

" Jawa-CZ - The Right Choice for the Economy of the 80s' "

This item, from the club archive, is a draft for a talk to the Press at the Eurocrest Hotel, Wembley, on Wednesday 27th February 1980 by George F. Rue, Sales Manager of Jawa-CZ Motorcycles in the U.K. It gives an interesting insight into what was going on, and what was planned, for Jawa-CZ in the UK for 1980.

Good afternoon ladies & gentlemen.

It is quite a long time since we formally gathered together to see what Jawa-CZ have been doing, so just what have we been doing? Well can I first talk to you about the past year, and immediately I have to say that on the debit side we have lost the 125/175 models from our range although this has had a lot less effect than you might imagine. For the past four years our 125/175 sales have been steadily declining in favour of 250 sales resulting in last years total sales figures not being at all adversely affected. Of course other factors contributed to this healthy state of affairs, firstly within the 250 range I did introduce, in 1979, a Mk 11 version of the CZ 250 Custom. This particular variant overcame all the inherent problems that were found in service with the Mk 1, at the same time the glass fibre work was made to much higher standards, indeed I used a boat builder to produce these panels for me, and at the same time a glitter flake finish was introduced. All this had the affect of increasing my 250 sales last year by 25%.

Now another contributory factor towards our success in 1979 was in that area where Jawa-CZ are the acknowledge experts. I am referring of course to the motorcycle and sidecar combination. As a matter of interest, not only are we the acknowledged experts, we are virtually the only supplier with the exception of course of the odd Russian machines that are still sold. More and more Jawa combinations are being sold, indeed last year throughout the whole of the year demand far exceeded supply and this is not really surprising when you realise that a 350 Jawa Combination can be bought for much the same price as the average Japanese 200 cc solo machine.

Sales of course are further helped by the ever escalating costs of motoring generally and we at Jawa-CZ have naturally taken full advantage of this to consolidate our position and make us, and our dealer network, truly the experts in the motorcycle combination field. 1979 saw the introduction of the modern wedge shaped Shadow sidecar which immediately took it's place in the market and at the same time was very well received by you Ladies and Gentlemen - well most of you anyway. 1980 will be the year of the sidecar for Jawa-CZ, but more of that later.

Luck also played it's part in 1979 because that year of escalating fuel prices resulted in the moped sales boom that you all know about and happened to coincide happily with the introduction of the Jawa Freewheeler. Now the Jawa Freewheeler was born out of discussions which took place with both our trade and customers resulting in last year, would you believe, considerably more than 300% increase in registrations over the 1978 figure, putting us in to 11th. place in the overall moped market and the remarkable 5th. place in the step-through moped market. Now I think you will agree that is a creditable enough performance in it's own right, but it is even more so when you realise that there are 110 different moped models available in the U.K. market today.

Furthermore, during 1979 some additional services were introduced by Jawa-CZ. D.D.S. - or to give it it's full title Dealer Delivery Service, was introduced. For some years now, in fact for as long as I have been with the company, dealers have been complaining to me that our motorcycles take too long to both assemble and clean, and generally prepare for sale, when they receive them from us. This is what D.D.S. was meant to solve, and it did solve it. What in point of fact happens is that we at King's Lynn take the motorcycle out of it's crate and build it up. We clean it, we check it for function and we generally attend to everything on the motorcycle short of the actual P.D.I. which incidentally includes the replacement of certain components for British built ones, such as brake cables, spark plugs, spark plug caps and H.T. leads to name just a few. This service has been very well received by our Dealer Network and we are now looking to improve this even further.

Another specialist facility introduced in 1979 was the transportation of new machines to the Dealers' premises. One of the biggest problems facing the motorcycle manufacturing concessionaire is to get his products in good condition, and that is the operative word ladies and gentlemen - good condition, to the dealers' premises, and this is even more difficult when those machines are completely built up. To overcome this problem I designed some special motorcycle transporters which were built, indeed we have three of them now operating, which give a scheduled delivery service to all Dealers within the U.K. at a guaranteed cost, but more importantly with virtually no damage. Indeed in the last nine months I wouldn't think that I have had any more than half a dozen claims.

