

EDITORIAL

Well this is my third newsletter, and I am still discovering new information to include in them. Welcome to the Christmas issue. In previous years, this time of year was the prime time for Wrenn 152 sales. Youngsters, and parents alike, were eagerly awaiting the arrival of their presents. Surely the discovery of a new Wrenn set in their sack and then having the pleasure of assembling and racing their newly acquired sets would have been wonderful. It is nearly a year since my website went live so it's first anniversary is coming soon and I hope that you have all enjoyed being part of it.

This issue includes details that have been discovered about some of Wrenn's forays abroad, how Exico marketed the Wrenn 152 range in France as well as some details of a Spanish exhibition from 1964. There is next an article on the Racing Pit variants for comparison. A number of Wrenn 152 marketing collaterals have been discovered recently and these are shared later. Details have come to light from G R Wrenn about the intended change over from the AC motor cars to the new DC motors. Finally I have just been informed that one of our Wrenn collectors is disposing of his collection over the coming months, and there are some interesting items included, please see the Stop Press for details.

**EXICO**

As already mentioned on the website, Exico were the regional importers for Wrenn 152 in France. Uniquely they decided to market the range in a very different way from all other importers, actually renaming the range 'Micro Racers'. Although they sensibly used the existing Wrenn Formula 152 set boxes, they had self-adhesive labels printed for the outside of the boxes in French, they also had an A10 Instruction Manual printed in full colour and a range of information sheets translated and printed in French.

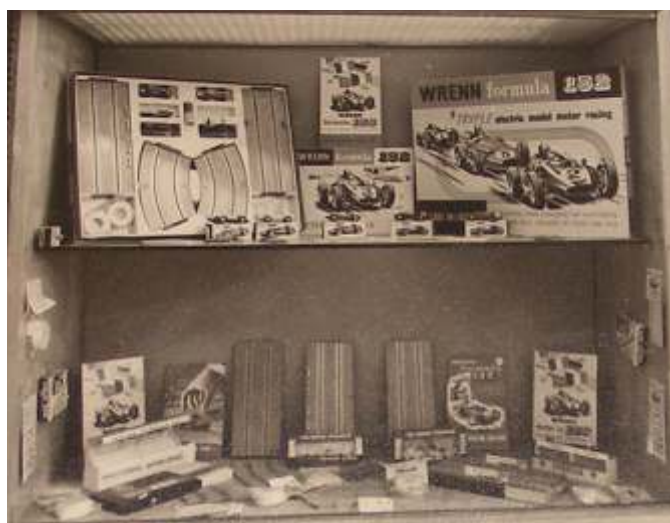
EXICO continued

Recently one of their early magazine adverts has been seen which shows the unique lane-changing capabilities. I have included a photo of this advert below and photos of other items will be inserted into the website as they are discovered. If any other Exico 'Micro Racers' items are discovered, as usual, I would be grateful to receive any information on them for the web library and to share.



SPAIN

Continuing with the International scene, I have recently discovered a photo of the G R Wrenn exhibition stand which was promoting their Wrenn Formula 152 range at the 32nd Annual Barcelona International Trade Fair in 1964. I have decided to share this with you so that you can see what was being displayed at the exhibition. It does seem as though it is early in the launch of the DC motored cars since there seems to be one of them which can be seen with it's body removed and the rest being the AC vibrator motored cars. Although, as can also be seen, the 2nd version of the set boxes are being shown without the DC stickers being on the front which perhaps reinforces this.



RACING PIT VARIANTS

The Racing Pit building was produced with a number of variations which included having different manufacturers names on the pit name boards and also different advertisements on the brick printed pit counter wall. The first Racing Pits included Ferrari and Cooper on the pit name boards and 'KLG BP LUCAS' on the counter wall. As new cars were introduced different versions of the building were produced to include these manufacturers names.

RACING PIT VARIANTS continued

The next Racing Pit was produced for the Maserati and the Vanwall but this had 'BP DUNLOP BP' on the counter wall. An alternative version of the first Ferrari and Cooper pit building was also produced with this new counter wall advertising.

It was possible to customise your pit building with the transfers supplied in the A5 Transfer Sheet pack. These were specifically printed for use on the pit name boards as replacements for all of the six Wrenn car names but also included those for Lotus.

