

L A V E R D A R A C I N G T E A M K O N S T A N Z

T H E L A V E R D A - P A R A D I E S



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- ☞ Special know-how through many years of racing experience with *L A V E R D A* motor cycles
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SPRING NEWSLETTER 2002

**ATTENTION: NEW PHONE HOURS IN 2002:
 MONDAY - THURSDAY 3:00p.m. - 6:00p.m. CET**

As always : Visits to the workshop must be requested in advance in order to set an appropriate day and time (Saturday too)

Dear Laverda Friends,

Here it is. The spring newsletter 2002 !!! And despite our chronic lack of time it's still more or less on time. To start things off – This will be the last newsletter on paper because we're now able to send the newsletter by e-mail. More on that later.

Other than that, there is a lot of news to report this year too. So leave your Laverda in the garage for a while and read all about:

- Meetings and dates
- Our holidays (riding Laverdas) and how our parts distribution still continues.
- Euro catalogues with the newest technical information. We've put a lot of work into it.
- Problems with gas filters and how to solve them
- The Internet shop
- We're looking for firms to keep up our catalogues and Internet sites.

First of all, here are the most important meetings and dates, as always with no guarantees. It's best to check with the contact person listed below, so that they can give you more detailed information.

International Meetings 2002

Date	Organizers	Infos from
May 4 th -5 th	L A V E R D A Freunde Villingen-Schwenningen	Joachim Saurer, Tel. (D) 07721 / 535 39
May 9 th -12 th	L A V E R D A Freunde Berlin	Wolfhard Pörner, Tel. (D) 030 /361 48 91
May 18 th -20 th	L A V E R D A Club Nederland	Thomas Krelage, Tel. (NL) 033 / 298 58 59
May 24 th -26 th	Coupes Moto Legende	Christian Meier, Tel. (CH) / 01 / 750 10 69
June 7 th -9 th	Dansk L A V E R D A Club	Jens M. Kronborg, Tel. (DK) 982 331 97
June 14 th	L A V E R D A Club Sweden	Ulla Dagsberg, Tel. (D) 0731 / 314 23
June 14 th -16 th	L A V E R D A Club France	Christian Houpline Tel. (F) 0320 / 039 532
June 28 th -30 th	L A V E R D A Club Berlin e.V.	Wolfgang Bürger, Tel. (D) 030 / 795 87 64
July 5 th	L A V E R D A Freunde Bad Orb	Laverdaregister Deutschland, 02104 / 776 460
July 5 th	L A V E R D A Freunde Niederelbe	Werner Harden, Tel. (D) 04171 / 41 78
July 5 th -7 th	International L A V E R D A Owners Club ILOC	Ray Sheepwash, (GB) 0132 / 261 30 19
Aug. 2 nd -4 th	L A V E R D A Freunde Silberstedt	Hans-Heinrich Stöcken, Tel. (D) 04626 / 14 58
Aug. 9 th -11 th	L A V E R D A -Stammtisch Heftrich	Ottmar Wink, Tel. (D) 06244 / 70 53
Aug. 24 th -25 th	L A V E R D A Club Schweiz	Klaus Leuenberger, Tel. (CH) 027 / 971 11 28
Sept. 6 th -7 th	L A V E R D A Club Pompone	Maurizio Bavaresco, Tel. (I) 0423 532 50
Sept. 7 th -8 th	L A V E R D A Freunde Rohrdorf	Joachim März, Tel. (D) 07457 / 61 83
Sept. 14 th	L A V E R D A Club Belgien	Ad van Gils, Tel. (B) 0331 484 11

☞ **Make plans for at least three meetings, otherwise it won't be a good motorcycle season for you.**

As a highlight I'd like to recommend everyone who's interested in old motorcycles, Laverdas, racing, oldtimer markets, and of course parties the **Coupes Moto Legende** near Paris, France. Unfortunately, I've only been there once myself with the Laverda Club Switzerland which is organizing a trip there this year. It can hardly be described. It was unbelievable, how 1000 pre-war through to 70's motorcycles stood along the wall. Cancel one or two other events and spoil yourself with this spectacle. Christian Meier from Switzerland, telephone 0041-(0)1-750 10 69, will give you more information on this. Unfortunately, I can't make it myself, because the date doesn't fit into my schedule and I'm planning on racing in the Ralley Pastis and being over there for 10 days.

☞ **If you really want to miss something great, don't go to the Moto Legende in France and watch a few boring movies on T.V. instead.**

Andy's going on holiday!

Remember these two dates! I won't be in the workshop, so there'll be no phone hours! Only the sending of parts in emergencies.

