use:
<input type="checkbox"/>		Recreation
<input type="checkbox"/>		Transportation
<input type="checkbox"/>		Other (specify) .....
Buyer: <u>John Doe</u>		Date of purchase: 5-1-78
Residence: <u>1123 River Street</u>		Dealer's stamp and signature
Address: <u>Riverside, Maine 12345</u>		
(Buyer's signature) <i>John Doe</i>		Dealer stamp

# BATAVUS SPECIAL BULLETIN



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Due to the daily increase number of parts orders being received, all TELEX orders will have priority over phone and mail-in orders. Use the TELEX for parts and accessories only, NOT MOPED ORDERS.

To use the TELEX, dial the toll free number 800-325-6000. The operator will ask for your I.D. Number, (1836), the same for all dealers, your telephone number and city.

BE SURE TO INCLUDE YOUR COMPANY NAME AND YOUR NEW ACCOUNT NUMBER!!

All mail and phone orders will take an additional twenty-four hours to process and ship. Thus, by taking advantage of ordering by TELEX, you will receive your orders faster. When placing orders by TELEX, be sure to include parts number, accessory number and color, if it applies, as we are unable to ship by description only. Numbers are not needed when ordering brochures, parts books etc. Also, when placing orders, - separate parts and accessories as they are billed and shipped separately.

As the busy season approaches, it is important to keep an adequate inventory of parts and accessories. Order in quantity, as this will save you time and money on freight and will give your customers better service on repairs.

Remember, if you have a problem or a question and must talk to someone, then call, otherwise PLEASE USE TELEX!

Regards,

Jim Redman

Manager

Parts Department

# BATAVUS IMPORTANT NOTICE



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Due to the time involved in handling the paper work for a single order and also the increased cost of labor, it has become necessary for us to change our billing procedure on parts and accessory orders.

## PARTS ORDERS:

Effective June 1, 1978, a \$2.00 service charge will apply to any parts orders \$10.00 or less, with exception of warranty orders and back orders. All major items not in stock at the time an order is filled will be back-ordered and held for a period of thirty (30) days. If after this period of time the order remains unfilled, it will be discarded and the dealer will be required to re-order if he still desires the back-ordered item.

## WARRANTY REPLACEMENT:

For warranty items, see warranty section.

## ACCESSORY ORDERS:

Effective June 1, 1978, a service charge of \$2.00 will apply to any accessory order of \$20.00 or less, with exception of back orders. Back-orders will be held for a period of thirty (30) days. If after this period of time the order remains unfilled, it will be discarded and the dealer will be required to re-order if he still desires the back ordered item.

- All parts and accessory orders will be handled separately, therefore, the minimum charge will apply to both.

# BATAVUS SPECIAL BULLETIN



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. . . . . DATAGRAM . . . . .

Here is how the Datagram works:

You dial a toll-free number, 800-325-6000. The operator will ask for your ID number, (ID #1836), your telephone number and city. You then dictate your message. Within minutes, your message is on our TWX machine.

So-what does this do for you?

Convenience: Call from any telephone, day or night from any of the 48 states.

Speed: Your order is on our TWX within ten minutes after you finish your call, and it's in writing.

Be brief, concise and factual. Try to limit message length to 50 words. Use DATAGRAM for: parts orders only (not Moped) reports, queries

For parts orders include:

<u>Company Name</u> (must be incl.)	<u>Part Number</u>	<u>Account Number</u>
<u>Address</u>	Quantity	
<u>City &amp; State</u>	Ordered by	
<u>Telephone Number</u>		

Here's a typical DATAGRAM:

Moped Outlet #2	41-107	10-191
1220 Pine Street	5	
Evansville, Ind.	George Adams	
812-476-2341		

Due to the cost of long distance calls from our present dealers, the following is our new policy concerning parts orders!

Order \$10.00 or over	No charge
Less than \$10.00	\$2.00 DATAGRAM CHARGE

We're happy that we can bring you this new easy way of sending orders, reports, request for information. When you MUST talk to someone - CALL. But when you only need to give us information, DATAGRAM IT!!

