



trade&industry



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EUROPE gets the UK MESSAGE

Milan hears about Sustrans



at the forum Marino Bartoletti explained how the Bici bike hire scheme is changing traffic habits in Milan. These bikes are available from right outside the busy Stazione Centrale. (below) many thousands of scooter journeys keep Milan moving.



Money, and how it being used to help the environment, was the topic over two days of intense forum activity at the Milan Bicycle Show.

Stefania Prestigiacomio, Italy's Environment Minister was there to tell of her government's backing for two wheel transport, giving the news that an additional 7.6 million Euro has been allocated to help drive the sales of two wheelers.

The forum organisers brought on ETRA's Annick Roetynck to talk about the impact of e-bikes and UK's Eddie Eccleston impressed listeners when he outlined the way the UK trade and industry has gained from the National Lottery and with Sustrans.

Manfred Neun introduced the way Copenhagen will welcome Velocity delegates in June 2010.



seated left: Stefania Prestigiacomio, Italy's Environment Minister, seen with show director Costantino Ruggiero (seated right) before the official EICMA opening and presentations. The Milan Show always attracts wide press and tv coverage, which helps develop and maintain public awareness of two wheel issues.

POWERING ALONG ON TWO WHEELS
Milan & London:
 showing the way



two pedals, not two-stroke!

Lambretta, the iconic Milan brand once marketed in Britain from a London suburb, makes a pedalling return at The Cycle Show in Earls Court.



Croydon, south of the Thames, was home to Peter Agg's Lambretta empire, now Lambretta the bike brand hails from leafy St Albans, home to Fisher Outdoor Leisure. Bicicletta is the limited edition Li126 city cruiser style machine for men and women, coming with a £599 tag and the certificate of authenticity



Classic Lambretta speedos help keep riders legal. There are ten special items now available from VE (UK). sales@ve-trade.com or www.ve-trade.com

EDITORS DESK

and who counts the minutes . . .

Experience tells me that it takes around seven minutes to walk onto a company booth at a Trade show, introduce yourself, establish a company contact and then leave after exchanging your business card with theirs. That's the bare bones of the exercise, so doing the job properly shows you just don't get satisfaction of any sort unless you are early to the Show and stay till last knockings. Go to Shows fully prepared to be busy!

In September, two shows captured my full attention: both Shows probably had greater appeal because they were quite manageable in a sensible timescale. I write this on return from the Outdoor Trade Show at Stoneleigh, where in two halls the two wheel Retailer was very well catered for with add-value stuff that travellers and tourists need and will buy. You cater for that breed of customer, right?

Before Stoneleigh we were in Milan - a vintage Bicycle Show where Pure Class oozed on booths in the manner like I've not seen for a time. This was no multi-hall display of everything for all men, but a celebration of quality borne on tyres, worn by tifosi, and delivered from a Trade where The Blue and The Pink are colourways of heartfelt meaning. EICMA added to these visual delights with the cranial experience - deep thinking, revealing forums and discussions. Very stimulating.

Milan has earned the reputation for being a special two-wheel place and come another six weeks EICMA will celebrate 2009-coming-2010 with the only ptw show in Europe. On scooters and electric power it'll be big, and the Green Planet rules, ok!

Before your November trip to Lombardia, where leaves on the trees are still bronze and mellowing as some or their twig-tip siblings flutter and scatter, it's London and the Earls Court Experience: Cycle 2009.

Earls Court has cycling heritage - Shows back six decades, the London Six Day racing for starters - and this October will see new happenings with the power of the pedal and the charge from a battery putting two-wheel riding into a new orbit. It's an exciting prospect, leading to a speedier solution for the transport needs of a world that just wants to travel green. Being on two wheels is front-line action there.

