

READY FOR 1963's BIGGER SALES

RI gets all contemporary

"New, better-looking, easier to ride"

— The *Trader's* verdict on next season's models

Just in time for the big pre-Christmas selling season, Raleigh has ready for dealers a low-priced (£19 19s. 9d.) schoolboys' bicycle, the Triumph Redwing. Additionally, the company is going out with greater determination than ever for the present-day adult market with the light (30 lbs) and responsive Raleigh Grand Turismo; for the sophisticated teenage market with the Raleigh Boulevard Tourist, which has the latest and best gear-control fitment of all, the Sturmey-Archer twist-grip; and arresting two-tone colour schemes on the BSA Star Rider.

With these latest products of the Nottingham factory (the largest cycle works in the world), dealers can satisfy the urge of customers for something new, something better-looking and something easier to ride. All the models in the new range will be exhibited at the Earls Court Show between November 10 and 17. Dealers can place their orders for early delivery either now or at the Show. Our advice is to get orders in NOW! There is certain to be a great demand.

Introducing the newcomers last week to the trade and technical Press, Douglas Domleo, Raleigh A Group sales manager, said that the objective of the company in presenting the new range was to offer to dealers a range of models that could be stocked without excessive duplication of colours, frame sizes and gearing; on the other hand, it was essential to give the public what it wanted. He believed that Raleigh had struck a happy medium with the latest range. The aim had been to make each model so appealing that it would sell on sight—"impulse-buying" of bicycles could be in future more general than it had been in the past.

Dealing with the particular models, Mr. Domleo said of the Triumph Redwing that there was not another machine in the entire Raleigh adult and sporting range that was less than £20 in price. It was a bicycle that could be used for school journeys as well as for pleasure and was certainly the best value for money that the group was offering today. The Redwing was made in diamond frame only, but could be used also by girls who wore jeans or shorts. The speedgear was fully in line with the modern demand, being a British-made Cyclo Benelux five-speed. With its translucent firecracker red mudguards, matching the frame finish, it was a model which would appeal instantly to young people. He hoped that dealers would stock and sell the Triumph Redwing to the largest of all present-day cycle markets—active, alert and discriminating modern schoolboys.

The Grand Turismo, said Mr. Domleo, was the Raleigh company's most striking attempt yet to satisfy the adult demand for something

different in lightweight tourist machines which were attractive to look at, easy to ride, more readily controlled and better in every way than so many of the older machines which were in use. Among its salient selling points were 27 in. HP rims with Dunlop amber-wall tyres, lightweight chainguard, GB alloy all-rounder bend and stem, GB Sprite caliper brakes, and white-rubber pedals. It could be had with either SA four-speed or Campagnolo five-speed instead of the standard SA three-speed. With the last-named, the retail price was £24 7s. 6d.



THE TRIUMPH REDWING—Bicycle for the alert boy, at £19 19s. 9d.

The sales objective of the re-designed Boulevard Tourist was the teenage lightweight market and, again, here was a machine with a fresh appeal. For instance, it was fitted with the SA twist-grip control, which would set new standards in positive gear-changing, without any need to alter the position of the hand or fingers when moving from gear to gear—a safety factor that dealers could stress when selling this ultra-modern bicycle.

Following the great sales-success in recent times of the BSA Star Rider light-tourist

models, went on Mr. Domleo, the mount had been given a new look with fresh colour-transfers. The two-tone three alternatives in finishes offered were carmine and sunset-yellow, green and cream or black and medium-blue. He thought that the 1963 finishes would have a wider appeal to adults and yet retain the Star Rider's attraction for young people.

To help dealers in preparing their orders for representatives, local depots or for the Raleigh staff at Earls Court, we are reproducing in full the specifications of the new models. We think that all the new bicycles are winners—and so will you when you see them!

TRIUMPH REDWING Model 421 (Gent's only)

Frame: 21 in., 23 in.
Wheels: 26 in. by 1½ in. Endrick.
Tyres: Dunlop, White Wall. Airseal Tubes.
Gear: Benelux five-speed.
Lighting: Sturmey-Archer Dynohub lighting, in front wheel—Optional extra, £3.
Brakes: Caliper.
Handlebar: Steel Maes, white tape.
Mudguards: Celluloid, translucent red.
Pedals: Steel.
Saddle: Wright's leather.
Inflator: 15 in. white.
Finish: Firecracker red, white-band on seat-tube, edged gold. White brake and gear cables.
Retail price: £19 19s. 9d.