# BATAVUS CONFIDENTIAL DEALERS PRICE LIST



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## ACCESSORIES

ACC #	DESCRIPTION	D/C	S/R
AC 100	Standard Mirror (10" elbow stem) ea.	\$ 1.61	\$ 2.95
AC 102	Single Vinyl Basket	\$ 5.00	\$ 7.95
AC 103	Acrylic Windshield	\$17.90	\$27.50
AC 104	Epco Moped Carrier w. Strap-pac	\$14.97	\$24.95
AC 105	Turn Signals ( C.E.V. )	\$25.00	\$40.00
AC 106	Saddle Bags ( 1977 Style )	\$16.75	\$27.95
AC 107	Rack Extender ( for HS-50 & Mobat )	\$ 5.34	\$ 8.95
AC 108	Carry-all	\$10.65	\$16.95
AC 109	Double Vinyl Basket	\$10.22	\$15.33
AC 110	Long Seat-VA	\$24.00	\$31.50
AC 111	12" Long Stem Mirror ea.	\$ 3.00	\$ 4.50
AC 112	Moped Cover	\$14.75	\$21.95
AC 113	Wire Folding Basket ( fits thru 1977's )	\$24.50	\$38.50
AC 114	Front Carrier ( for 1977 models )	\$ 6.32	\$ 9.50
AC 115	Front Wire Basket ( fits AC 114 & AC 209 )	\$ 3.62	\$ 5.45
AC 116	Cable/Lock combination	\$ 6.90	\$12.95
AC 117	Rack Extender ( fits 1978 single seat models )	\$- - -	\$- - -
AC 118	Batavus Oil ( case w/ 48 pkts. )	\$16.32	\$ .49 ea.
AC 119	Moped Labor Rates Sign	\$10.00	\$- - -
AC 121	Ignition Lock ( fits most all mopeds )	\$ 2.75	\$ 7.50
AC 122	Hole Cutter ( for AC 121 )	\$ 9.95	\$- - -
AC 123	Accu-mix gas/oil Container ( 2½ gal.)	\$ 4.55	\$ 6.95
AC 125	Moped Work Stand	\$99.50	\$- - -
AC 150	Batavus Jacket-Unlined-Medium	\$10.50	\$14.95
AC 1501	Batavus Jacket-Unlined-Large	\$10.50	\$14.95
AC 1502	Batavus Jacket-Unlined-XLarge	\$10.50	\$14.95
AC 151	Jacket-Lined-Medium	\$14.75	\$19.00
AC 1511	Jacket-Lined-Large	\$14.75	\$19.00
AC 1512	Jacket-Lined-XLarge	\$14.75	\$19.00
AC 152	Royal Blue Batavus Jacket-XSmall	\$ 6.99	\$ 9.99
AC 1521	Royal Blue Batavus Jacket-Small	\$ 6.99	\$ 9.99
AC 1522	Royal Blue Batavus Jacket-Medium	\$ 6.99	\$ 9.99
AC 1523	Royal Blue Batavus Jacket-Large	\$ 6.99	\$ 9.99
AC 1524	Royal Blue Batavus Jacket-XLarge	\$ 6.99	\$ 9.99



