

DIOC NEWS

by Joel Eliel, Director

Well hello out there you DIOC members, and you guys that never joined and read someone else's copy. You have another DIOC News to get your mits on to read in a bathroom, lunch break, while on a unemployment line or on a gas line. This is your lovable, laughable DeeyeOHsea Director coming to you live from my cool office of the Downton Miramar house, mmmm mmmm I'm feeling tight, watching Angie with no volume on, while I wait for Taxi, in a background the Moody Blues just blasting away....standing in a time zone....I should be slipping in a time zone, I'm slipping through a slide zone dum dun dun. Yeah! Things around here are sorta getting back to normal after a couple of crazy hectic weeks of processing new and old renewals and mailing out notices for this and that....anyway it was sorta of fun and speaking of fun here comes Thursday, our club mascot..

"Hey Thursday whatcha know dude?"

"Quack, quackwack kwack quack."

"mmmmmmmm hey thats far out sounds nice is it serious?"

"Quack quackwack wack kak quack kwak."

"Yeah, yeah well OK, hey listen grab a chair, roll a number, did ya bring that E.L.O. tape? OK. I'm writing the DIOC column and I'm waiting for Taxi to come on."

"Quack kwak kwaaak whack krwack."

"Yeah I know man. TV does sound better with no volume on sometimes, cept for Monday Nite Football, Saturday Night Live, Taxi and Pork & Windy."

mmmmmmmm SSSSSssssssss mmmm yeah! thanks sssss here! Got a mach clip? mmmm yeah!

Ole Thursday has been hanging out with this land turtle he met at some Helmet Protest ride, and his name is Bell.... yeah, thats what I said too, Just like the helmet. Yeah, Bell is into his own thing. Got his own place. Hangs out by the canal behind my house and shoots pool with the guys. Thursday been seein him for a few months now. Bell has such a neat paint job on his shell, (natural you know) and I thought about painting his half-helmet I got like the turtle shell. Bell said he'd pose for me if I wanted to. Yeah, yeah, you all gotta meet ole Bell and Thursday one of these days. Okaaay on to some serious stuff.... mmmm let me see what do we have here in this pile of crap that says "Put Ina 19th"....mmmm Ssssss yeah. Thanks..

From Berliner Motor Corp.

Nov 9, 1979. Att: Mr. Joel Eliel.

Dear Joel:

Reading through your News Letter recently, I noticed an article concerning the spare parts price increases covering Ducati motorcycles and your request for a response to the article (18th Issue, DIOC column).

The suggestion to sell spare parts at prices relative to purchase price, such as single cylinder model parts, etc., is just not possible. Whilst a considerable amount of spare parts were purchased some while ago covering early type machines, and are still available, subsequent older machines parts have to be specially made but a today's material and labor costs. Those spare parts which have to be specially made, and in reduced numbers because production of models ceased, are costed extremely high. In fact, the prices are so prohibitive that many many of the parts are sold

at our cost to help our owner riders and dealers etc meet these costs.

It is respectfully pointed out that it costs money also for storage space for the spare parts which are purchased continuously and add to this personnel salaries which are increasing all the time to take care of the parts department, it does not need too much explaining to point out the reasons for various price increases both for recent models and for older models in service. We would also point out that considerable investments are involved with respect to the purchase of spare parts, and this money must realize a reasonable return, otherwise it would be better left in a bank to realize the normal minimal 7% to 9% interest which would be a far more profitable exercise in some instances.

The full impact of the petroleum increased prices imposed during the past six months or so, which is reason for such high inflation, has not yet fully reached home to the average person and it necessarily follows that increased prices will continue at an exorbitant rate for quite some time, and these increases will be rather difficult for most people to accept as we all must realize that most commodities are relative to petroleum costs which cover all spheres of activity from transport, etc., to eventual use.

The dollar is not what it used to be with regard to purchasing power worldwide and the inflation in Europe makes matters extremely difficult for us to maintain what would appear reasonable price increases on Ducati or our other import Moto Guzzi motorcycles and parts.

We fully appreciate the support extended to this company and Ducati by the members and their associates, and we assure all of you that we only announce increased prices with the greatest reluctance and only after painstaking and thorough assessment of these suggested increases. Berliner has, over the past years, absorbed many of the cost increases and it comes to the point when there is a limit on the amount that can be absorbed. The latest increase in the bank rate itself will add to prices of both new motorcycles and spare parts even before we receive them from the factory.

Trusting the short but hopefully helpful explanation proves the point, we remain with kindest regards Mr. ERNIE WIFFEN General Service Manager, Berliner Motor Corporation.

Cycle Guide Comparison

I don't know how many of you have read this comparison between a 750 Honda and a 900 SS but it has gotten a lot of people real hot under the collar. Somebody borrowed my copy and I believe it was the October or November issue. The article was supposed to prove which was the best handling bike in the world. The entire piece was a joke. It was so badly done that I don't think anyone really took it too seriously. By anyone I mean people who are knowledgeable about good handling machinery. I have ridden this latest Honda and while it is a good handling bike it in no way compared with my 900 Super Sport when it came to handling and that secured feel at all speeds that this fine thoroughbred has. I am also quite surprised that a magazine of Cycle Guides caliber could let such garbage out into print.

I would like for you all to compare the comparison that appears in this issue by Cycle Canada. Compare the professionalism of this magazine as compared to that of Cycle Guides rather mediocre job.

I certainly hope that Cycle Guide's competent editors review their work a bit closer so that pieces like the Ducati/Honda comparison don't make them all look like a bunch of fools who had nothing