

ALEXANDER

CONVERSIONS

MARCH NEWS LETTER
=====

It is now our intention to try our very best to get back into the routine of a News Letter per month to keep you informed on the latest developments from Haddenham.

In the last few weeks, Mr. Briscoe, our new Sales Manager, and I, have endeavoured to visit as many of you as possible but there are still a great many visits to make. From the contacts we have made, it appears that the literature has your whole-hearted approval and, in particular, the breakdown of prices. Some of you have requested that a further breakdown of prices should be made of various conversions, so we are setting out on a separate sheet, a complete list of the prices of cylinder head alone and a carburettor/manifold assembly for each of the other makes. These broken down figures will be incorporated into the printed literature as soon as humanly possible, but, until that day comes I would be grateful if you could refer to the enclosed list. If you require further copies please write to us.

Whilst on the subject of literature, I am enclosing a further order form for you to fill in when your literature has run low. Please be sure to give this to the person in charge of your literature stores.

I thought you would like a copy of the recent write-up in the Oxford Mail which may give you some interesting historical background on the Alexander Organisation and I am enclosing a page from the paper herewith.

Development The conversion for the Mini Cooper is now going along well and I am sorry it is taking so long to perfect but we are convinced that the public require stages for tune and bits and pieces that can be built onto the Mini Cooper and not merely a full blown 100-mile an hour conversion which is what one of our competitors is offering. We are already obtaining from Germany a supply of pistons which will enable the engine to be bored to either 1080 c.c. or 1122 c.c. Our new head and inlet manifold development is really most gratifying and we hope also to be able to offer a new brake conversion for this car as many customers have asked us for a lighter pedal pressure.

We have just invested in a detachable fifth wheel which gives absolutely accurate road speed and is the type used by the 'Autocar' in all their road tests. This will enable us to give absolutely accurate checking of customers' cars or our own cars during development, without resorting to the laborious method of having a timed section of road which we have used hitherto.

The Show Mini which was such a success on our stand is now being turned into our 1962 demonstrator and we hope to arrange for some of you to borrow it to show to your local press and customers later in the year.

There has been a hold-up in the preparation of the tooling for the new wood rim steering wheels one of which was shown on this car at the recent Racing Car Show but I am happy to say that these will be available before long at £5.19.6. for a 14 inch wheel. A 16 inch wheel will be available later.

The new Super Minx conversion detailed in our latest literature which you already have, is an overwhelming success and the road test of this vehicle will appear in the March issue of "Motor Sport". Be sure to get your copy and bring it to the notice of your Local Routes Dealers.

We are considering a more closely integrated sales arrangement with our Distributors whereby they hold stocks of the fast selling conversions. We will inform customers making telephone calls or writing to these works that stocks are kept at their nearest distributors. This, plus an increased local sales campaign by the distributors should bring forth a very much larger volume of sales. These are the bare ideas but we shall be writing to you all in the not too distant future. Some of you have already come into this scheme and we hope to visit you all very shortly.

Our next year's racing activities will be with a 1220 Climax-engined Turner (the special car which we raced last year with a B.M.C. "A" Series engine) This will again be driven by W/Cdr. MacKenzie. Mike White, who so successfully drove an Alexander Sprite last year, will be driving another Turner engined with B.M.C. "A" Series and cross flow head and Mick Clare will again be driving a Mini, this time a very super one with a Mini Cooper Engine. Make sure to let your sporting enthusiasts know about these cars so that they can watch their progress.

Finally, if any of you have not ordered your stocks of new literature, please be sure to do so on the enclosed forms.