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## ACCESSORIES

ACC #	DESCRIPTION	D/C	S/R
AC 153	Batavus T-Shirt- <u>Small</u>	\$ 3.00	\$ 4.95
AC 1531	Batavus T-Shirt- <u>Medium</u>	\$ 3.00	\$ 4.95
AC 1532	Batavus T-Shirt- <u>Large</u>	\$ 3.00	\$ 4.95
AC 1533	Batavus T-Shirt- <u>XLarge</u>	\$ 3.00	\$ 4.95
AC 1534	Batavus T-Shirt-Boys- <u>Medium</u>	\$ 3.00	\$ 4.95
AC 154	Polyskin Jacket w/hood- <u>Small</u>	\$ 3.99	\$ 5.99
AC 1541	Polyskin Jacket w/hood- <u>Medium</u>	\$ 3.99	\$ 5.99
AC 1542	Polyskin Jacket w/hood- <u>Large</u>	\$ 3.99	\$ 5.99
AC 1543	Polyskin Jacket w/hood- <u>XLarge</u>	\$ 3.99	\$ 5.99
AC 155	Polyskin Jacket- <u>Small</u>	\$ 3.99	\$ 5.99
AC 1551	Polyskin Jacket- <u>Medium</u>	\$ 3.99	\$ 5.99
AC 1552	Polyskin Jacket- <u>Large</u>	\$ 3.99	\$ 5.99
AC 1553	Polyskin Jacket- <u>XLarge</u>	\$ 3.99	\$ 5.99
AC 200	Helmet-DOT- <u>Small</u> -White only	\$12.95	\$18.95
AC 2001	Helmet-DOT- <u>Medium</u> -White only	\$12.95	\$18.95
AC 2002	Helmet-DOT- <u>Large</u> -White only	\$12.95	\$18.95
AC 2003	Helmet-DOT- <u>XLarge</u> -White only	\$12.95	\$18.95
AC 203	Rainsuits- <u>XLarge</u> only	\$ 4.50	\$ 7.50
* AC 204	Tee-Pee gas cans w/spout ( 2½ gal. )	\$ 3.50	\$ 6.55
* AC 205	Bar-end mirror -left side	\$ 1.95	\$ 3.25
* AC 206	Rack extender-(fits 1978 long seat models)	\$ 9.90	\$16.95
* AC 207	Waffle type hand grips-black	- - -	- - -
* AC 208	PSP tire sealant-one 4 oz. bot. per tire	\$ 1.25	\$ 4.00
* AC 209	Front carrier (for 1978 models)	- - -	- - -
* AC 210	Side baskets-pair-(for AC 206)	- - -	- - -
AC 211	Carlisle 2¼ x 17 moped tires	\$ 3.99	- - -
AC 212	Cat-Eye turn signals BL-700D	- - -	- - -
AC 213	Carlisle Tubes-universal fit (1-15)	\$ 2.60	- - - ea.
AC 2131	Carlisle Tubes (16-30)	\$ 2.30	- - - ea.
AC 2132	Carlisle Tubes (30 or more)	\$ 2.05	- - - ea.

\* Indicates new item.

# BATAVUS SPECIAL BULLETIN



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## INCENTIVES AND SPECIALS:

Batavus is committed to moving merchandise through your store---not just onto your floor. Thus, we will go to virtually any length to help you nail the sale---at any time, and in any quantity of units. At this point, we have developed incentive programs geared to increase floor traffic through your store. Our 1977 Rebate Campaign was an over-all success and viewed by the industry as the most successful campaign of the year. Our Spring Promotion for 1978 consist of ten (10) free trips to Bermuda offered to the consumer, and numerous dealer gifts, including a customized Batavus van. These programs are supported by in store point of purchase material and extra advertising money from Batavus. As a Batavus dealer, you have seen the interest we hold for our dealers and with your continued support, Batavus will stay a leader in the American Moped Market. In the future, look for additional "Incentive and Special" bulletins from us which will offer specific packages for your selection and implementation as "turn key" selling units.

# BATAVUS SPECIAL BULLETIN



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## PROCEDURE FOR CLAIMS/COMMON CARRIER

Most freight carriers, as most of us have learned, appear to have an inherent disregard for the well-being of merchandise being transported. For those of us who ship the more rugged and durable items, this presents no problem, but when you are dealing with such items as mopeds, the manner in which they are handled in transit becomes of primary importance.

Due to the number of claims received, apparently due to freight damage, we are instituting a new policy. In the future, it will be necessary to place a damage claim with the particular freight carrier involved and to determine with that carrier whether you want the moped repaired or replaced. When a decision is reached, you should notify the parts department of Batavus Bikeways, Inc., of the intent of the carrier. The parts or a new moped will then be shipped and billed to the dealer and the dealer will be reimbursed by the carrier. These damages to mopeds sustained in transit to the dealer will not be considered as covered by warranty and must not be submitted under warranty.

