

RALEIGH

NEW PRODUCT LAUNCH IMMINENT

ARCHIE HUTCHISON, RALEIGH GROUP
SALES & MARKETING DIRECTOR, says:

"We've got a world beater
here and it's going to make
an even bigger impact than
the RSW16."



Nottingham, March 31. Plans are now complete for launch of new product on world markets. Sales expected to exceed last year's highly successful RSW16 introduction. Details of new product soon to be released. Large sales to non-cyclists forecast. Full information — trade only — follows.

RALEIGH

RALEIGH INDUSTRIES LIMITED NOTTINGHAM

A  COMPANY

RALEIGH

APRIL 22 LAUNCH NEW CAMPAIGN



IMPACT Remember last year's launch of the RSW 16? This year's campaign is more than twice as strong. We've proved that heavy advertising sells cycles—so this year we're backing you with an even heavier campaign!

COLOUR Full page in colour, in the country's leading, largest readership colour magazine—the Sunday Times Colour Supplement. Bright advertising in brilliant colour for the new RSW Compact.

FREQUENCY This is a continuous, hard-hitting campaign. Large spaces every week throughout the selling season.

CONCENTRATION We proved it last year. Big spaces in mass-circulation media sell! So we're concentrating on the Daily Express, Daily Mail, Radio Times, and Sunday Times. They'll be delivering over 180,000,000 selling messages during the even bigger campaign! And they're backed up by another campaign in key magazines.

RALEIGH-BEST SELLING CYCLES-BIGGEST EVER ADVERTISING

RALEIGH



**NEW! straight from
successful launch
in US and Europe**

RSW COMPACT

Raleigh have broken through another barrier to cycle ownership! The Raleigh RSW Compact folds up so small, so easily, that all kinds of people who never thought of owning a cycle will immediately see new advantages. And that means new sales opportunities for you. Selling to people who live in flats, who don't have room for an ordinary RSW 16. People who will keep it in their cars, or ride it to the station, or have it on their boats or in their caravans. The RSW Compact is big news in its own right—and Raleigh are spreading this news with big-space advertising. People who hardly know one end of a cycle from the other will be asking you about it. Tell them. Sell them.

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GREAT LAUNCH CAMPAIGN CONTINUES

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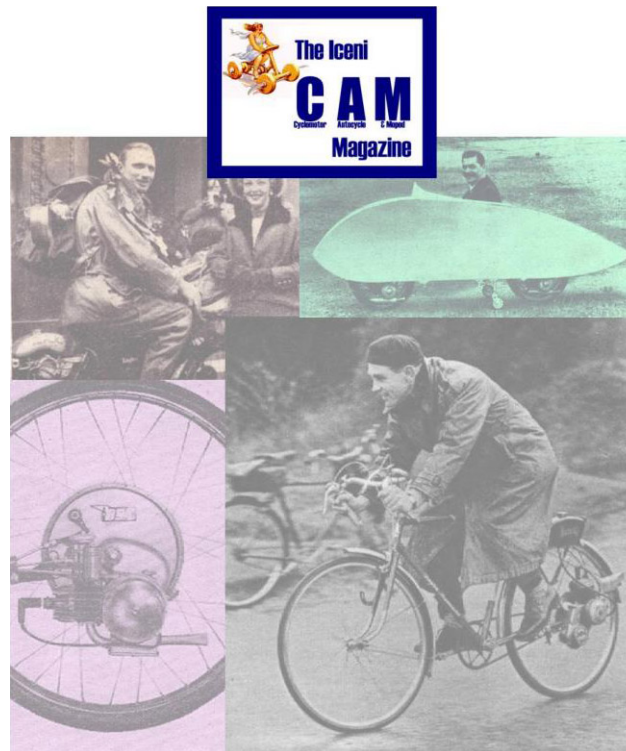
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