

# Puch Maxi



Everyone can save money with Maxi



# There are more Maxis on Britain's roads than any other moped model.

You'll probably buy one new moped in your lifetime.

Don't buy the wrong one.

Buy the one that's got spares and service behind it.

Buy the one that's been around for a good, long time.

Buy the one that's made a real name for itself.

Buy the one that's here today and here tomorrow.

Buy Maxi. Thousands have. That's a lot of mopeds, a lot of confidence.

Think about it before you buy a moped no one's heard of.

After all, you don't want a fly-by-night.

## Who loves you, Maxi?

Not everyone loves Maxi.

Garage owners tear out their hair at the thought of Maxi's petrol consumption: up to 125 mpg or more.

Taxi drivers sit and stare as Maxi takes you door-to-door.

Insurance brokers go pale when they see Maxi's incredibly low premium.

Driving instructors fume when you ride Maxi on your car licence.

Transport officials go purple with rage at all the money you save on fares.

And wardens stamp their feet because Maxi's so easy to park. You're hardly ever likely to get a ticket.

Not everyone loves Maxi.

But thousands and thousands of Maxi riders do.

And so will you.

## The hard part of buying a Maxi.

Maxi's so easy to buy, so easy to ride, is there anything difficult about Maxi?

We have to admit there is.

Choosing.

We give you seven Maxi models to choose from.

They all have that famous Maxi reliability.





They're all incredibly economical to run.

They'll all get you around quicker and cheaper than any other way we know.

Having seven models in the Maxi range means there's bound to be one for you.

Choosing which one is definitely the most difficult part of owning a Maxi.

## The Puch Express.

If you organise one of the world's most efficient telegram services, have you got problems.

You've jams and queues to get through.

You've no time for breakdowns.

You need real economy to keep your costs down.

Which is why the GPO chose Puch for its telegram deliveries.

After all, if you'd won the pools, would you want to be kept waiting?

## We guarantee Maxi is trouble-free.

As you will have gathered by now, Maxi is a very special kind of moped.

And because we have so much confidence in Maxi ourselves, we've

backed it in the most positive way we know: with a guarantee that not only covers parts but labour too.

It's a rather special guarantee, we know. But Maxi's a rather special moped.

## Two minutes. That's the time it takes to be a Maxi expert.

Looking at the six easy pictures below is actually harder than riding a Maxi.

So let's see how easy it is to ride a Maxi.

First, take your Maxi. It doesn't matter which model, because they're all very simple to ride.

Picture number two says 'Remember to turn on the fuel'.

When you own a Maxi, it's easy to forget something like fuel.

Next, operate the choke. This helps Maxi to start from cold.

Fourth step is to squeeze that natty little lever beneath the left handlebar. It makes it easier for you to do step five, which is kick start Maxi as we show here.

Step six is to ride away. That's the easiest step of all. Just like riding a bike in fact.





# Maxi N

“This is the style. No hanging around waiting for buses – and no extortionate fares to pay either. My Maxi’s the cheapest model in the Maxi range – it has the same 49cc engine, the same automatic gearbox as all the Maxis, but it doesn’t have rear suspension. It’s every bit as reliable as all the Maxis too.”

The Maxi N offers you a choice of three good-looking finishes – orange or blue enamel or Silver Lustre.





# Maxi S

“This is the most popular Maxi of all – and it's not hard to see why – a really economical 49 cc engine, front and rear telescopic suspension, automatic gears, Semperit tyres, fantastic lights and brakes – the Maxi S has everything a moped should have. All the Maxis are based on the Maxi S – and they all cost as little to run too. If you prefer a manual gearbox, there's the Maxi S2 – it's identical but for its gearbox. Great for hilly districts.”

The Maxi S and S2 are great looking mopeds. Choose between Regal Purple or Hi-Gloss Jet Black when you buy the Maxi S. The Maxi S2 is finished in Flamboyant Bronze – a very popular Maxi colour. And the latest addition to the S range is the new 'Nostalgia', finished in black and gold. It's a colour scheme we got from a vintage car and we think you'll like it.





# Maxi Super D Maxi Super



“I'd often considered a moped but never actually got around to buying one.

Now I don't know how I managed without it. My Maxi costs me far less to run than going by bus and is more reliable too. If ever it does need attention, I know I can rely on my local Puch dealer. What's more, a journey that took me fifty minutes before, takes only fifteen now. With no parking problems. And the extra long seat is really comfortable on longer journeys.”

The Maxi Super D is finished in Brilliant Race Red.

“I must admit, I was a little dubious about mopeds at first. But that was before I'd ridden Maxi – they're so simple – not even any gears to cope with. Just start the engine and ride away. Maxi takes me to town and back so much quicker, so much cheaper than the bus. And there's room for my shopping or helmet in the big lockable basket on the front too.

‘My Maxi is invaluable now and I like the look of it. Its Brilliant Race Red colour is a real eye catcher.”



# Maxi Sport

“I just wanted transport of my own. But I wanted a sportier look. I chose the Flamboyant Blue Maxi Sport, though I could have had Brilliant Yellow. I'm only sixteen too, so I can't afford to spend a fortune on running costs. The really great thing about the Maxi Sport is that it looks fantastic yet underneath it all it's a Maxi. And that means reliability, real economy and a dealer who knows what he's doing when I take the bike in for a service. I reckon my Maxi's the best of the lot. But I'd rather have any Maxi than the alternative.”



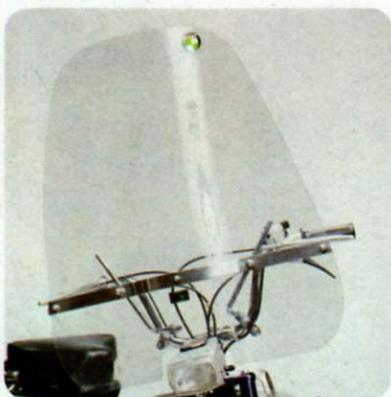


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# Add even more style to Maxi!



These are Maxi legshields. Although we make them to make Maxi even more comfortable to ride, they also look rather good we find. Ask your dealer about legshields for your Maxi: they cost much less than you'd imagine.



Maxi's windshield adds an extra touch to your Maxi and is so practical too.

Like every genuine Puch accessory, our windshield is made from top quality materials – just like our mopeds in fact. Your dealer's the man to see.



Some people put their shopping in them.

Some use them as picnic hampers. Others keep their riding gear there. What would you keep in Maxi's panniers?

See them at your dealer's before you decide. You'll find them one of the most useful Maxi extras of all.

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## Only one thing runs more smoothly than Maxi. Maxi service.

When you invest in Maxi, you get more than a great moped.

You get service.

Real service from dealers who've been specially selected to look after Maxi.

They know all there is to know about Maxi. They stock every service spare you're ever likely to need. And quite a few that you won't.

Which means that, with the reliability we build into every Maxi we make, you're not likely to need much in the way of spares or service. But if you do, it's good to know it's there.

The dealer named below has all the information you need. Please ask him.



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# IceniCAM Information Service



[www.icenicam.org.uk](http://www.icenicam.org.uk)