Peter Lumley editor
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is it a scooter, a bicycle, a hybrid . . or what?

industry boffins looking to fathom e-power order, clarification and classification

In the words of ETRA: "A growing number of consumers show an interest in pedal assisted cycles with higher performances to replace the car for commuting, for utilitarian purposes and for sportive use. The industry believes that a separate category for these vehicles in combination with an appropriate type-approval will allow this market to achieve its full potential. It will facilitate the development of the products as well as putting them in the market. This category will provide legal certainty, whereas improved efficiencies will bring about a reduction of type-approval costs. For this category the industry is prepared and ready to define the components and characteristics that will need to be submitted to type-approval as well as to develop the testing procedures for those components and characteristics".

e-power submission to EU

A meeting of industry operators concerned with e-power issues met in Las Vegas on September 25, with ETRA holding their meeting since. In America the vote was for an increase in power from 250 to 500 W and an increase in the maximum un-assisted speed from 25 to 32 km/h. The lengthy and detailed discussion by the industry in Brussels ended with the meeting voting for the option to focus on an increase of power only. There were 18 participants in the Brussels meeting, between them they were representing 14 companies.

With the current speed limit for low performance mopeds set at 25 km/h, it is reckoned the Commission could be reluctant to allow a higher speed for electric bikes. That saw the the Brussels meeting not only focusing on the desired specifications for pedal assisted bicycles to be excluded from the type-approval, but to additionally seek a consensus on the definition of the two new categories to be introduced in the type-approval.

For cycles with pedal assistance not excluded from the type-approval, ETRA proposes that . . . "Cycles with pedal assistance which are equipped with one or more auxiliary electric motors having a combined maximum continuous rated power not exceeding 1 kilowatts, of which the output is cut off as the vehicle reaches a speed of 45 km/h, or sooner, if the cyclist stops pedalling."



ETRA also propose a new category for open throttle electric cycles and for low-performance mopeds, defined as follows: "Cycles and mopeds with one or more electric motor of combined power not exceeding 1 kW and a maximum design speed not exceeding 25 km/h."

www.etra-eu.com

Annick Roetyncq, ETRA secretary, delivered a compelling e-bike argument at the Milan Bicycle Show forum

low carbon mileage without petrol or pedalling

When ANCMA organised a conference for ptw manufacturers about five years ago, a speaker suggested that hydrogen powered two wheelers would revolutionise travel - "the only exhaust emission being water vapour made it a very green prospect".

The question is, has hydrogen been left out in the cold? Has specific government support on and interest in e-power meant that instead of a full and wide debate for "alternative fuelled transport" is it the drive for consumers to buy electric powered, or assisted, e-transport that has effectively sidelined the hydrogen vehicles debate? asks Peter Lumley.

Could it be that biofuels, hydrogen and methanol can prove to be better alternatives to electric vehicles? Back in 2004, at the ANCMA Como Conference I certainly heard the suggestion that fossil fuelled transport had no real future and we'd all soon be speeding around with but the whisper of tyres to announce our passage. And with tyres making more noise than a wind-turbine blade? Really?

http://www.infinite-energy.com/images/pdfs/hydrogeneconomy.pdf
http://tradeandindustry.net/pdf/scooterjuly.pdf

E-Evolution is happening

The British Electric Bicycle Association, formed by key manufacturers and distributors of electric bikes, are launching the movement at Earls Court Cycle 2009. There will be an introductory address by Lord Laird, honorary chairman, with members' presentations and the unveiling of latest models from Izip, Ultra Motor, Urbanmover and Wisper. With the launch scheduled for 1pm on October 8, there will also be a Q&A session with BEBA's expert panel.



www.beba-online.co.uk

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the new electric scoot

The A2B Excel is the first product in the A2B range from Ultra Motor that comes without pedals! It is a light-weight Electric Scooter with innovation and advanced technology in the build. Traction comes from the Ultra Motor proprietary 800W direct drive power plant motor, which combines "Intelligent Dual Energy Power" iDEP Technology.

The makers say the iDEP system uses a removable, portable lithium-ion battery to store electricity and supply it at a stable rate to an internally mounted lithium-ion battery. This delivers greater range, extended battery life and most importantly, the ease of charging: the portable power pack will recharge the internal battery.

