



## S. I. S. - VEÍCULOS MOTORIZADOS, LDA.

### A LITTLE OF STORY ABOUT S. I. S.

ALTHOUGH S. I. S. HAS APPEARED IN THE INTERNATIONAL MARKETS ONLY EIGHT YEARS AGO, IT IS NEITHER A NEW FACTORY NOR A NEW MARK.

IN PORTUGAL THE S. I. S. MARK IS, INDEED THE BEST QUALITY SYMBOL FOR BICYCLES SINCE 1936, THE DATE OF THE FACTORY FOUNDATION.

THE FACTORY WAS FOUNDED BY MEN WHO HAVE INHERITED FROM THEIR PREDECESSORS THE TRADITION OF A FAMILY DEVOTED TO BICYCLES.

WITH THE ADVENT TO PORTUGAL OF ENGINED BICYCLES, THE FACTORY WOULD BE JOINED TO J. SIMÕES COSTA, ONE OF THE OLDEST AND MOST EXPERIENCED TRADERS IN SUCH A BRANCH AND SACHS REPRESENTATIVE IN PORTUGAL.

J. SIMÕES COSTA WAS ALSO A REPUTED TECHNICIAN THAT IN OTHER TIMES PREPARED MOTORCYCLES FOR THE BEST NATIONAL RACERS, WHICH BELONGED TO THE TEAM OF THIS FIRM.

IT WAS IN 1950 THAT S. I. S. HAS BEGAN TO CONSTRUCT CYCLES-ENGINE POWERED WITH SACHS MOTORS, WHICH BEGAN TO HAVE A GREAT PREFERENCE IN THE PORTUGUESE MARKET IN COMPETITION WITH THE MOST SEVERAL FOREIGN MARKS, AS MOTORCYCLE IMPORTS WAS ABSOLUTELY FREE.

WHY THAT PREFERENCE? BECAUSE S. I. S. MOTORCYCLES, BEYOND TO BE CONSTRUCTED WITH THE SAME TECHNIQS HAD SOLIDIFIED THE HIGH BICYCLES REPUTATION OF THE SAME MARK, WERE CONSTRUCTED WITH ROBUSTNESS REQUIRED BY THE PORTUGUESE MARKET.

HERE MUST BE SAID THAT THE MOTORCYCLES WHICH SATISFY THE EXIGENCES OF THE PORTUGUESE MARKET, ARE PREPARED TO MEET THE EXIGENCES OF ANY OTHER MARKET BECAUSE IT IS DIFFICULT TO FIND ANOTHER COUNTRY WHERE THE USING CONDITIONS ARE SO HARD. IN PORTUGAL THE MOTORCYCLES ARE USED FOR INSTANCE, BY THE AMBULANT SELLERS AS A TRANSPORT VEHICLE, WHO, BESIDES THEMSELVES CARRY ALSO DE GOODS OF THEIR TRADE, THO THE PLACES OF MORE DIFFICULT ACCESS ON THEIR SMALL MOTORCYCLES.

IN 1964 S. I. S. APPEARED FOR THE FIRST TIME IN IFMA. ITS MODELS CAUSED IMPRESSION BY THEIR ELEGANCE AND ORIGINALITY. S. I. S. MOTORCYCLES HAVE INDEED, AN OWN-STYLE.

IN 1970 WE ARE THERE FOR THE FOURTH TIME. IN THE MEANTIME OUR BUSINESS WAS EXTENDED TO SEVERAL FOREIGN COUNTRIES, WHILE IN THE PORTUGUESE MARKET S. I. S. REMAINS BEING THE BEST SELLER.

WITH THE MARKETS DEVELOPMENT, OUR PRODUCTION, ALWAYS INSUFICIENTE, NEEDS TO BE INCREASED. OUR OLD FACTORY HAD SEVERAL ENLARGEMENTS. BUT NOW THE WAY MUST BE ANOTHER. THEREFOR, S. I. S. BUILT ITS NEW FACTORY WHERE HIS TECHNICIANS AND WORKERS - SOME OF THE IN THE SINCE ITS FOUADATION OTHER YOUNGER ONES, JOIN IN THE EXPERIENCE OF A TRADITION WITH THE TECHNICAL ACTUALIZATION - WILL CAN GET BETTER.

SEP., 1970

S. I. S. VEÍCULOS MOTORIZADOS; LDA  
ANADIA-PORTUGAL