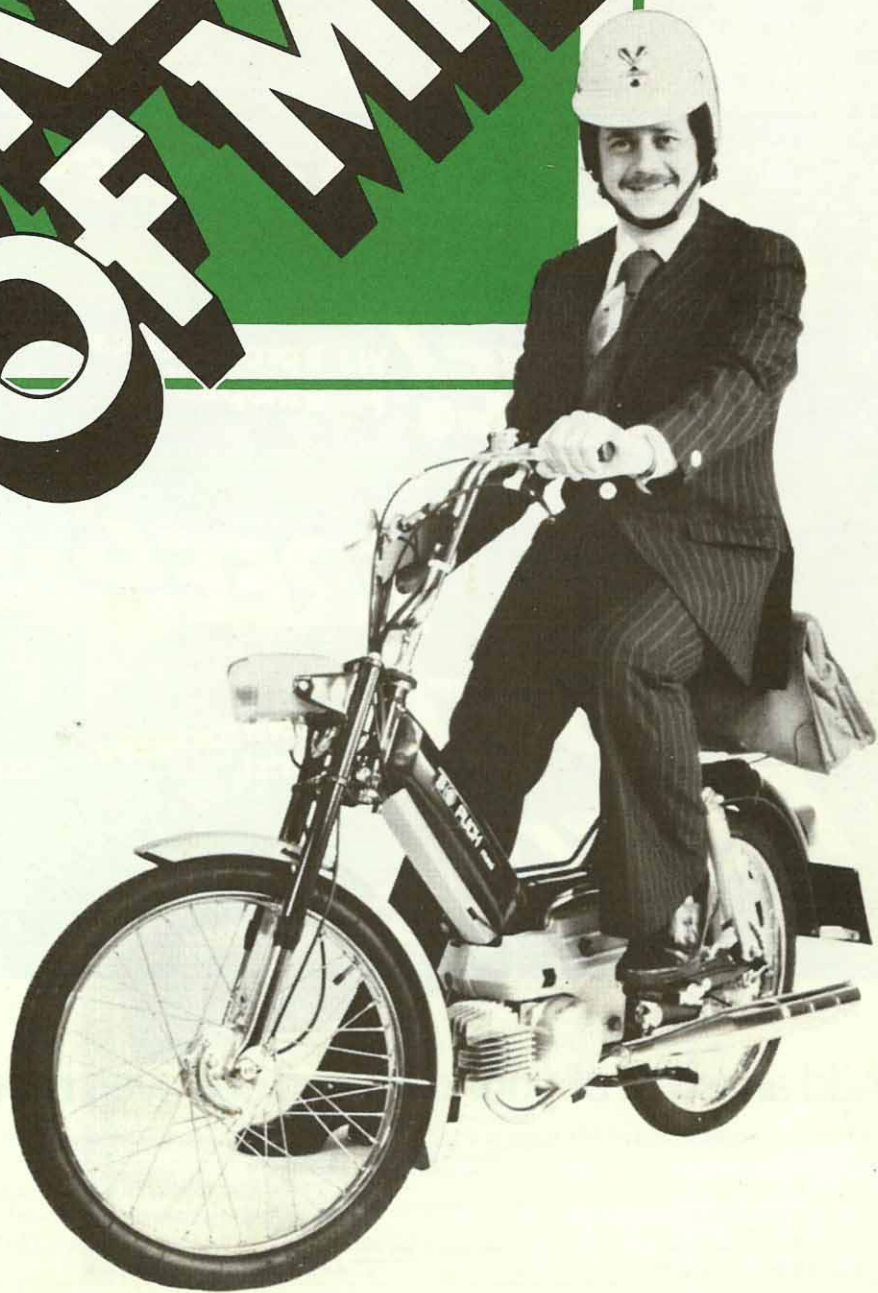




THERE'LL NEVER BE A BETTER TIME TO

**MAKE MORE
OF MAX!**



Make more of Maxi now!

Petrol prices up.
Fares up.
Service costs up.
Tax and insurance up.
Everything's going up.
Except Maxi.
Add that to rocketing inflation and you'll see there'll never be a better time to sell Maxi than today.

Which is why we're launching a brand new Maxi campaign right now. At precisely the time when more and more people are considering the alternatives to their soaring transport costs.

We'll be pushing the Maxi message in your window: using the most powerful word in the English language.

We'll be backing it with hard-selling ads in the Sun and the Daily Mirror - reaching 18 million

potential Maxi owners.

