

INTERNATIONAL MOTORCYCLE COMPANY
2432 Grand Concourse, New York 58, N.Y.

ZUNDAPP MOTORCYCLES - 1953

KS-601

The Most Advanced Heavyweight in the World

STANDARD MODEL

Four (4) speed, transverse, twin O.H.V.
28 H.P. engine at 4700 R.P.M.
Compression ratio 1:6,4-6,7
100 M.P.H.
9½" brakes
Hydraulic fork with lock and keys
Interchangeable wheels
Colors: red, green and black with chrome
Price: \$899.00 incl. fed. exc. tax

SUPERSPORT

Four (4) speed, transverse, twin high
compression engine
32 H.P. at 5300 R.P.M.
Compression ratio 1:7,2
Also compression ratio 1:8,1 available
110 M.P.H.
9½" brakes
Hydraulic fork with lock and keys
Interchangeable wheels
Colors: red, green and black with chrome
Price: \$959.00 incl. fed. exc. tax

200cc

NORMA

Battery ignition, (4) four speed, 9 H.P.
65-70 M.P.H.
Double carburetor for more power and
economy
Adjustable handlebars, clutch and brake
levers and footrests
Five (5) piece frame (replaceable in
sections)
Hydraulic forks with lock and keys
3½ mm heavy chrome spokes and rims
300x19 tires
Stoplight and illuminated speedometer
Deluxe rigid frame model
Color: black with chrome
Price: \$419.00 incl. fed. exc. tax

CONFIDENTIAL DEALER'S COSTS

Retail price.....\$899.00
Dealer's price....\$653.00
1% adver. all..... 6.53
1% cash discount.. 6.53
Dealer's cost..... 639.94
10% fed. exc. tax. 65.30
Dealer pays..... 705.24
Dealer's profit.....\$193.76

Retail price.....\$959.00
Dealer's price....\$675.00
1% adver. all..... 6.75
1% cash discount.. 6.75
Dealer's cost..... 661.50
10% fed. exc. tax. 67.50
Dealer pays.....\$729.00
Dealer's profit..... 230.00

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Retail price.....\$419.00
Dealer's price....\$293.00
1% adver. all..... 2.93
1% cash discount.. 2.93
Dealer's cost..... 287.14
10% fed. exc. tax. 29.30
Dealer pays.....\$316.44
Dealer's profit..... 102.56

ZUNDAPP MOTORCYCLES - 1953

CONFIDENTIAL DEALER'S COSTS

ZUNDAPP ENDURO COMPETITION MODEL

200cc, 4 speed engine
 Polished intake channels
 Polished crankshaft
 12 H.P. engine completely waterproofed
 Upswept exhaust pipe with leg shield
 Upswept carburetor air intake fully waterproofed
 High placed battery
 Folding footrests and sidestand
 Genuine black leather second sport seat with upswept back
 Genuine black leather racing tool case with waterproofed runsheet holder with celluloid window
 Speedometer with trip meter
 Polished light alloy fender and chain guards
 Adjustable double cables
 Chromed wheels, tank and fork
 Retail price: \$539.00 incl. fed. exc. tax
 Color: black and chrome
 Packed 2 to the case

Retail price.....\$539.00
 Dealer's price....\$370.00
 1% adver. all..... 3.70
 1% cash discount.. 3.70
 Dealer's cost..... 362.60
 10% fed. exc. tax. 37.00
 Dealer pays.....\$399.60
 Dealer's profit..... 139.40

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"Z-98" MOTORBIKE

World famous Sachs 4 H.P. engine
 2 speed constant mesh transmission
 40 M.P.H. or 35 M.P.H. with two riders
 140 miles per gallon
 Chrome wheels, 250x19 tires
 Full size motorcycle seat with dual expanding springs
 3 gallon chromed tank
 Chromed telescopic forks
 Large internal expanding brakes
 Gearshift lever on handlebar
 Large headlight with 60 mile speedometer built in
 With pedal crankstarter: retail price \$299.00 fed. exc. tax incl.
 Color: red or black with chrome
 Packed 3 in case (2 red & 1 black) or 2 in case (1 red & 1 black)

Retail price.....\$299.00
 Dealer's price....\$209.00
 1% adver. all..... 2.09
 1% cash discount.. 2.09
 Dealer's cost..... 204.82
 10% fed. exc. tax. 20.90
 Dealer pays..... 225.72
 Dealer's profit.....\$ 73.28

"Z-98" MOTOREIKE

With kickstarter: Retail price \$329.00 fed. exc. tax incl.
 Color: red or black with chrome
 Packed 3 in case (2 red & 1 black) or 2 in case (1 red & 1 black)

Retail price.....\$329.00
 Dealer's price....\$233.00
 1% adver. all..... 2.33
 1% cash discount.. 2.33
 Dealer's cost..... 228.34
 10% fed. exc. tax. 23.30
 Dealer pays..... 251.64
 Dealer's profit.....\$ 77.36

COMFORT

Battery ignition, (4) four speed, 9 H.P.
65-70 M.P.H.

Double carburetor for more power
Adjustable handlebars, clutch and brake
levers and footrests

Five (5) piece frame (replaceable in
sections)

Hydraulic forks with lock and keys
3½ mm heavy chrome spokes and rims,
325x19 tires

Stoplight and illuminated speedometer
Spring frame with Jurisch rear suspension
Chromed fork and silencer, etc.

Color: red, green and black with chrome
Price: \$489.00

Retail price.....\$489.00
Dealer's price....\$342.00
1% adver. all..... 3.42
1% cash discount.. 3.42
Dealer's cost..... 335.16
10% fed. exc. tax. 34.20
Dealer pays.....\$369.36
Dealer's profit..... 119.64

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INTERNATIONAL MOTORCYCLE CO.
2432 GRAND CONCOURSE • NEW YORK 58. N. Y.



DON'T MISS
ZÜNDAPP EXHIBIT at
LACONIA
N. H.

Grimler*s Garage & Cycle Shop
2307 Wagner Avenue
Erie 5, Pa.

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1952 ZUNDAPP Winners For Free Trip To Europe
D. H. Lyons, Albion, N. Y., Owner Of A 200cc Zundapp
And His Dealer, Rochester Harley-Davidson, Corp., Rochester, ...

PREMIUM WINNERS
Bud Bays Motorcycle Sales, Evansville, Ind. ...
Kelley Motorcycle Company, Dayton, O.
R. & R. Motorcycle Sales, Indianapolis, Ind. ...

YOU CAN BE ONE OF THE 1953 WINNERS