Ultra Motor President Joe Bowman says, "After a great reception at Eurobike, we are now showcasing the 2010 A2B Range at the London Cycle Show, featuring our latest and most innovative product to date. We have focused on modern design and rigorous engineering to make this next generation of Light Electric Vehicles that are second to none."

Milan gets to showing off perfectly

The September bicycle happening at Fiera Milano has warmed the spirit of EICMA, who greeted an audience of 45,000 people coming to the Rho exhibit complex to see bicycles and bicycle things.

"The best result there, though" show director Costantino Ruggiero (right) tells *Trade & Industry*, "was that we hosted Trade Visitors from more than 35 Countries. We've organised next year, too, so please note the 2010 dates in your diary now: The Bicycle Show is at Fiera Milano on September 17-10".

Yet bicycles is only part of the success story of 2009 for EICMA in Milan. "For our November ptw show there is a long

applications waiting list and we are asking Fiera Milano to add the Hall 22 to the layout of EICMA so we can accept those exhibitors this year" says Costantino Ruggiero. "Milan is the only 2009 European venue for powered two wheelers, remember, and it will be very special".

The Green Planet will also orbit at the November Motorcycle Show, EICMA's novelties introduction is a section dedicated to hybrid and electric vehicles, with plenty more of the same on two wheels".

67th International Motorcycle Show - November 10 -15



for pedallers & ptw riders

The National Cyclists' Helpline is a service open to both pedal cyclists and ptw riders. motor bikers and comes completely free to activate claims for personal injury, and for cases relating to hit and run or uninsured motorists, the responsibilities of highway authorities and component failure. The operation was formerly known as Cycle-Aid, and the helpline will now be known as Cycle-S.O.S.

According to the company, the new name and identity reflects considerable investment in resources to maintain and improve the quality service that has operated since its inception in 1988. Working to pursue injury and uninsured loss claims on a fully funded, no win, no fee basis, claimants receive 100% of the damages. It is an operation based on experienced personal injury lawyers, who combine their professional expertise with a passion for two wheels. Paul Darlington, who originally set up the helpline, explains: "The name change was a logical step following my appointment as Consultant Solicitor for personal injury specialists, Smith Jones (Solicitors) Limited, which provides a full range of legal support for the helpline"

e-mail: info@cycle-sos.co.uk
www.cycle-sos.co.uk



Fixed Gear Specific

At Ison 2010 has arrived early . . .Genetic, the operator's in-house road brand, brings new Vein grips into shipping mode. All in a host of bright colours and perfectly suited for the ever expanding fixed gear market. Long (170mm) and thin with great knurled grip and made from tacky Krayton rubber, these grips will also fit drop bars and even bmx bars. They are a steal at just £6.99 over the counter, so they offer great value as well as performance.

Another addition to the range are track chain tensioners. They are available in a host of bright colours and are a simple, yet effective design. 10mm axle hole, Lightweight forged Alloy with twin Stainless Steel adjusting bolts & locknuts. Shot peened and anodised colours with laser logo (or White Powder Coated). You sell them for £12.99.

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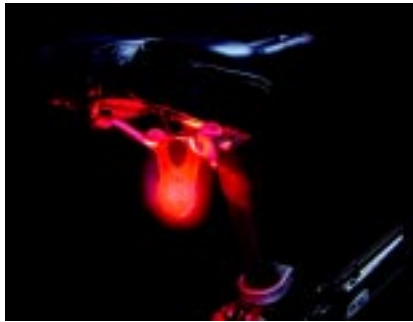




so elegant, so much heritage

Calogero Montante was born in the year that the Giro d'Italia was first raced, he was named after his grandfather and grew to be an elegant gentleman who dressed well and inherited the same business acumen of his family. Come 1927, then a blacksmith by trade, he built his first bike: the Cicli Montante brand was born. Today, the company is still based in Sicily.