RALEIGH GRAND TURISMO—Seen here fitted with a Campagnolo five-speed gear.

RALEIGH GRAND TURISMO Gent's 250 Lady's 250L

Frame: Gent's 21½ in., 22½ in., Lady's 21½ in. Campagnolo pump clips.
Wheels: 27 in. HP.
Tyres: Dunlop Sprite, amber-wall, Airseal tubes.
Gear: Sturmey-Archer four-speed (FM) or Campagnolo five-speed.
Lighting: Sturmey-Archer Dynohub lighting in front wheel—optional extra, £3.
Brakes: GB Sprite alloy, with GB alloy touring levers.
Handlebar: GB 15/16 in. alloy all-rounder on GB alloy (girdler section) extension. Coloured tape, end plugs.

Mudguards: Britton's celluloid.
Chainguard: Lightweight.
Pedals: White rubber, reflector studs.
Saddle: Brooks' B72 leather. Chromium-plated undercarriage.
Kitbag: Large black kitbag with pockets.
Inflator: 15 in. polished alloy.
Finish: Sunset yellow, with pearl blue mudguards; or firecracker red with black mudguards, white head and 6 in. white seat tube panels.
Retail prices: £24 7s. 6d. (FM); £26 9s. 6d. (CAM.5).

RALEIGH BOULEVARD TOURIST Gent's 39 Lady's 39L

Frame: Gent's 21 in., 23 in., Lady's 21 in.
Wheels: 26 in. by 1½ in. Endrick.
Tyres: Dunlop Speed, white-wall Airseal tubes.
Gear: Sturmey-Archer three-speed (AW) or three-speed (AW) and Dynohub lighting in front wheel—both with twist-grip control to three-speed.
Brakes: Raleigh caliper, hooded levers.
Bend: Steel all-rounder.
Guards: Steel.
Chainguards: With decorative fin.
Pedals: White rubber, gent's 4in.; Lady's 3½ in.
Saddle: Brooks' B22, mattress.
Kitbag: Large black, with pockets.
Inflator: 15 in. polished alloy.
Finish: Sunset yellow or firecracker red. Black mudguards, white head and 6 in. white seat-tube panels.
Retail prices: £23 5s. (three-speed); £26 5s. (three-speed and Dynohub).

B.S.A. STAR RIDER Gent's R.8 Lady's R.7

Frame: 19½ in., 21 in., 23 in.
Wheels: 26 in. by 1½ in. Endrick.
Tyres: Dunlop white Sprite. Airseal tubes.
Gear: Single-speed, Sturmey-Archer three-speed (AW) or three-speed (AW) and Dynohub lighting in front wheel.
Brakes: Caliper.
Bends: Steel all-rounder.
Guards: Steel, coloured centre rib.
Chainguard: Steel, duo-tone finish.
Pedals: Rubber, gent's 4 in.; lady's 3½ in.
Saddle: Lycett's mattress.
Kitbag: Large, with pockets.
Inflator: 15 in. celluloid.
Finish: 19½ in., 21 in. gent's and lady's—black with blue details; 23 in. gent's—black with blue details; 21 in., 23 in. gent's and lady's—green with cream details; 21 in., 23 in. gent's and lady's—carmine, with sunset-yellow details.
Retail prices: £20 12s. 6d. (single-speed); £23 2s. 6d. (three-speed); £26 2s. 6d. (three-speed and Dynohub).
All prices are tax paid.

ANOTHER RALEIGH SURPRISE

Raleigh has still another surprise coming along for dealers, probably by Easter, 1963. It is a completely new conception in bicycle design: neat, smart, distinctive. Exploratory development work is going on—and if the results are satisfactory, Raleigh will give dealers full information in the early part of next year.

WHO SAYS THE CYCLE BUSINESS IS DEAD? WITH THE BUSTLING NEW MANAGEMENT AT RALEIGH GIVING A LEAD, THE FUTURE OF THE TRADE AND INDUSTRY IS BRIGHTER THAN IT HAS EVER BEEN. GET WITH IT RETAILERS—YOU'LL HAVE YOUR EYES OPENED WIDE AT EARLS COURT!

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