We'll be giving you an extra discount for settlement. Plus £10 towards the cost of registering a Maxi demonstrator. And a special deal for your sales staff too.

It all adds up to one thing: there'll never be a better time to make more of Maxi.

This leaflet tells you how.

Make more of Maxi in your window!

Everybody knows the benefits of owning a moped.

But not everybody owns a moped.

We believe that's because people don't readily see themselves on a moped.

So we've taken a whole group of people, representing a complete cross-section of your potential customers. There's someone for everyone to identify with. In effect, we're saying "Maxi is for people like you". You'll

find the Maxi people on the giant banner like the one shown here. It'll make your window work harder than ever. And it'll make it look really different.



Use this window banner in conjunction with the 'faces' and the smaller window banners below. We've printed the message in white on clear P.V.C. It makes it all stand out and because your window-shoppers can see

around the type it doesn't obscure any of your valuable window space.

Join the Maxi moped freewheelers!

FREE! We'll prove you can ride a Puch moped!

FREE! to go where and when you like with Puch!

FREE! from rocketing transport costs!

FREE! from jams and queues with Puch!

These smaller window banners each have a powerful Maxi benefit.

They also have one of the most attention-getting words in the English language: FREE!

Use them in the way we suggest on the facing page. Or use them in a way of your own. But use them!

FREE!

Legshields on all Maxis

Add an extra of your own and sell even more!

Use this roundel to add a FREE extra of your own.

Make it free legshields.

Or a free screen.

Or tax and insurance.

Make it anything at all.

It will give you a big advantage over the competition.

To make a professional job, we suggest Letraset instant lettering for your part of the message. Ask for sheet numbers 2341 and 2342 at your local stationers.

Maxi point-of-sale makes more of every window!

We've designed the new campaign's point-of-sale to be as flexible as possible. Here you see our suggestion for an average size window. Remember that if your existing Puch window livery isn't displayed in the same way as ours, this will affect your final decision on the new layout.

This window is a good alternative to our first suggestion. You can use the smaller window banners like this – right in the centre of your window – because they're 'see-through'. This layout makes a really powerful display in an average-size window. Flexibility is the key-note, so if neither of these layouts is exactly right for you, feel free to re-arrange them.

Join the Maxi moped freewheelers!

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

Join the Maxi moped freewheelers!

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

Join the Maxi moped freewheelers!

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

If you're lucky enough to have a big window, you can really go to town. Here we suggest 'faces' top and bottom and all the other banners arranged centrally – with Maxis to either side. Don't forget to use your own 'FREE' sticker too.

The smaller window can be just as powerful as the bigger one. The two layouts here both cater for circumstances that many dealers may find relevant to their own.

Remember that the central display will normally be stronger than one using the side of a window – it will pay off in increased sales!

If you have several windows, make one an exclusive Maxi window for the duration of the campaign.

These are simply a few suggestions of our own. Use them, or use an arrangement to suit your particular window. But whatever you do, display all of the material as prominently as possible.

Join the Maxi moped freewheelers!

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

FREE! [Illegible text]

We'll be telling 18,000,000 potential moped riders how to make more of Maxi!



Join the Maxi moped freewheelers and be

FREE FROM ROCKETING TRANSPORT COSTS!

Maxi's made for people like you. People who have better things to spend their money on than petrol and fares. People who need to arrive on time. And, thanks to a fully automatic gear box, Maxi's as easy to ride as a bicycle. Test ride the Maxi at your local Puch dealer now. Nothing can get you where you want to go more quickly and cheaply than Maxi.



Steyr Puch House, 211 Lower Parliament Street, Nottingham, NG1 1LZ. Telephone: 0602 56521



18,000,000 people.

And every last one a potential Maxi rider. That's who we'll be reaching with Maxi advertising in two of today's biggest-circulation dailies - the Sun and the Daily Mirror.

Maxi advertising will link strongly with the theme we'll be putting across in your shop window. Together, they're bound to result in extra sales for you.

Free 'commuter copies' of Steyr-Puch News!

There's more to Maxi economy than we can get over in advertising and point-of-sale.

So we're publishing a special 'Commuter' version of Steyr-Puch News.

It has articles, pictures, great money-saving case histories.

And it's FREE!

You'll be receiving copies soon.

Put them on your counter. Push them through letter-boxes.

Hand them out in the street. Try handing them out near car parks or bus stations.

The more you distribute, the more you're likely to make a sale.



