

— **NEW BICYCLES FOR 1960** —

RALEIGH ANNOUNCES BLUE STREAK

SPEARHEADING a brand-new look for Raleigh sports bicycles, available as from now, is the new Raleigh Blue Streak. This bicycle—named after the British rocket—is to lead the way in a new Raleigh promotion policy aimed at selling ultra-modern cycles to the biggest part of the cycle-buying market. The Blue Streak sells at £22 1s. 0d.; with Cyclo Benelux gear, £23 12s. 6d.

"Raleigh is going all out to sell the Blue Streak and with it the whole range of Raleigh sports and light tourist machines, in a planned campaign designed to hit the soft-centre of the market," said a representative of Raleigh's sales department. "Extensive market research has shown that from 'teenage to 25 is the greatest potential age group for sales of bicycles. We have deliberately created an exciting new image of Raleigh cycles in the most up-to-date manner—well ahead of anything else yet seen in the trade."

Big-impact spaces in the Daily Mirror, Daily Express and News of the World are expected to create a heavy demand for the new look Blue Streak and others in the Raleigh range. Point of sale, display material and catalogues will provide maximum backing at retail outlets, and Raleigh's re-organized sales force has been given instructions to go full ahead in the biggest-ever sales drive for Raleigh in the past five years.

The Blue Streak is silver with electric-blue guards, head and peaks. A novel sales point is provision of two plastic feeding-bottles set in a carrying frame on the handlebars. The Blue Streak has been styled to give an impression of speed, and the modern streamlined appearance is calculated to appeal to the 'teenage and young adult market. Other selling points are alloy brakes, Cyclo Benelux five-speed gear or optional 10-speed, Dunlop White-wall tyres and modern-style transfers. Handlebars are 15/16 in. Maes pattern with a new style 2½ in. extension. Cranks will be a new design 6½ in. specification, frame is 21 in. or



IN THE FASHION: Up to the minute design is a feature of the new Raleigh Blue Streak bicycle.

23 in., wheels 27 in. by 1½ in., chainwheel 46T or 46T/49T double, Raleigh quill pattern pedals and alloy pump.

The approach of the advertising campaign is based on the slogan "the Raleigh New Look". National advertisements will show a large eye on which is superimposed a picture of the model. Strong cinema advertising support will feature a sales film in colour, with a sound track emphasizing the current popular trend among 'teenagers in "beat" music. This film will be shown in over 300 cinemas throughout the country, with particular emphasis on mid-



land and northern areas, to supplement the pulling-power of Press advertising.

Other models announced by Raleigh for their sports programmes in 1960 include the Lenton Grand Prix and Trent Tourist. Rudge will feature an Ulster sports machine, and Humber a Beeston sports. Under the Triumph banner come the Jack of Clubs and the Maid of Clubs. Two new models join the Triumph range. They are the King of Clubs and Queen of Clubs. These have been produced in

response to a demand to expand this highly successful team of quick-selling machines.

All men's models incorporate the new Maes type handlebar in both ¾ and 15/16 in. diameters. Ladies' models, however, retain the current 4 in. deep bend ¾ in. diameters. All sports models, men's and women's, will be fitted with a newly-designed chainwheel single and double. The derailleur gear models will have 3/32 in. chainwheels.



For 1960—a NEW LOOK to Cycle Sales!



—it's the

RALEIGH

—Blue Streak

RALEIGH INDUSTRIES LTD. NOTTINGHAM