Fast forward to 2009, where at the Fiera Milano a whole big batch of Montante put on a show that almost stunned the senses with their crafted beauty. I'll not write captions to go with these pictures, which can only partly anyway reflect what the eye beheld. Italians are known for demonstrating flair, fashion and function. Montante deliver all this with great wealth. PRL
www.montantecicli.it



cutting edge product from top brands

Wenger Swiss Army Knives are one of the brands distributed out of Kendal by Whitby, who concentrate on providing retailers with collections that deliver on performance and consumer appeal. Leatherman is one of these makes, with the Supertool 300 that comprises 19 different tools in one rugged design. There was a Monarch range of torches added to the Freestyle launched earlier this year, all come backed by the Leatherman quality guarantee.

From Nite Ize, Whitby offers the new BikeLit, a lighting style that has LEDs and the easy-fit styling that takes it beyond being just a bike light. The moulding on the body of BikeLit suggests it can be as easily attach things other than bike cables - so the item can do two jobs and more for the wheeled lightweight camper or the traveller. (versions illustrated here)

Whitby's are on 01539 721 032 www.whitbyandco.co.uk

the boom in two wheels

ANCMA have the knack of developing debate, and just when you think that the topic has been well-aired and resolved, they sit you down around a table and get it all going again. They did this at the



Bicycle Show, and you can be sure they'll have similar ideas when the world's ptw activists and Trade get to Milan in November.

Check their website, watch for news, be prepared to hear there is much more than just wheels that revolve in the two wheel business.



Coliped president Moreno Fioravanti (left) with Manfred Neun - Velocity on their agenda? (below, from left: Eddie Eccleston, Annick Roetynck, Donata Andreutti and Pietro Boselli, talking e-bikes?)



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UCI post for Cookson

British Cycling is at the centre of the International Cycling Union's strategic processes: president, Brian Cookson OBE, was appointed to the UCI Management Committee at the cycling sport controlling organisation's annual congress. He was one of eight European nominees for the job. The committee is a democratically elected body at the heart of the UCI and it is expected Brian Cookson's presence as a member over the next four years will keep British Cycling up to speed with the UCI's policy direction and bring a powerful lobbying voice. Brian Cookson, is a member of the Executive Committee of the British Olympic Association, has been involved in cycling for over forty years, beginning as a riding competitor he moved into volunteering and working as a commissaire and race official. His first election to national office came in 1984 and he became the President of British Cycling in 1996.

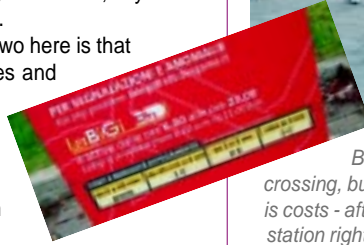


green travel around Bergamo

there's a tourist treat waiting in Lombardia

You can think of the place as having three centres, what with the airport, the town itself and the old city rimming the skyline against its northern flank. Bergamo attracts all sorts who are heading on holiday, being one of the three airports serving Milan, it is a gateway to the Lakes region and an easy link into the rail network that gets you everywhere. Just one hour puts you in Milan, or you can whizz in the other direction and reach Venice.

What stands out when you spend a day or two here is that public transport system links trains and buses and bikes. A trip out on the system is not only very convenient, but a full one-day fare for two will be inside what you'd pay to park any car you've hired - just the once! I remember seeing a welcoming banner on the road from Switzerland into Como - "Welcome to Como. Parking Impossible" it said. Oh well. We linked Bergamo with a bus trip to Foppolo, which turned out to be an easy adventure with someone else doing the mountain road driving. When we arrived, the trailhead village was more than a bit short of skiers and the white stuff that the place is famous for once the butterflies have migrated. After a sultry weather spell in the city we found the mix of keen air, the sun and the realisation that this was a quiet, relaxing, do-little day all we needed until the late bus back to Bergamo.



view pictures anti-clockwise, start above: BiGi users caught riding on to a pedestrian crossing, but heck, everyone does that in Italy! 2: what is costs - after a 45 minute free spell. 3: an empty hire station right by our hotel, here the old Bergamo is the



backdrop. 4: we caught up with a re-supply van putting vacant hire posts back into use.