☞ **May – Ralley** (Ralley Vecchia Romana) from April 30th, 2002 through May 12th, 2002. This has been taking place for 23 years now, starting this time in Konstanz, continuing through Austria to Italy, near Breganze, Monte Grappa and then straight through the land to Levanto (near Genova).

☞ **Ralley Pastis** from May 29th, 2002 through June 9th, 2002, which has led us through France for 18 years. It's always damn great fun.

☞ **...and sometime in the Summer around 2 more weeks, the exact dates are not fixed yet.**

Praise to all our foreign customers who don't speak German, especially the French.

First I'd like to mention one thing. Our non-German speaking customers order exclusively from fax or just by envelope, which is just great. The absolute best are the French, from whom we receive the most orders by letter – with no exceptions perfect orders with the order form. And even though we don't speak French ourselves, it seems to work out best.

I guess that's because they don't understand us either, and just read our translated newsletters attentively. It might not be too easy to read these office and organisational hints, but he who follows them closely will be helped much faster in a more reliable matter.

☞ **Long live the French Laverda Riders! And I hope that our Internet shop will help our mail-orderers get their parts faster... even if we prefer mail orders over Internet orders (sorry, I'm just can't stand computers!)**

If Andy is on holiday, how do I get my parts ?

In our Fall Newsletter we already mentioned what you have to do.

It's best to just order the parts, before we go on holiday. But usually things get messed up if no one is here to answer the phone.

Those who have a fax machine should just take an order form from the back of the catalogue, fill it out and fax it. Each correct and 100% clear order without additional questions that reaches us by fax is sent out 24-36 hours later, even if Andy is on holiday. The emergency staff Botti takes care of everything! The same thing holds for letters, but it just takes a little longer until we get it.

New New New yahoo !

It's finally ready and it even works !!!! The new **Laverda Internet Shop!** Those who don't have a fax can order via the shop. But fax orders are still of course preferred.

Everything is sent out in the mail within 24-36 hours as well, as long as there are no questions that only Andy can answer.

☞ **Don't get desperate, if Andy is on vacation and no one answers the phone, just order by fax, mail, or in emergencies via the Internet Shop.**

What many don't know and what you should know!:

Most of you think that I (Andy Wagner) process all faxes, letters and e-mails and send out parts. But usually its our team who does that, because I'm busy enough dealing with technical questions during our phone hours and taking care of parts, production, newsletters, catalogs and the Internet. And when this office stuff is taken care of I'm happy to be able to repair a Laverda. This is also the reason why you often get a message "Please call Andy during phone hours" if you have written us a technical question or have questions on certain replacement parts. Our team works, as you hopefully all can confirm, very responsibly and quickly, but it doesn't answer question. I'll talk these over with you on the phone myself. This is the best way to solve problems, as the last years have shown and thanks to our catalogues and your cooperation, the system works marvellously. Since we also have an Internet shop too, those who don't have a fax machine order by Internet now – that way the telephone hours are held free for technical questions.

☞ **Thanks for your cooperation... because you know that when it works for you, it also works for us. And just remember: fax orders are the best, and in emergencies use the Internet shop.**

Tips for the Internet shop

Along with the adjustments for the Euro, the Internet shop was hopefully the last great challenge that costed me six months of work, nerves and sleepless nights. But at least it has been working great since April 2002. You'll find it at my well-known Internet address www.laverda-paradies.de. The first customers who visited the shop gave me primarily positive comments, and the errors were eliminated right away. We'll gladly take more suggestions for improvement.

Everything is pretty self-explanatory and easy to use. There is a search function – for example you can get a list of all parts with rubber in them just by typing in “rubber”; It even suffices just to type in the letters “gum”. And this holds for English and French too, if you choose the corresponding language on the start page. This enables the search for parts in this gigantic trilingual data base. It's still best to have our catalogue in your hand, though. In our research using test persons (with Japanese motorcycles) we've discovered that you save the most time by sitting down with your Laverda in the garage with the catalogue and taking note of the ordering numbers in peace and quiet.

This way you have the possibility to study the useful tips on the various parts and with the photos in the catalogue you'll certainly pick out the right part for your machine. Since you've already written down the numbers, you can quickly click on them in the respective chapters, fill in your address in the order form and you're good to go.

If you take a look at the online shop, you'll see that this is basically constructed the same way as our catalogue, so that you get a quick overview. The practical thing about our order numbers, as you're hopefully already aware about, is that you can recognise in the number the chapter that you have to search in. For example, 52-44 A means that this part is to be found in chapter 1 52 (1000-1200 catalogue) at position 44, thus in explosion drawing number 44. The letter after that distinguishes smaller differences in models, in this case the 1000 from the 1200 frame. That's how easy it is.

