

NEW expansion in insurance

ELITE INSURANCE Brokers are now enlarging their activities and are appointed agents for twenty different insurance companies. What does this mean to you? It gives you the best choice of policies and the benefit of Elite's experience in deciding the best company for your particular needs. The new enlarged insurance broking division is possibly the largest of its kind in a British motorcycle and motor business. It has grown to keep pace with the volume of car and motorcycle sales and the Company's belief that it is better to have control over as many subsidiary services as possible, which is to the customer's benefit. It gives every Elite motorcycle and car buyer the top insurance cover at the lowest premium, and at the same time ensures really adequate cover.



Top riders race Elite Triumphs

Although many of the staff from the Directors downwards used to take part in motorcycle competition riding, it is only since 1964 that they have sponsored and supported motorcycle racing, due in no small part to the enthusiasm of Sales Manager, Ron Welling. In that short time Elite Triumph and BSA machines have been successfully raced by many well-known riders, including

Griff Jenkins, Joe Dunphy, Robin Duffy and Cliff Carr. The Isle of Man Production TT, "Motor Cycle" 500-Mile and the "Hutchinson 100" races are regularly supported, and in 1969 the Elite Triumph Bonneville was the first dealer-entered machine to finish in the "Motor Cycle" 500-mile race. It was third overall and gained the BSA/Triumph Trophy.

SALES UP MORE THAN 300%

ELITE MOTORS sell more new Triumph motorcycles than any other U.K. dealer, and they've been the top dealer for some time, too! As you'd expect from a company with their experience, there isn't much they don't know about Triumphs, nor BSAs and Nortons, whose sales have jumped more than 300% over the past season.

For the 1971 season there are some exciting new models and Sales Manager, Ron Welling says "We confidently expect to sell even more in 1971 despite any price increases, as the latest British machines still represent excellent value for money in big motorcycles".

A very large percentage of Elite's new motorcycles are sold to visitors to the U.K. on a personal export basis. This trend of buying a new motorcycle, touring Europe and either taking the machine back home or having it sent, is increasing. It's not surprising either, as very often it results in a substantial saving, as well as the opportunity of having a holiday.

You may well ask: Why do Elite Motors sell so many motorcycles? There must be more than one good reason — perhaps it's because they really cater for motorcyclists, with the really outstanding display of new and used machines in their showrooms, where you can spend hours just looking around — not at just a few different models — but at all of them. Plus their *complete* service: everything from insurance to petrol; from spares to repairs; from a riding suit to a fairing. There aren't many organisations in the world that give every customer the sort of complete service that Elites offer.

The superb new 750cc Rickman Elitez Motoz is exclusive to Elite Motors. This is the ultimate in handbuilt motorcycles and features disc brakes front and rear, pistol frame, alloy rims and the attention to detail common to all Rickman Motoz machines.