5: the picture shows a cyclist who just doesn't need BiGi service - well not today anyway.

6: here's the greenery we encountered as we went green on a bus ride

along the Brembana valley to Foppolo. Beats driving!

all photos: Peter Lumley - KSA



working to eliminate aches & pains

with ESP being "best of show" at OTS, here's the story of the product

Keela have branded their award winning product ESP, and say "it is unlike anything else on the market at the moment. We use patented technology to produce our garments. The theory behind ESP is not new, and it is used in a range of medical products. Keela made it possible to convert the oxides into a carrier that can be incorporated into clothing for sports and leisure. There are other clothing types out there which tend to use the oxides in a print form laminated onto the textile but we have found this not to be as effective as it is not in direct contact with the skin and also can be removed over time through washing and abrasion".

"These are early times for the ESP collection, with development and testing at Keela still inside just two years. We have identified the market sector to service and are engaged in ongoing trials with members of the public. The people approached had ailments ranging from tendon pains, neck pains, arthritis, ankle, to back and knee pains. To balance our trials and develop awareness to far infra-red among the fitter element of society we are also conducting trials with active people who are keen on the outdoors.

The far infra-red energy is reckoned to lead to healing and rejuvenating as it reflects body heat back to the re-circulation of blood and it energises cells, inner tissues, glands, nerves and organs beneath the skin. Far Infrared is not a cure, the warming effect you get can stimulate the metabolism, and that promotes the elimination of toxins that accumulate in the cells from food processing, lactic acid, free fatty acids, uric acids and fat that is associated with aging and fatigue.

"The material radiates the body's natural energy back into the body tissue promoting and improving blood circulation. It dilates the arteries, blood vessels and tiny capillaries, circulation and metabolism dramatically improves.

01592 777 000 www.keela.co.uk



ESP Polo Shirt

could be you'll never wish to shower again?

There are bugs waiting to grab you in the bathroom... apparently: research by the University of Colorado shows danger lurks in the shower head and can actually make you ill by delivering a face full of bacteria every time the spray hits you. A remedy may be to avoid never letting water get anywhere near your body again, but - as is nearly always the case - the boffins may also have an answer.

Scientists found that levels of the bacteria *Mycobacterium avium* in shower heads was 100 times higher than those typically found in tap water. The bacteria multiplies and hides within the biofilm that clings to the shower head and, although rarely a problem for most healthy people, those with weakened immune systems could be at increased risk from lung infections such as Legionnaires' disease and chest infections.

There are a number of costly systems available for most public establishments to ensure their water systems are cleansed in line with current legislation, but luckily a UK company has developed a simple yet effective answer to this very problem, and it can easily be installed.

Safe and Secure is the Ashbourne, Derbyshire, business that supplies 'Shower-Safe', a unique and cost effective way to reduce the risk of bacterial diseases. It all consists of small silver and copper mesh balls which are dropped into the shower head and hose, the ions produced by these two metals kill off any potential harm within the water left after showering; falling to the lowest point in the shower hose along with any residual water. As any water begins to stagnate, the ability of silver and copper to destroy biofilm combine to kill off harmful bacteria, they say.

SAS's Keith Froggatt, explaining they specialise in the control of Legionnaires' disease, reckons Shower-Safe is the simple yet effective answer to the problem within both a commercial or domestic setting. The combined effect of copper and silver has been proved to reduce risk and, through utilising this, we are able to produce a very cost effective solution to this particular problem area making showering as safe as possible for everyone and allowing establishments to conform to legislation." So, there's the answer for the peace of mind that can be achieved for anyone responsible for meeting legislation as well as for people who shower regularly and who may be at risk of infection.

www.shower-safe.co.uk

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winner campaigns for sustainable transport

The Environmental Transport Association was established twenty years ago as a green alternative to other motoring organisations and now employs a carbon-neutral fleet of over 7,000 recovery trucks sent out to help with broken down almost-everything, and all over Britain. Small in size, when compared with some others in their field of operations, but minnows they are not in the quest to discover the Breakdown Company of the Year. The competition was run by *Greenfleet Magazine*, a publication dedicated to promoting the use of cleaner fleet vehicles.

