

FREDERICK GREEN 1927-1996

Chairman 1987-1989



The first piece of information about his life concerns a lie. In 1944 at the tender age of 17, Fred lied his way into the army. So after June 1944 he was part of the sweep through France and Germany.

The next we learn of Fred concerns his appointment as London Sales Rep for BSA, that was in 1960. His enthusiasm and skill as a salesman soon earned him the title '*The original song and dance man*' and he was eventually transferred to Small Heath as Sales Manager. While there, he famously launched [and survived] the Ariel 3.

CAREER HIGHLIGHTS

1971	In a fast reducing market, Fred took a position with one of the leading distributors of Puch, Moto Baldet of Northampton
1975	This change was brought about by the decline in the value of the £ Sterling. Thus Fred was the logical choice to head up the Marketing Team in Nottingham of the Steyr Daimler Puch Distributors.
1984	A further decline in the overall market and Fred now joined Moore Large as Sales Director. Again his enthusiasm and drive saw a major increase in market share for the mainland Chinese Bicycles.
1992	Fred took retirement with the aim of pursuing his main hobbies, which included restoring a property he had in France, Photography (at which he was so proficient) and Old Trains.

During his time with The Club he was secretary for many years, then archivist, and many will remember his many photographic displays.