Another problem of delivery is the province of Northern Ireland, and in order to overcome this small strip of water that causes so much problem so far as quick delivery is concerned, I have set up stock facilities in Belfast on which all my Northern Ireland dealers can now draw, giving them a ready access to the whole of the Jawa-CZ range.

So that then ladies and gentlemen has been Jawa-CZ for the past year, now what about 1980?

Already I have talked about the affect that the Custom variant has had upon my 250 sales so I am introducing, with immediate effect, the CZ 250 Custom Mk 111, this model is a logical progression from the Mk 11 version in that colour matched glass fibre side panels are now provided which give the Euro-styling effect so popular today. Provisions for fitting an electronic rev counter has been made although this instrument will be provided as an optional extra. I can tell you that we have a suitable rev. counter matched to the speedometer already in stock to satisfy any demand. At a price of £565-00 including VAT, I am sure you will agree that this machine will make a worthwhile addition to the Jawa-CZ range.

I said earlier that 1980 would be the year of the sidecar for Jawa-CZ, well it is a fact that during the three years or more that I have been selling sidecars I have received three queries regularly, they are – “When will you provide mechanical suspension as opposed to rubber suspension?” “Can I fit a sidecar brake?” and “Will the Jawa sidecar fit other motorcycles?”. These questions will now be answered with the immediate introduction of the Velorex sidecar. For those of you that have not heard the name "Velorex" before, let me explain that it is a long established Czechoslovak company that indeed has a long history of making sidecars, in fact they are the second largest manufacturers of sidecars in the world, second after the Soviet Union.

Now very close co-operation between Jawa-CZ and the Velorex factory has resulted in my being able to offer sidecars in two forms. First, the Jawa-Velorex, now this sidecar is fitted with a lever arm suspension system which has a coil spring damper unit. You will notice it also has an 18" wheel and that wheel is braked, being connected to the rear brake of the motorcycle. The luggage compartment is behind the seat and is lockable. You will notice that the lower part of the body has what appears to be a crackle finish, well this is an anti-drum compound specifically designed to lower the noise level for those people travelling in the sidecar, and I can tell you that it really does work. The interior is fully lined and this also helps, but furthermore this feature adds to the aesthetics of the whole outfit. A tonneau cover is standard, and lady passengers will be pleased to learn that there is a passenger foot rail. You would be surprised at the number of ladies that complain that sitting in a sidecar with their feet stretched straight out, does ruin the heels of ladies shoes.

The Jawa 350 Velorex in its standard form costs £828-00 which includes V.A.T. A Super version is also available and as a matter of interest, sales results last year clearly showed that the Super outsells the standard version by approximately 8 to 1. This Super version fitted with the Velorex sidecar will have, in addition to the tonneau cover, a hood as standard also. Further, the Jawa Velorex Super has a full touring fairing fitted to the motorcycle and the whole combination has a recommended retail price of £961-00 including VAT. It is further worth noting that all Jawa 350s supplied with sidecars are built to special combination specification - heavier front fork springs, steering damper, front brake lock, lowered gearing with appropriate speedometer modifications, all are fitted as standard by the factory, thus producing the right motorcycle for combination use.

Now to answer the last question which is regularly asked of me – will the Jawa Sidecar fit other motorcycles - well in the past the answer to this has been no, but now, I would like to introduce to you the Velorex Universal and firstly let me explain why it is fitted to the CZ 250. It is certainly not Jawa-CZ's intention to offer a lightweight outfit, but this demonstrates that the Velorex is truly universal. As a matter of interest, I have had it fitted to other motorcycles and indeed, I could have had it fitted to a Honda, Suzuki, Yamaha or Kawasaki for my series of Seminars but I ask you, who wants these machines at a Jawa-CZ seminar and that is precisely where I am taking this machine when I leave you ladies and gentlemen. The technical specification is precisely the same as for the Jawa Velorex but you will notice that the colour is different, there is a very good reason for this choice of colour because metallic silver is an excellent colour in its own right as a match for the modern finishes on both Japanese and European motorcycles, but more importantly it makes an excellent base for the owner who wants his sidecar sprayed to colour match his own motorcycle.