\* \* \*

## CURRENT MOPED LEGISLATION

		CC	POWER	MAX. SPEED	REG.	DEFINED	MIN. AGE	LICENSE	INS.	HELMET
Arizona		50 or less	1.5 bhp or less	25	yes \$8.yr.	ped. bicycle w/helper mot.	16	any valid	no (fin.resp)	no
Arkansas		no more than 50	no more than 2 bhp	30	no	mot. bicycle	14	any valid or sp. license at 14 yrs.	no	no
California		none	less than 2 gross bhp	30	no	mot. bicycle	15	any valid or learner per.	no (fin.resp)	no
Colorado		no more than 50	no more than 2 bhp	30	yes \$5.-3yrs.	mot. bicycle	16	any valid	no	no
Connecticut		less than 50	no more than 2 bhp	30	no	bicycle	16	any valid	no	no
Delaware		less than 55	no more than 1.5 bhp	25	yes \$5.-3yrs.	moped	16	any valid	no	no
Florida		none	max. of 1.5 bhp	25	no	moped, under bicycle def.	15	no	no	no
Hawaii		none	1.5 bhp or less	none stated	no	bicycle	15	no	no	no
Illinois		no more than 50	no more than 2 bhp	30	yes \$12. yr.	motorized pedalcycle	16	any valid	no (fin.resp)	no
Iowa		no more than 50	none	25	yes \$5. yr.	motorized bic. or motor bic.	14	any valid or mot. bic. lic. at 14, (no rd. test)	no (fin.resp)	no
Indiana		no more than 50	no more than 1.5 bhp	25	no	motorized bic.	15	no	no	no
Kansas		no more than 50	no more than 1.5 bhp	25	yes \$5.yr.	motorized bic.	14	any valid or license w/writ. test only at 14	no (fin. resp)	no
Louisiana		no more than 50	no more than 1.5 bhp	25	no	motorized bic.	15	any valid	no	no
Maine		no more than 50	no more than 2 bhp	30	yes \$5. yr.	moped	16	any valid	no (fin. resp)	no
Maryland		less than 50	less than 1 bhp	none stated	no	bicycle	16	any valid	no	no
Massachusetts		no more than 50	no more than 1.5 bhp	25	yes \$3.-2 yrs.	motorized bic.	16	any valid or learner perm.	no	no
Michigan		no more than 50	1.5 bhp or less	25	yes \$2.yr.	moped	15	any valid or moped lic. at 15 (no rd. test)	no	no
Minnesota		less than 50	max. 2 bhp	30	yes \$3.yr.	motorized bic.	15	any valid or mot. bic. permit at 15	no (fin. resp)	no
Nevada		none	none	30	no	moped	16	any valid	no (fin.resp)	no
New Hampshire		no more than 30	no more than 2 bhp	30	yes \$3.yr.	moped	16	any valid	no (fin.resp)	no
New Jersey		less than 50	no more than 1.5 bhp	25	no	motorized bic.	15	any valid or mot. bic. lic. at 15	yes	no
New Mexico		less than 50	none	25	no	motorized bic.	13	any valid or restricted	no	no
New York	a)	none	none	20	yes \$5.yr.	Ltd. use Class C Motorcycle	16	any valid or spec. lic.	no (fin.resp)	no
	b)	none	none	21-30	yes \$5.yr.	Ltd. use Class B Motorcycle	16	any valid or spec. lic.	yes	yes
North Carolina		none	less than 1 bhp	20	no	bicycle with helper motor	16	no	no	no
Ohio		no more than 50	no more than 1 bhp	20	no	motorized bic.	14	any valid or mot. bic. lic. at 14 (no rd. test)	no	no as amended eff. 4/1/78
Pennsylvania		no more than 50	no more than 1.5 bhp	25	yes \$6. yr.	motorized pedalcycle	16	any valid	yes (not no fault)	no
Rhode Island		none	no more than 1.5	25	yes \$10. yr.	motorized bic.	16	any valid	no	no
South Carolina		none	less than 1 bhp	20	no	bicycle with helper motor	12	no	no	no
Tennessee		no more than 50	no more than 1.5 bhp	25	yes	motorized bic.	16	any valid	no	no
Texas		less than 60	none	20	yes	motor assisted bicycle	15	yes (written test only)	no	no
Vermont		50	max. 2 bhp	30	yes \$10.yr.	Mo-ped	16	any valid	no (fin. resp)	no
Virginia		none	less than 1 bhp	20	no	bicycle with helper motor	16	no	no	no
Washington, DC		no more than 50	no more than 1.5 bhp	25	yes \$6. yr.	motorized bic.	16	any valid or mot. bic. permit (no rd. test)	no (fin. resp)	no
Georgia		50 or less	1.5 bhp	30	no	moped	15	any valid or learner	no	Bicycle helmet

Kentucky, Missouri, Wisconsin -

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Law pending