Subsequent other versions of the Racing Pit building have been seen all with this 'BP DUNLOP BP' counter wall, Ferrari Vanwall and BRM Cooper. Were any others produced, possibly including the Porsche? If you have any information please let me know. I have included a photo of each of the variants seen below.



WRENN

formula

152

NEWSLETTER No3

DECEMBER 2016

MARKETING COLLATERALS

This area is certainly not documented at all so any item seen does assist in keeping some record of what Wrenn actually had produced. A couple of what used to be termed as 'showcards' have been seen. These items were intended to be used in model shop windows or on the shop counters. They are colour printed cards with an angled card spine glued to the back which allows the cards to sit on a flat surface leaning backwards at an angle to retain some stability. The first one seen below is larger being 9.25" x 12.5" whilst the next one is smaller which is 5.5" x 8.75" and three of these can be seen in the Spanish exhibition cabinet photo earlier.



MARKETING COLLATERALS continued



Another item to be seen above is a promotional folder. It is just simply printed in Blue on a piece of folded Cream paper which has had the flap stapled, therefore forming a pocket. This was designed to contain the initial Wrenn 152 launch leaflet. This folder was intended to be given out at exhibitions and possibly also in model shops. If you have any marketing item that you would like to share then please let me know.



NEWSLETTER No3

DECEMBER 2016

THE NEW DC MOTORS

A letter has been found which was issued by Wrenn in July 1964 and sent to all of the UK dealers which has some details about how the dealers were expected to introduce the new DC rotary motors. It was stressed that these new motors were to be an alternative to the AC vibrator motors and that Wrenn were not obsoleting the original motors! In hindsight we do know different.

Although Wrenn stated 'this fabulous DC rotary motor gives tremendous power and reliability' they go on to say that the 'existing Mk1 vibrator type cars will be continued for the enthusiast in view of the special tuning features etc. which this motor possesses'.

The new accompanying variable E1 Controllers, the corresponding DC manual and the new DC transformers are introduced here to complement the launch of the new motor. There were to be no price changes involved with the new DC cars, sets or hand controllers as they were to be priced at the same for the AC equivalents.

They then go on to describe the proposals for the set boxes with them remaining the same but having a sticker on the front referring to the new DC motor. Later Wrenn updated the box lid printing artwork to include this DC motor information permanently in the corner area when the AC motors were obsolete. In the letter Wrenn also proposed that any dealer already having AC sets in stock could purchase the new DC cars and variable controllers separately and then convert their stock and sets to DC if they wished. Wrenn stated that they would be happy to supply DC manuals and stickers for the set box lids if the retailer supplied the quantities involved.

Finally Wrenn described their new DC transformer and the fact was highlighted that these had two independent outputs which would enable one car to run from one output, ensuring that there would be no current drain between the cars, therefore giving better performance and fair racing. The twin aspect also gave a special price saving as it was ideally suitable for four lane racing with a second transformer now not being required.

All of these new DC cars, sets and transformers were to be available from mid July 1964.

STOP PRESS

I am aware that a Wrenn collector has decided to sell his collection. This does include some rare items and in the first instance they are being offered via the Newsletter. If you are interested in any item please let me know and I will forward your details on to the seller. The first items are two Green BRM's and a Yellow Porsche and they are available for £350 each. It is a pity but unfortunately I understand that both BRM's are missing their exhaust stacks and the Porsche's exhausts have been shortened. Although I believe that reproduction exhausts for both of these cars are being planned for production next year so these will complete these cars almost like new. Do let me know if you are interested and more items will be offered later.

As mentioned previously, one of our readers has recast the Wrenn Grandstand and these are available for £49 each due to their size. I think that these are much cheaper than an original one should you even manage to locate one. Again please let me know of your interest.



USEFUL CONTACTS

Site includes a forum for all slot car manufacturers including Wrenn 152 and a Swap Shop.
www.slotforum.com

Site covers Wrenn railways and Wrenn 152 and includes a list of currently available items for sale.
www.wrennspecialist.co.uk

French manufacturers of reproduction urethane tyres for Wrenn 152 who sell via eBay
Shop - slotcarstyres Seller - dauremy

MERRY CHRISTMAS AND SEASON'S GREETINGS
TO YOU ALL AND YOUR FAMILIES. N