People have often suggested that we should put the tips on the individual parts and the 1000 photos from the paper catalogues on the Internet. We're not going to do that because:

1. That's a bit exaggerated, and with us not being computer-friendly people it's still pretty astonishing what we've done already
2. It takes too long to create the sites for the individual chapters, which is annoying and costs too much money.
3. Cookbooks that you buy on a CD-ROM aren't any good if the computer is in the living room instead of in the kitchen. Other than that the keyboard would get all messy.

So for those reasons, there'll never be a catalogue as CD-ROM, although I would be able to do it with our computers.

☞ **The most important tip for the Internet shop is if you have a fax machine, use it instead. That's the easiest for me and can be processed the fastest. If you've got time, but don't have a fax machine, send us a letter with your order. The Internet shop still is a good solution if you have neither a fax machine nor any time.**

Newsletters only by e-mail now

Our newsletter will be digitalized, though, and will generally appear in April and October of every year. As the Fall 2002 newsletter already mentioned, it will now be adjusted more quickly than planned, because we've discovered that about 80% of our customers have an e-mail address and we can save the immense postal fees, because more than 3000 Laverdisti worldwide are now receiving the newsletters twice a year. Like back then, when we used to go through thousands of index cards that you sent us back as coupons in the news letter, well, we're still are doing that too.

☞ **Don't worry, we won't shoot; we'd rather have you alive**

Are you interested in the newsletter, then just do the following:

On our Internet sites www.laverda-paradies.de there has been a button since 2001 in the menu area *Newsletter*. Here you can download our newsletters, including older issues. There is also the possibility of putting your name on the newsletter mailer. You just have to do this, send it, and your name is saved, so you'll receive the next newsletter automatically or short e-mail telling you to download the current newsletter from our Internet sites.

About the information – This register is located in an area that is secured by two code words, which are often changed. Along with that the messages are automatically encoded and left there. This cache is emptied and deleted daily. The data are transmitted onto a computer which is not connected to the Internet and is protected by a password itself. The data are left coded on this computer until the next newsletter is sent out. So much about internal security matters. So don't be afraid. Before you go on reading, go to your computer and put your name on the newsletter mailer, otherwise you won't get a newsletter anymore.

☞ **As a constellation!!! Those who really don't have an e-mail address just have to send a fax or letter with short message that we should send the newsletter as a letter. But please note in which language the newsletter should be written: German, English, or French.**

E-mail address from the Laverda-Racingteam Konstanz

Stop! Hey, you keep reading! Please sign up for the newsletter first!

In the Fall newsletter 2001 and in the new €catalogues, all it says is “our e-mail-Address: see our Internet site”.

Unfortunately it still isn't there yet. There's a good reason for that, however.

If you've got questions or problems with your machine that can only be taken care of by telephone. Anything else just isn't sensible and/or takes up too much time for us. We've figured this out through many years of experience. I've mentioned it enough already. Once that's been taken care of and you know how it's done, all you have to do is order by fax or Internet shop. So why do you need an e-mail address?

Despite all that it will appear on my Internet site in the late summer, and if it's urgent I could do it over the phone as well. Short messages can also be added to all Internet order forms as well.

I was often asked why I just don't put this e-mail address all over.

1st reason: An e-mail address like that – I'm sure you know what I mean, can be worse than a mailbox. Full of advertisements. That just takes up too much of the time that we don't have. That's why we have changed our e-mail address several times already. Our last record was 17 orders over night from customers all over the world along with 54 advertisement messages, from all over the world as well.

2nd reason: As we mentioned above, there's not really any reason to send us an e-mail. If you have a problem, it's best if we just solve it by telephone, in the good old fashion way.

3rd reason: Typing an answer (and that with two fingers) makes us nervous. There are better ways for us all to spend our time, e.g. riding Laverdas

☞ **Thank you very much, dear Laverda Community, for having so much understanding for our aversion to computer keyboards. It's better we look forward to chatting on the phone.**

Damn Euro! That's what a lot of people say and so do I!

Incredible but true. This was the hardest winter I've ever had. Even worse than those times, when we used to work on the catalogues all night long getting them ready, which was finally the case in October 2000.

