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A brief history of the Innocenti company

Ferdinando Innocenti began experimenting with possible applications for metal tubes in 1920 and, during that and the following decade, he undertook many projects, his Rome-based company, Fratelli Innocenti, producing tube scaffolding in 1933. In 1934 the World Cup was held

in Italy and Innocenti was given the profitable task of building the new spectator stands.

The company had two factories – one in Rome and one in Milan – with smaller branch offices in Genoa, Naples, Bologna, Trieste, Cagliari, Palermo, Padua and Florence. Within the company four



An aerial view of the factory showing how expansive it was. (Courtesy Innocenti Motor Corporation)

The Lambretta Scooter Bible



Similar to the Model E, but without the pull-cord starter, was the Model F. (Courtesy Rimini Lambretta Centre)

The Model F was available with trailing-link forks.
(Courtesy Lambro Motori)



Fitted with a side stand as standard, the Model F didn't have a centre stand until later in production.
(Courtesy Rimini Lambretta Centre)



Seen here with leading-link forks is an early Model F.
(Courtesy Rimini Lambretta Centre)

Pictured in Southend is Bob Wilkinson of the Lambretta Club GB, aboard a TV 200. (Courtesy Bob Wilkinson)

reduced to 27.75 seconds at a speed of 80.584mph. The average of both runs being 78.764mph. Don completed four runs over the standing-start kilometre with his fastest run being at 66mph. Following a change of gear cluster and new clutch plate and springs the attempts started again. The TV used by Noys had been slightly tuned with a raised compression ratio, two sparkplugs fitted to the cylinder head and two ignition coils fitted. The final speeds were: standing-start kilometre – 64.547mph, flying-start kilometre = 78.764mph, standing-start quarter mile – 51.8mph and flying-start quarter mile – 77.892mph.



WHAT THE TESTER SAID

"First impressions of a machine are always important from the sales point of view and this latest Lambretta with its slim lines and dual tone colour scheme, is one of the smartest models on the market. A dualseat is fitted as standard and the riding position proved comfortable for both the rider and passenger. The performance of the 198cc motor is quite surprising and compares very favourably with any motorcycle of equal capacity. The gear ratios of the four-speed box are well chosen with maximum speeds through the gears of approximately 32mph in first, 47 in second, 56 in third and 69 in top."
– *Motorcycle Mechanics* December 1963



With Miss Lambretta aboard, this TV 200 has its sidepanels finished in one of the contrast colour options offered in the UK. (Courtesy Lambro Motori)



Bertone explained that all DLs were to be a standard colour, whether it was red, blue, yellow, white, orange, or turquoise. (Courtesy Rimini Lambretta Centre)

through the rev range at both lower and higher revs. Power now peaked at 9.4bhp at 6300rpm. Machines built for the UK market had white bodywork with either blue or red horn casting and panels. However, in Italy the DL 150 was either white, red, orange or yellow ochre. Manufacture of the DL 150

also saw months of production where 'knock down' kits were made. These being supplied to other countries to be built in-situ. Total production of the 'knock down' kits was 1402, with their being made in March 1970 (300), May 1970 (100), June 1970 (352), September 1970 (250), November 1970 (250), December 1970 (50) and January 1971 (100). The final batch of 200 DL 150s left the Innocenti factory in April 1971.

PRODUCTION CHANGES

1st version (1969 to mid 1970): Cast aluminium horn grille. Dummy rear air intake. Fuel filler flap painted.

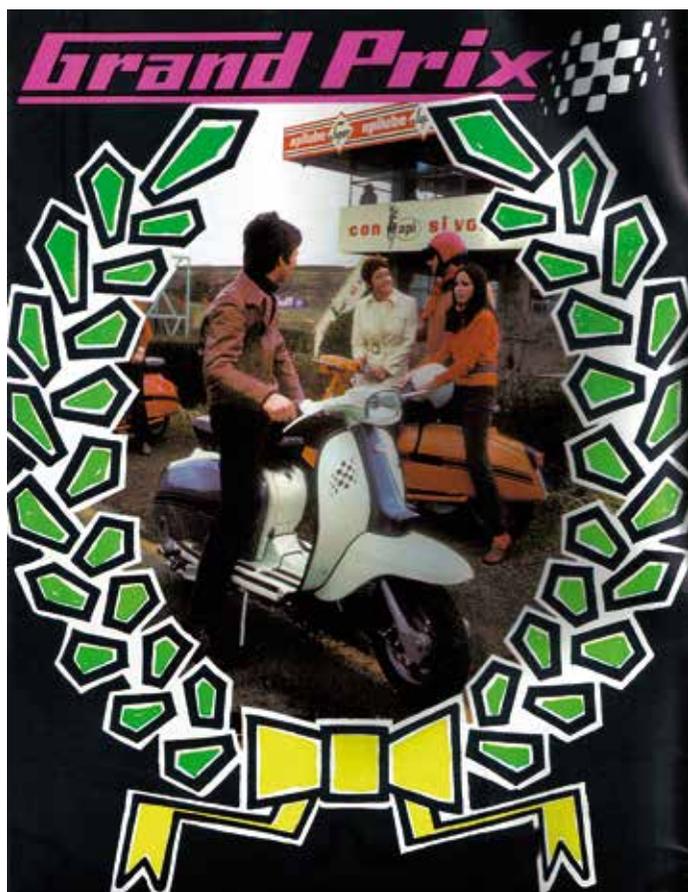
2nd version (mid 1970 to end of production): Plastic horn grille, plastic rear air intake and plastic fuel flap.

DID YOU KNOW?

Best Seller. *Scooter World* magazine visited the Purley Way premises of Lambretta Concessionaires in March 1971. It noted that the main selling lines for Lambretta Concessionaires were the GP 125, 150 and 200 machines. Best seller out of them all being the GP 150.

WHAT THE TESTER SAID

"The 150 Grand Prix received from Lambretta for test was almost straight 'off the boat' with barely 200 miles on the speedometer. We covered over 400 miles during our test, and during that time we encountered no mechanical trouble whatsoever and we could find no faults in reliability. Starting from cold in the morning was always a first or second kick affair, providing the choke was fully closed. Then after 30 seconds, the choke could be fully opened and the machine ridden without further use of the choke. Starting was equally easy



When produced for export markets, the DL/GP 150 was available in white with ocean blue horn casting and side panels. (Courtesy Innocenti Motor Corporation)

the engine gave the DL 150 the same peak power as its predecessor but more power was produced

Lambretta Scooter Bible



GET OUT...
GET AROUND

Life can be so full ... so unexciting ... so packed with new friends ...
new interests ... new excitement.
It can also be deadly dull ... humdrum ! Which life will yours be !
The answer depends very much on your ability to move easily from place to place
without suffering the extreme limitations of public transport.
Think ! With your own vehicle you can be as much as
20 miles away in little more time than it takes to get to station or bus stop ...
and without anything like the same effort.