In that call, the AA and the RAC were pipped to the post by the ethically-run ETA, and beating household names to win the title gets founder and director of the ETA, Andrew Davis, feeling pleased about the way they operate.

"Green companies need not be more expensive, but we still have to work twice as hard to convince prospective customers that we offer a better service than our better known rivals."

The ETA offers a nationwide service with an average response time of 40 minutes, fixing 80% of faults at the roadside. Their service provides carbon-neutral breakdown cover and insurance products. As well as encouraging responsible driving to reduce carbon, the ETA campaigns for sustainable transport.

check their offers and stance at www.eta.co.uk



Eddie Sedgemore and Nick Child

Powabyke helps Eddie set new World Record!

Eddie Sedgemore from Bath spent a total of 28 days travelling the length and breadth of the country on a Powabyke X-byke. After visiting the northern, southern, the eastern and western extremes of the UK mainland and covering 1,912 miles, he has notched up his 3rd Guinness World Record. The new record was confirmed by Guinness at the end of August.

Eddie Sedgemore, who is a 67 years old street cleaner from Marshfield near Bath, had set a previous world record, travelling from Land's End to John o' Groats on a push scooter. He has also completed the London Marathon five times, as well as the New York Marathon, on the way raising hundreds of pounds for charities, the British Heart Foundation his charity this time.

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Two wheeled powered vehicles make up approximately 1% of all road traffic and yet in Warwickshire, nearly 23% of all fatal and serious injury casualties involved in road traffic collisions are ptw riders and scooterists. This is slightly higher than the national statistical average.

Parents encouraged to take control of young ptw riders

A lighter hand on the throttle is part of the message, as parents in Warwickshire are urged to send their 'teen youngsters to a free, dedicated training course that's designed to help them stay safe on the roads. The courses under the "Take Control" banner are organised by Warwickshire Road Safety Partnership and Safer Roads Partnership for West Mercia and produced with the support of the Department for Transport, and the Motor Cycle Industry Association.

Research has shown that 16 to 19 year old ptw riders are the most vulnerable road users and many still feel nervous and cautious when they first travel on two wheels; even though this heralds an exciting, new-found freedom. Says Warwickshire Road Safety Officer, Stephen Rumble: "a ptw is a great way to get around because you no longer have to rely on parents for lifts or be constrained by public transport times. However, behavioural studies suggest that many inexperienced riders quickly change from feeling nervous, cautious and vulnerable to being confident, cocky and believing themselves to be invincible".

"The casualty statistics for this age group would frighten any parent, but we are not trying to discourage the use of mopeds and motorcycles - the Take Control training course is designed to help young riders develop new skills, temper any over-enthusiasm and improve their road safety awareness".

Research shows that the 16 to 19 year old scooter and ptw users interviewed admitted to 'showing off' on their bikes and more than half say they enjoy performing tricks such as doughnuts, wheelies, stoppies, jumping and skidding and also racing their mates on the roads. Young riders will push small engine scooters to the maximum limit and half admit to riding at between 31mph and 40mph in a 30mph zone. More than half see no reason not to de-restrict mopeds and more than 75% would ride faster if their machine were capable of higher speeds.

Moped and motorcycle riders make up nearly 30% of all fatalities and serious injuries in road traffic collisions amongst 16 to 19 year old road users. Collisions involving young riders typically occur on urban roads, close to home and at relatively slow speeds.