One other small difference between the Jawa and Universal Velorex are the brackets that mount the front and rear light, they have been smoothed in to make them more in keeping with the styling of our competitors. Of course there are one or two exceptions to the universal fitting of this Velorex sidecar. Motorcycles without a front down-tube won't accept the fittings, for example, Honda CBX, CX500 and the MZ are all motorcycles that would experience difficulty in fitting the Velorex Universal sidecar,

though I am quite sure some of our dealers or owners will soon overcome this problem. The Velorex Universal, ladies & gentlemen will be available only through Jawa-CZ dealers and complete with hood and tonneau cover it will retail at £435-00 including VAT.

Let me state here and now that the Jawa Shadow in its current form and the specialist Tradesman commercial box will continue in 1980 exactly as they were in 1979, so this effectively increases the sidecar range for Jawa-CZ adding even more to our claim that we are the specialists when it comes to motorcycle and sidecar combinations.

Finally, and again, new for 1980, it is my intention to attack the lucrative 16 year-old first time buyer market. When a few years ago the Government said that youngsters must ride mopeds the Japanese and Western Europeans responded with high speed sports mopeds – so called that is – which attracted mass sales, but then the Government decreed to sixteen-year-olds “thou shalt not exceed 30 plus 5 miles per hour” and the major manufacturers of sports mopeds lost most of their advantage.

So what have the sixteen-year-olds got to look for if they can't have speed? I am suggesting the answer is style and cosmetics - Ladies & Gentlemen, meet the Jawa Mustang Sport. We have had two Mustangs on test for some time now and they have performed very well reaching 35 m.p.h. easily, and with lively acceleration. But market research told us that this was not enough even if the price was highly competitive, hence. the reason for the racing style fairing which is standard on the Mustang Sport, a further reason for fitting this fairing is that again Market Research shows quite clearly that, unlike the older motorcyclist, the sixteen-year-old likes to buy his, or her for that matter, styling features as original equipment at the time the machine is purchased. Accordingly this fairing has been designed and produced specifically for the Mustang and will not be available as an accessory suitable for competitors machines.

Another interesting feature of the Mustang is the complete electrical system which includes a battery, this is provided primarily because of our desire for a stop lamp to be fitted. You see there is currently a problem boiling up in the U.K. market brought about by the fact that two legal definitions exist for the moped, one of them refers to a machine with a 50cc motor capable of being propelled by it's own pedals, the other definition talks of a motorcycle - and remember that word ladies and gentlemen, a motorcycle - restricted to a speed not exceeding 30 plus 5 m.p.h. and limited to a certain weight. Now it is this word "motorcycle" which has caused the problem because traditionally mopeds have not been fitted with stop lights and the Police in a number of counties are now maintaining that the restricted moped of the latter category is called a motorcycle and as such should have a stop light fitted if, indeed, lighting is fitted in the first instance. I understand that a number of prosecutions are pending at the moment.

Now this matter has already been taken up with the Ministry and although a decision has not been made, it is the Minister's feeling that whilst the ordinary step-through moped was never intended to have a

stop light and doesn't need one in the future, this does not apply to the restricted type of moped and it seems likely to us that the requirement for a stop light will very shortly become law. I know for a fact that this problem is exercising the minds of some of the larger manufacturers in this country. We at Jawa-CZ have taken the bull by the horns and ensured that our moped complies even now.

The obligatory 49cc engine is fitted complete with a three-speed positive stop foot change together with a suitable maximum weight which makes the Mustang Sport a very attractive Sixteener Special. What makes it even more attractive though is the retail price which including VAT is £279-91, and don't forget ladies and gentlemen, that includes the fairing, a comprehensive tool kit and tyre inflator.

That then is Jawa-CZ for 1980. The theme I am taking for my forthcoming series of Seminars is "Jawa-CZ The Right Choice for the Economy of the 80's" I think that this theme has been amply demonstrated. Now before I call for any questions I would just like to stress that in the all important field of motorcycle insurance, Jawa-CZ is still the only manufacturer concessionaire to offer an exclusive insurance deal through our dealer network to all owners of Jawa-CZ motorcycles whether new or used, and it is my intention that this facility will continue and develop during 1980.

*Thanks to **Arthur Fleming** for supplying this material.*

Original item was from the Jawa-CZ Owners Club archive and this version was published in the club's magazine, Torque issue 6/2014.