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Lambretta

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EMBARGO:
NOT FOR PUBLICATION
BEFORE MONDAY, MARCH 31st.
THURSDAY APRIL 3RD

LAMBRETTA LAUNCH TWO NEW BERTONE-STYLED
GRAND PRIX SCOOTERS

Built-in excitement is the claim made for two new Lambretta scooters being introduced on Stand No. 8 at the International Cycle and Motor Cycle Show at the Hotel Metropole, Brighton, from April 5 to 12. To be known as the Lambretta Grand Prix - Formula 150 and Formula 200, these 4-speed machines are more powerful and completely re-styled versions of the Lambretta SX 150 and SX 200 they are replacing.

Styled by Bertone, the famous Italian car stylist who started a new era in scooter design when he created the Lambretta Luna line last year, these latest models feature a new sophistication in the shape of legshields, front mudguards and headlamps, with high definition black horn cowlings and ribbed air intakes set in the rear engine panels. Overall width and height of the machines has been reduced by one inch.

Improvements in compression ratio and carburettor choke size have resulted in an increase of 10 per cent in the power output of the new 198 c.c. Grand Prix engine; both engines also have more efficient air-intakes and cooling systems.

As with all advancements made in the performance of their scooters, Lambretta have also increased still further the braking efficiency of these new models as well as extending the life of the brake linings. Drum brakes are used on the front and rear of the Formula 150, but the Formula 200 features the well-proven Lambretta disc brake on the front wheel with standard drum brake at the rear.

Colour finishes on the Formula 150 are white, with black body flashes and trim; white with red and white with blue. For the Formula 200 there is a choice of two finishes: Ochre with black outline or red with black outline.

Price of these new and greatly improved models has been maintained at the same price as the two SX models they are superceding - £203.19.6d inc. P.T. for the Formula 150 and £243.10.0d. inc. P.T. for the Formula 200.

Exhibited at Brighton by the U.K. Concessionaires, the Lambretta-Trojan Group of Croydon, Surrey, whose racing car division builds Formula cars for Bruce McLaren, the Grand Prix scooters will be shown against a backcloth of a motor racing circuit.

Said Mr. Peter Agg, Managing Director of the Group: "There's so much about these new Lambrettas that savours of the excitement of the race circuit, both in their advanced engineering design and their performance, that we thought they not only deserve the name Grand Prix, but are well able to rub shoulders and be identified with the racing cars we build at Croydon."

While appealing, particularly, to the young sporting scooterist and club enthusiast, the new models have been designed, basically, as all-round road machines, capable of safe motorway cruising at nearly 70 m.p.h. and of economical 70 m.p.g. - plus commuter and shopping use.

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P. Garnett Keeler MIPR

Photographs available; Further information from:
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