



Market Research proves that your Scooter customers want the new **RALEIGH ROMA**

A special survey into the scooter market has shown that the chief 'sales-clinchers' are these — price and economy, design and appearance, reliability, after-sales service, stability. *Now see how the new Raleigh Roma is made-to-measure for quick and easy sales.*

Price: represents the best value on the market.

Economy: outstanding, thanks to exceptionally low weight and high-efficiency power unit.

Design and Appearance: designed in Italy, with all the Continental flair for smartness of line and detail elegance.

Reliability: guaranteed by the combination of Italian engineering brilliance and Raleigh's unique manufacturing resources and know how.

After-sales Service: the resources of the great Raleigh organisation backed by a network of skilled and finely-equipped spares and service teams.

Stability: the engine position ensures the optimum weight distribution with the lowest possible centre of gravity. The Roma is the most stable and controllable scooter on the market!

JOIN FORCES WITH THE RALEIGH ROMA

Price complete 110 gns

TERMS: £23.2.0 down, and 18 monthly payments of £6,
or 24 monthly payments of £4.13.11.

RALEIGH INDUSTRIES LTD · NOTTINGHAM

IceniCAM Information Service

