

RALEIGH DEALER

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BIKE-BEAT AIMS AT BIG TEENAGER MARKET

RALEIGH provides the cycle trade with the liveliest and most dynamic sales promotion in years with the launching of the Bike Beat to tackle the potential of the teenage market and tap its huge spending power.

The whole of the drive and energy of the world of pop music has been packed into the promotion to boost bike sales among teenagers.

Summer 1964 will give cycle dealers all over the United Kingdom their biggest opportunity ever to come to grips with the teenage market.

A special contest launched by Raleigh alongside the promotion also gives dealers the chance of winning the holiday of a life-time – a five-day luxury trip for two to New York and the spectacular World's Fair.

All dealers need to do to enter the competition is add no more than 20 words to the phrase: 'Raleigh-made bikes have the biggest sale because . . . !' That's all. And the result may be this fabulous transatlantic holiday we have all dreamed about.

V.I.P. HOLIDAY PRIZES

In addition to the New York trip for the winner, a series of stupendous V.I.P. holidays in the Channel Isles are also offered as nine regional prizes.

And the teenagers themselves are being offered 25,000 seven-inch discs of the 'Bike Beat' entirely free – the beat record they will hear in special pop programmes on Radio Luxembourg twice a week from now until the autumn.

The eight and a half million listeners to Radio Luxembourg will not be the only teenagers that Raleigh have in focus with the promotion. The 'Bike Beat' will also be featured in a massive advertising campaign running seven weeks in the Daily Mirror and three weeks in Weekend aimed at a combined readership of 16 million.

By now, all Raleigh dealers should have received the 'Bike Beat' display pack to enable them to reap the full benefits of the promotion.

It's way out, man. So let's make with the beat.

Spring Sales Prize Winners

Mr. Michael Owen, of the Birkenhead Cycle Exchange, 300 Conway Street, Birkenhead, was the lucky winner of the fabulous one-week holiday in Rome offered as top prize in our Spring Sales Contest.

Thousands of cycle dealers throughout Britain competed in the contest, which was judged on sales results, attractive, eye-catching window displays and enterprise in sales promotion schemes.

Mr. Owen, accompanied by his wife, flew from London to Rome, where accommodation was reserved at the Hotel Metropole. Planned excursions of Rome, Tivoli, Naples and Capri were arranged, including a visit to two nightclubs in Rome.

An enthusiast about cycling and the cycle trade, Mr. Owen has worked long hours in the nine months since he opened his present premises to establish a thriving business. He said: 'If it wasn't for the support I get from my family, Mrs. Owen senior in particular, I couldn't think of taking a holiday just now – my plans for expansion keep me so busy.'

Mr. R. M. Stead, of Goodramgate, York, the winner of three

days in Paris, flew from London to Paris with his wife. Accommodation was reserved at the Hotel Blanche Fontaine and excursions of the Champs Elysees, Arc de Triomphe, Eiffel Tower, Notre Dame, etc., were arranged, including a visit to a nightclub in the Latin Quarter and a special floor show in Montmartre.

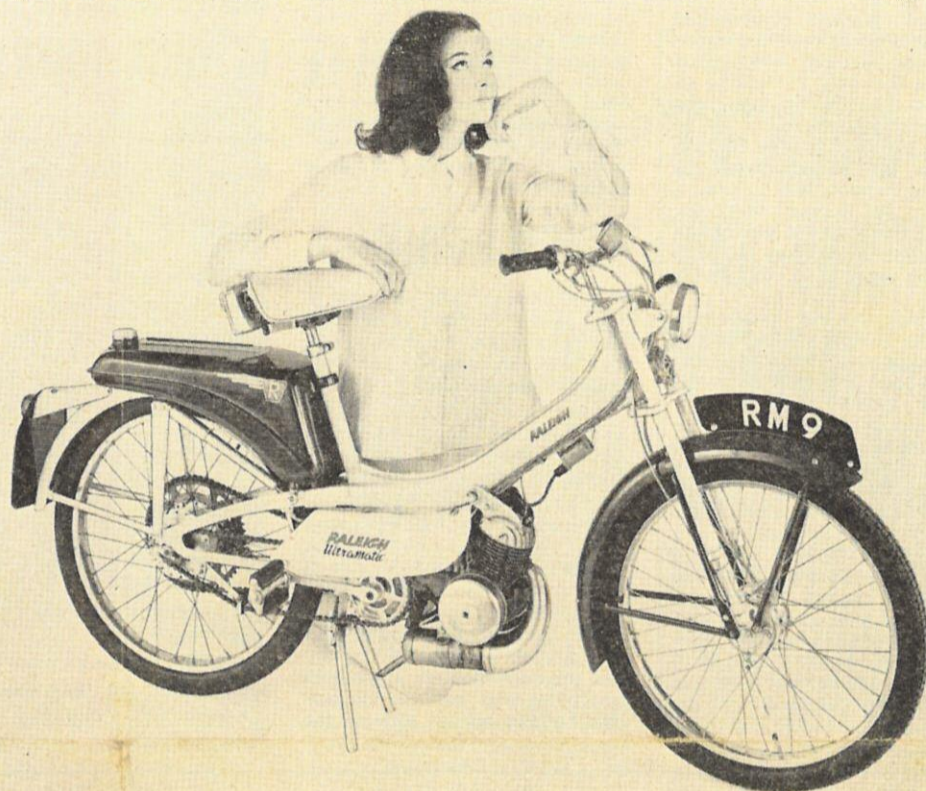
Other prize-winners, who received excellently equipped Breton picnic sets, were:

G. W. Smith, Broadway Blds., High Street, Falkirk.

E. G. Forryan, 12 Bell Street, Wigston, Leics. Smiths Cycles Ltd., 115 Wennington Road, Rainham, Essex.

Jack Hearne, 46 Stoke Road, Slough, Bucks. Midsomer Motor Accessories, Somer House, High Street, Midsomer Norton.

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NOW ULTRAMATIC in Moped Range

RALEIGH Industries take a new lead in the growing moped market with the introduction of the Raleigh Ultramatic, an outstanding new machine that makes 35 m.p.h. travelling with moped comfort even cheaper than walking.

The Ultramatic, the ideal answer to the traffic crawl in peak-hour jams, covers 140 miles to the gallon – costing much less than halfpenny a mile.

Thus the petrol and oil bills combined still work out less than shoe repair bills if one walked instead of rode.

SIMPLICITY

The new moped, which joins the Raleigh moped range alongside the best-selling Runabout, Automatic Mk. II and Supermatic, will sell at 66 gns. including purchase tax.

Simplicity is the keynote and even the novice can learn to ride the Ultramatic in a matter of a few minutes to wave goodbye to traffic jams and parking problems. The moped thinks for itself and automatically adjusts power to road conditions. The variable gear is coupled to an automatic clutch and both are controlled by a simple twistgrip.

IDEAL ANSWER

It is driven by a 50 c.c. two-stroke engine with an aluminium alloy cylinder barrel and chromium plated bore for extra long life and weighs only 92 lb. to make it all the easier to handle.

Birmingham and Manchester the moped came out an easy winner over the motor-car in saving time in peak-hour traffic from the suburbs into the city-centre.

The Ultramatic, which now joins the campaign to ease the growing traffic problem, has an overall gear ratio of 19:1 to 12:1, telescopic front forks, full-width expanding hub brakes, dipping head lamp, and a distinctive two-tone colour scheme in red and pearl grey.

Raleigh mopeds proved themselves the ideal answer to modern traffic problems in a series of commuter tests carried out in the wake of the famous Buchanan Report. In tests in London,

SPECIFICATIONS

Engine. Bore: 38.97 m/m. Stroke: 41.8 m/m. Cubic capacity: 49.85 c.c. Compression ratio: 7.5:1. Cycle of operation: Two stroke. Max. B.H.P.: 2 developed at 5,000 r.p.m.

Carburettor. Gurtner, B.A. 549. Main Jet size: 20.

Petrol Tank Capacity. 11 pints, including a reserve of .423 pints.

Transmission. Clutch: Automatic. Gear change: Automatic. Overall gear ratio: Infinitely variable between 11.839:1 and 18.740:1.

Suspension. Front: Telescopic. Rear: Rigid.

Frame. Pressed steel.

Tyres. Size: 23 in. by 2 in. Air pressure: Front 25 lb./sq. in. Rear 40 lb./sq. in.

Brakes. Front: Internal expanding Brake Shoes; Drum diameter, 80 m/m. Rear: Internal expanding Brake Shoes; Drum diameter, 100 m/m.

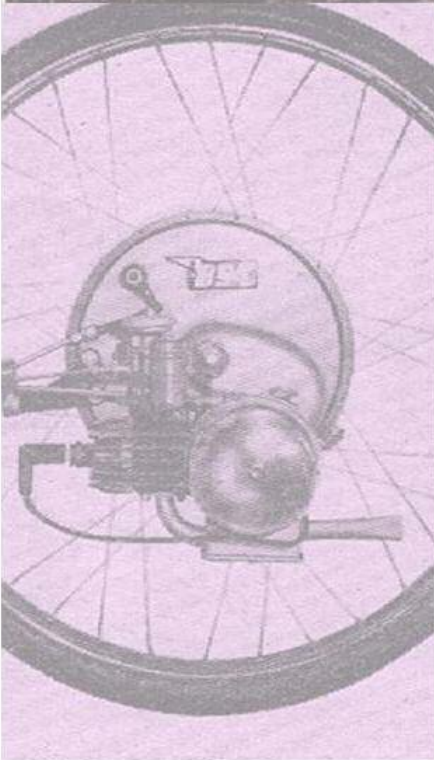
Dimensions. Height: 3 ft. 2 in. Width: 1 ft. 9 in. Wheel base: 3 ft. 8 in. Overall length: 5 ft. 10 in.

Weight. Dry: 92 lb. With petrol tank full and all accessories fitted to the vehicle: 111 lb.

Finish. Fire Red and Pearl Grey enamel with bright chrome-plated fittings.

Performance. Speed: 33 m.p.h. Fuel consumption: 140 m.p.g. Maximum gradient (11½ stone rider – standing start – no pedalling 1 in 8).

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