A number of prominent local motorcycle dealerships in Warwickshire are supporting and promoting the Take Control courses and the free half-day rider training is an ideal follow up to CBT. The advanced instructors are available seven days a week and will usually take one or two riders per session, starting at a convenient location to suit everyone. Could be the same scheme will be rolled out near you - Ask!

for more information, go to www.takecontroltraining.co.uk
bookings: 90-ONE Rider Education is on 0845 370 91 91



Automatic Scooter headlamps

Headlamps can take a battering from road grime and the debris that litters the highway. The scooter not only begins to look somewhat abused but over a period of time the deep scratching and cracks take on both the unsightly look and can lead to a failed mot test. That's where VE (UK) step in, offering quality replacement units at excellent value for money compared to the OE item, which may be hard to find anyway. The complete range of headlamps is listed at www.ve-trade.com (note: registration is required) with all the ordering detail for carriage-free delivery.

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greener urban travel

Green moves at the Pontedera headquarters of the Piaggio Group bring a smoother power delivery to the 125cc versions of the Vespa LX and Vespa S. That's ensured with the introduction of an electronic fuel injection system on both models.

Although an emission compliant and robust unit the carburetted version of the 125cc engine goes and in comes lower running costs with optimised fuelling. At the same time both power and torque are increased across the rev range.

The designers say the EFI introduction will help make easy work of the relentless nature of urban riding and at the same time deliver a vehicle with quite a bit more respect for the environment.



trooping the colours

Arai helmets, with Phoenix Distribution (NW) Ltd, Centurion Racing and Richard Stevens of Rich-Art Concepts, are backing the awareness campaign for Help for Heroes.

This is the charity that cares for service personnel who have sustained injuries while on active duty in Iraq and Afghanistan.

The unique helmets pictured here were worn during the British Supersport race by Centurion's riders Dan Cooper and BJ Toal and will be auctioned to raise money towards the rehabilitation work of Headley Court, the renowned centre helping mend the war wounded Heroes.

more information - www.helpforheroes.org.uk



they have you covered

A leading manufacturer in the business of touring travel have two wheels covered - plus some.

Maypole, out of Birmingham, showed their wares at Stoneleigh. In the ptw transport department and for the bike rider toting machines on a four wheel carry-all, then they can supply your needs.

Fromn among a whole host of goodies we picked out weather protecting ideas and cycle carriers (pictured here).

call 0121 270 4301 www.maypole.co.uk



Milan Motorcycle Show

it's a time for meeting friends

Milan is going to be quite a special place for Norrie Kerr this November. He first visited the show in 1978, there as a colleague of the Douglas Vespa contingent. It was two years later that he ventured into his own family business that is now VE (UK). "We've enjoyed a full 20 years of working with Italian friends in the many companies we have been representing" says company founder

Norrie Kerr. With wife Janet, they have met many people across the Italian manufacturing scene over the years. They are shortly letting go the reins of the company so that son Robert, and daughter Kirsteen can continue the special friendships built up over time. The "who's who" of brands and companies that VE (UK) have worked alongside is big and broad, around 40 Italian businesses being among them at the last count.

"Norrie Kerr was UK Vespa Champion for ten years, and the scooter sports scene was where we first met" writes *Trade & Industry* editor Peter Lumley. "Norrie was much better than myself in the Lambretta trouncing sessions at places like The Isle of Man Scooter Week, though" he adds.



Milan 2006 - Norrie Kerr (centre) and son Robert (left) buying a seat styled for Vespa riders



above: With Gordon Roper, the Bealerics ptw operator who is a fellow Glaswegian of Norrie Kerr.
below: Norrie Kerr with Vince Mazarita, EICMA America, and Michael Lumley (on left)