This winter we had to simultaneously:

1. **Adjust the entire computer system**, e.g. exactly calculate all prices into Euros with Excel tables, etc. But that was still relatively harmless. But the new Euro-programme that we of course bought for a pile of money turned out to be kind of a catastrophe and simply didn't work any more. For five weeks we downloaded three upgrades from the software company on the Internet and eliminated problems step by step. It was a hard nerve-wracking time, but the software firm, whose name I'd better not name here, finally was able to get the chaos under control by Christmas.
2. **Redoing Internet sites**. That is unfortunately an independent data base for itself and had to be redone extra. Plus the Internet shop had to be redone, which almost killed me, because it seemed to be almost impossible at the beginning.
3. **And finally changed our catalogues**, also a gigantic Macintosh-Quark X press document (version 3.3). We brought everything up-to-date and renewed certain parts, exchanged pictures, and of course put the pretty new Euro prices everywhere in the catalogue. I'm not really sure how we did, but after six months of hard work, we finally made it. Actually, it was easily a job for a whole year. Some days really do seem to have more than 24 hours.

☞ **Believe us, we really did deserve those two rallies we mentioned after our catalogues and everything got totally screwed up because of the EURO.**

Euro Catalogues – Pick them up !

We put in a lot of effort so that the price of 10 €(plus shipping), like it used to be, is really worth it for you. Along with the many new parts, you'll also find almost 30 new pages at the end of the catalogue with tables on the filling amounts and tuning data. Plus there are carefully constructed tables with data about the torques for the motor and chassis as well as tables with carburettor mountings and wear-and-tear tolerance levels of all motor parts. Moreover, a motor report on a 750 SFC and something extra for a good laugh. With friendly permission of the Eichhorn Verlag (Publishers) Frankfurt am Main for a small fee, four Laverda Comics by Holger Aue, “Moto Mania”.

☞ **Don't forget! With your next order, or without it, order the €-catalogue 750 (230 sites) or the catalogue 1000/1200 – 180° and 120° (304 pages) Laverda-Euro !!! Or maybe you know at how many Nm the torques of the coil nut at the starter freewheel of the 750 Laverda has to be pulled? Got it? Pick up the catalogue.**

Price corrections for the brand new €catalogues

Since we forgot some things in the Euro catalogue this winter from being totally overworked, we had to make a list of corrections. For those who already got a catalogue, this correction list was sent out later by mail. Otherwise, it's enclosed in the catalogue 2002 (1). If someone may have not received one, please give us notice right away and we will take care of you immediately. So that you don't have to buy such a big catalogue in the future too often, we're going to put price changes as a small list on our Internet site at the end of the year.

Paying in advance is unfortunately not possible

Many people have suggested paying in advance. The problem is that our bookkeeper only checks our transaction receipts once a week and puts everything on our computer. And even our super neue €programme doesn't show if you have not gotten your parts yet for your money. That means we'd have to go through the trouble of remembering things like that. Do you understand the problem? We're always changing the work system, after everything works thanks to our computer programme.

Either way we have to always check that we have a good system because only that way you'll receive your parts quickly and reliably. You shouldn't underestimate what it means to send 5000 packages worldwide to over 3000 customers.

At busy times, we have to take care of bulk orders which have to be correct. But it really works out great because our customers help us out great and read the information in our newsletters. That's why I hope to present you a Fall newsletter in October 2002 in which there's more about Laverda clubs and Laverda activities in general, because that interests most people more than our office stories.

☞ **Actually, I should buy you all a beer, but that could be pretty expensive for 3000 people. We try to reward you with our reliability.**

Gas filters and certain problems associated with them

It's definitely happened to you already... The tank is empty, and you didn't shift to reserve on time. The Laverda suddenly starts to studder. Too late! The gas filters have run empty and can't be filled up any more. Only one thing will help...rolling on to the side of the street, giving the little horse a good shake and almost letting the air out of the gas filter. Once that's been done, the ride can continue.

There are filters that don't have this problem, but these have such big holes in the sieve that it just doesn't do the job as a filter.

Important tip! Something like that shouldn't happen at all. Always switch to reserve on time, with or without gas filter.

Until you've notice that you're running out of gas, the Laverda has been putting too little gas in the carburetor for quite a long time already and the floaterlevel goes down. And without noticing at all, you're riding on with a much too thin mixture for several kilometres. The motor gets too hot and it could burn a hole in the piston if several things happen at once. So please always switch to reserve on time. If the tank is rusted, we can certainly recommend gas filters and over time of course a thorough cleaning of the tank, i.e. removing rust and sealing the tank. Then you're good to go for 20 years. It's a really good product that we've tested on our Laverdas ourselves and you can find it in our new €catalogues. Having this work done is really worth it.

Dear Laverda friends, I hope that this newsletter didn't hold you back from more important things (riding, riding, riding) or bore you by having so much business information. In the fall you'll hear from us by e-mail.

Don't forget to put your name on our Internet register right away.

We'll gladly send those who don't have an e-mail address our newsletter on paper upon request. Just let us know, no problem!

We wish you a great LAVERDA Season 2002.

Andy & Team

Andy, Alfred, Botti, Louis and Anne!