Steyr-Daimler-Puch (GB) Ltd
 Steyr-Puch House
 211 Lower Parliament Street
 Nottingham NG1 1FZ
 Telephone: (0602) 56521





Your salesman can make more of Maxi, too!

Think how many more Puch machines you'd sell if your salesmen were as committed as you are.

Now they will be.

Because between now and Christmas we're offering an incentive which will ensure that your sales staff promote Puch every bit as hard as you and we shall be doing.

We'll be offering a £1 Premium Bond Gift Voucher against every single Puch machine your salesman sells. From now until Christmas.

It means your salesmen will be rewarded in the most positive way there is - with money. And right up to £75,000, Ernie willing.

And it means they'll really sell Puch like never before. Which is as good for you as it is for them.

Fill in the registration form below to enrol your sales staff now.

They'll thank you for it in the best way we know: by selling more Puch machines.

Registration Form

I wish to register the following salesmen (or proprietor) in the Premium Bond Promotion to Make More of Maxi.

Dealer Trading Title.....

Address.....

.....

1.	3.
2.	4.





All over Britain, newspapers will be making more of Maxi!

In every corner of the country we'll be turning newspapers on to the incredible Maxi Economy story.

We'll be explaining why there'll never be a better time to buy a brand new Maxi than today.

We'll show how nothing can get commuters where they want to go more quickly and cheaply than a Maxi.

We'll emphasise how almost anyone can ride a Maxi.

And - which is where you come in - how anyone can have a free demonstration ride at their local Puch dealer's.

Altogether, 1,000 weekly newspapers will have the Maxi story. In addition, full details of economy Maxi travel are being sent to over 100 large circulation provincial daily newspapers and to all television, national and local radio stations, magazines and specialist publications. All this means the biggest concentration of Maxi publicity since the model was launched. So be sure to have your demonstrator Maxi ready and waiting.

To start you off in the right direction, we'll allow you an extra £10 discount on every Maxi demonstrator you register between now and 31st December 1975. Use the voucher below to claim your bonus discount.





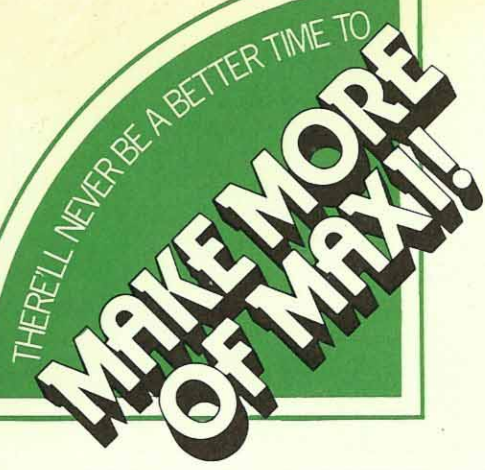
£10

Register a Maxi demonstrator now. Return this voucher together with the vehicle log book, to Steyr-Daimler-Puch Nottingham to claim special £10 discount.

Valid until 31st December 1975

Steyr-Daimler-Puch (GB) Ltd., Steyr-Puch House,
211 Lower Parliament Street, Nottingham NG1 1FZ.





Fill in your name and address here for us to send your vouchers - PRINT CLEARLY. .

Dealer Trading Title

.....

Address

.....

.....

Weekly Sales Return - Week Ending

Dealer Trading Title.....

Address.....

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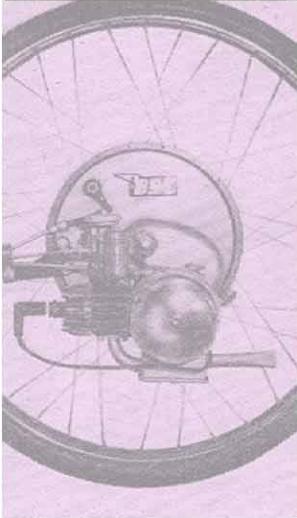
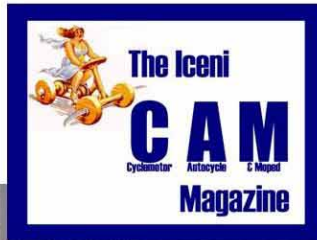
Date of Purchase	Name of Purchaser	Address of Purchaser	Machine Type	Machine Reg.No.	Name of Salesman

RETURN THIS FORM WEEKLY!
to Steyr-Daimler-Puch (GB) Ltd
Nottingham

Signature.....



IceniCAM Information Service



www.icenicam.org.uk