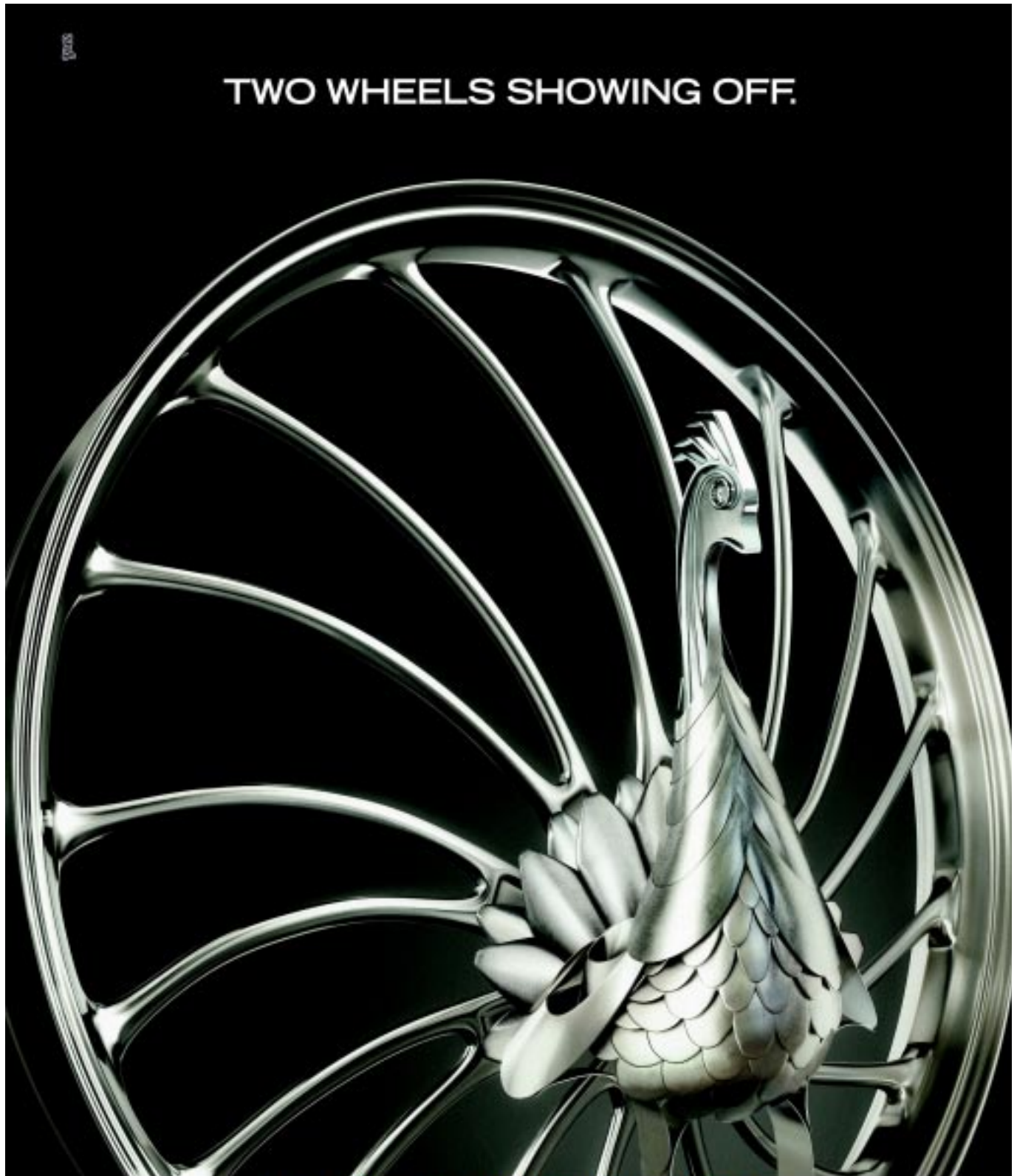


brakeline kits

Finest quality hose, with a PTFE inner and stainless steel outerbraid makes up the Goodridge Stainless Steel Scooter Brakeline kits. Eliminating a spongy feel under arduous braking conditions gives greater braking efficiency as well as providing a superior resistance to abrasion and corrosion, the kits are reckoned to provide the reliability and safety demanded.

Supplied with fittings and copper washers where required to aid fitting, in a wide range of model fitments and colours for rides such as Gilera Runner, Piaggio NRG, Piaggio Zip, Peugeot Speedfight 2, Yamaha Aerox, Aprilia SR, and Vespa PX. Selling at £25.52 for front and rear brakes.

Carriage Free applies to all invoice values over £50 nett. phone 0115 946 2991, email at sales@ve-trade.com



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