

# RALEIGH MARK II MOPED NOW

## Finish, fuel tank and silencing changed

**N**EW, improved, more elegant" is the description given by Raleigh Industries Ltd., to the latest model from its stable—the Raleigh Moped Mark II.

The success of the original model (which contributed to double profits for Raleigh last year, and popularized the moped in Britain) has led to a demand for a new design.

Announcing introduction of the new machine, R. G. Bettesworth, general sales manager of the newly-formed motor division, said:

The latest model incorporates some detailed engineering refinements, a new colour scheme and more elegant styling.

We are confident that these extra plus-points will help to increase still further the selling appeal of the Raleigh moped. The healthy demand for mopeds which has continued through the winter months will be stimulated by a big advertising campaign, using whole pages in the Daily Mirror and by sparkling and practical new display material. Research has shown that we still have half-a-million potential customers, and we aim in 1960 to put a great many of them on to Raleigh mopeds.

The Mark II machine which will be launched to the general public on February 19 with a whole page advertisement in the Daily Mirror, has a number of new features: A dove-grey and maroon colour scheme; larger fuel-tank of one-gallon capacity, including 1/3rd-pint reserve; silencing system with single large-bore outlet pipe; lower gear ratio for greater flexibility; and a streamlined fairing over front down-tubes, carrying on the line of the new fuel tank.

Retail price, including tax, is £54 1s. 6d. Gradual payment terms are £5 down, and 80 weekly payments of 18s. 4d. Existing special insurance scheme will continue unchanged.

All advantages now accepted as part of the

Raleigh moped design apply to the new Mark II. These include: Low centre of gravity, light weight, and wide-section wheels and tyres, giving outstanding roadworthiness and safety; simplicity of control with twist-grip and hand-controlled clutch; economy, with fuel consumption of up to 200 m.p.g. and cruising speed of 25 m.p.h.; reliability and long life backed by the initial six-month guarantee; and the national scheme for post-sales service.

The colourful new display material available to all Raleigh moped dealers comprises a new, enthusiastically termed consumer leaflet; a new price-card for fitting to the moped lamp; a reproduction of one of the Daily Mirror whole-page advertisements; and a bright new window bill.

Summing up the position of the moped market, Mr. Bettesworth said:

We believe that we have only scratched the surface of moped sales potential in the United Kingdom. 1959 has shown what can be done. Raleigh have led the way in the last year in making the moped popular personal transport. We forecast that 1960 will show an even greater increase in the number of people who choose to travel by moped. Our production, advertising, and sales and service forces are all combined to sell record numbers of the Mark II Raleigh Moped.

### Handlebar controls

Dual-purpose twist-grip controlling both throttle and engine decompressor. Sturmey-Archer car-type internal expanding front and rear brakes. Clutch lever with catch for holding in the "out" position.

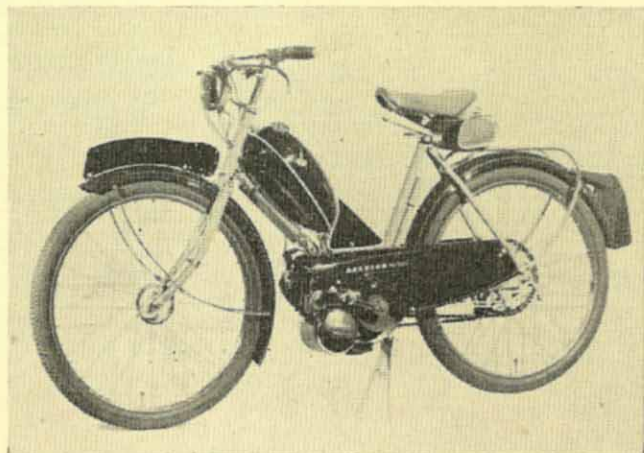
### Standard equipment

Lucas 4½ in. headlamp and Lucas L590 rear lamp incorporating reflector. Standby battery-powered lighting system. Lycetts L100 Moped saddle. Brooks toolbag, with complete set of tools. Tubular steel carrier. Spring-type stand. Tyre-pump, licence holder, front and rear number-plates.

### Optional extra equipment available

Windshield. Legshield. Pannier bags. Speedometer.

**MARK II RALEIGH MOPED:** The new Raleigh moped, Mark II has a number of improvements including a new duo-finish and a larger fuel tank.



# Raleigh-

**AND YOU - ARE OFF ON ANOTHER  
RECORD-BREAKING YEAR**



Twelve months experience of the Raleigh Moped — Britain's biggest-selling Moped — have proved that the basic design was sound, and that the detailed engineering needed only minor modifications. So here — with detail changes tried and proved by tens of thousands of miles on the

road, with the added convenience of a larger-capacity fuel tank, a lower gear-ratio for easier hill climbing and with new smartness of line and colour-combination — is the Raleigh Moped Mark 2.

It's the Moped you can sell with confidence and with pride.

## **THE RALEIGH MOPED MARK 2**

PRICE, complete with clutch, **51½ GNS**

or **£5** down and 80 weekly payments of 14/4

# IceniCAM Information Service



[www.icenicam.org.uk](http://www.icenicam.org.uk)