

TAKE IT FROM THE EXPERTS



THE ROMA WILL SELL THIS YEAR

ROMA

TESTIMONIAL advertising is powerful — providing you get the right testimonials. The Raleigh Roma has met a really enthusiastic reception from all the top motor-cycle and scooter critics. *'The lightweight scooter of 1962'*, says the Editor of *'Motor Cycle and Cycle Trader'*. This is typical of the comment we are using in a powerful advertising campaign for the Roma. We'll let the *'Motor Cycle and Cycle Trader'* have the last word: *'I want to say to the retail trade that here in the Raleigh Roma there is a scooter they can recommend to their customers with every confidence. For newcomers and womenfolk it is unsurpassed'*. **SELL** the Raleigh Roma.

ROMA

RALEIGH INDUSTRIES LTD · NOTTINGHAM

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