

CHOPPER

JEEP

RSW MK III TWENTY

HOBO

CHICCO

RSW14 MOULTON MK II MOULTON MINI

MOULTON MIDI

NEW AG SHOPPER R20 STOWAWAY HERCULES HUNTER

SPORTSMAN MERCURY

OLYMPUS 182W

RODEO

HUSTLER

REBEL

PALM BEACH

BALMORAL WAYFAKER



It's Raleigh for choice! Seven new happy family groups each designed to meet specific cycling and Country, Trendy Twenty's, Sports, Small Wheel and Moulton. Raleigh choice and quality, demanded the world over, have resulted in outstanding exports to Industry 1971.

It was 'Gordie' Johnson's success as World Sprint Champion on a Raleigh/Carlton cycle which stimulated Michael's enthusiasm for sports bikes. With race proven design and six exciting models to choose from he picked the Raleigh Olympus from the 'Sports' family.

Young Jamie's favourite proved to be the Hercules Chicco, an exciting newcomer with a bright attractive colour scheme. His parents were delighted with the obvious strength, safety and value for money which the Chicco offers. Other models in the 'Sport and Play' family are as varied in size as children themselves.

Paul's sense of adventure drew him at once to the sensational Raleigh Chopper, an outstanding example from the 'Breakaway' family. His sister Emma was thrilled with this way out machine and could see that Paul would be the envy of the neighbourhood on this real 'hot one'.

HAPPY
RALEIGH
FAMILIES



**RALEIGH INDUSTRIES
LIMITED · NOTTINGHAM**

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needs of Sport, Transport or Leisure. Make your choice from Breakaway, Sport and Play, Town achievement, recognised by the presentation to Raleigh Industries Ltd of the Queens Award

Up to the minute in style yet extremely practical, the RSW 16 Mk III was just what Uncle Ted wanted. He chose a cycle to share—a machine so easily adjusted for height it was ideal for all his grown up family to use. The RSW 16 Mk III is only one of the stylish models in the 'Small Wheel' family.

Trendy Cathy wanted a head turning, eye catching bicycle and her keen sense of fashion instinctively attracted her to the 'Moulton Small Wheel' family range. Determined to 'be different' she joyfully picked out the 'Midi', complete with a 3 speed gear. An individualist is Cathy, with a mind of her own—and a cycle to match.

Mother fell in love with the Twenty Shopper. It seemed to have been made just for her, with its smart fashionable lines and purpose designed quick release shopping basket. Now a trip to the shops has taken on a new, more exciting meaning. The 'Twenty' family includes both Raleigh and Hercules Twenty's with a choice of colour and specifications.

Father found his ideal machine in the 'Town and Country' range of cycles. For him it just had to be the traditionally styled Palm Beach. Sturdy, efficient and reliable this model is finished in the very latest two tone colour scheme.





CHOPPER

Breaking with tradition, Raleigh's designers dreamed up the exciting Chopper—a totally new concept in cycle design. Aptly nicknamed the 'Hot-One' for its appearance and performance, the Chopper is a scene stealer throughout the young world.

SPECIAL FEATURES INCLUDE:

Frame: 15½" wedge shaped Chopper special.

Tyres: Front: 16 x 2" Black with red line. Ribbed tread. Rear: 20 x 2½" Black with red line. Knobbly tread for sure grip.

Gears: Sturmey Archer 3 speed with stick shift control and speed indicator panel.

Handlebars: 'Hi-Rise' style. Black vinyl grips with finger impression moulds.

Brakes: Caliper front and rear.

Mudguards: Short chromium 'racy' type.

Chainguard: Special Chopper style, brightly enamelled and lined.

Saddle: Upholstered polo type with sprung suspension and adjustable seat pillar. Chromed roll bar completes a very sporty ensemble.

Accessories include built in propstand and front lamp bracket.

Finish: Choice of Brilliant Orange or Horizon Blue.

THE BREAKAWAYS

CHOPPER HIGH BACK REST MODEL

Another breakthrough in design is the addition of an extended roll bar with an extra high back rest. All other features are identical to those of the Chopper with the bonus of a distinctive finish—Targa Mustard.





Two junior 'firsts'—gay, colourful two wheelers designed for children aged 5-7 years—their first real bicycle, their first taste of freedom and adventure.

The Raleigh **RODEO** is available in 14" and 16" frame sizes, with 20 x 1 $\frac{3}{8}$ " wheels, girls and boys (14" boys with curved top tube) fitted with tool bag and finished in Royal Carmine or Sky Blue.

The Hercules **CHICCO** in 14" and 16" frame sizes has a new plastic moulded saddle and is finished in Sunset Yellow with Carmine mudguards. Boys and girls models available.

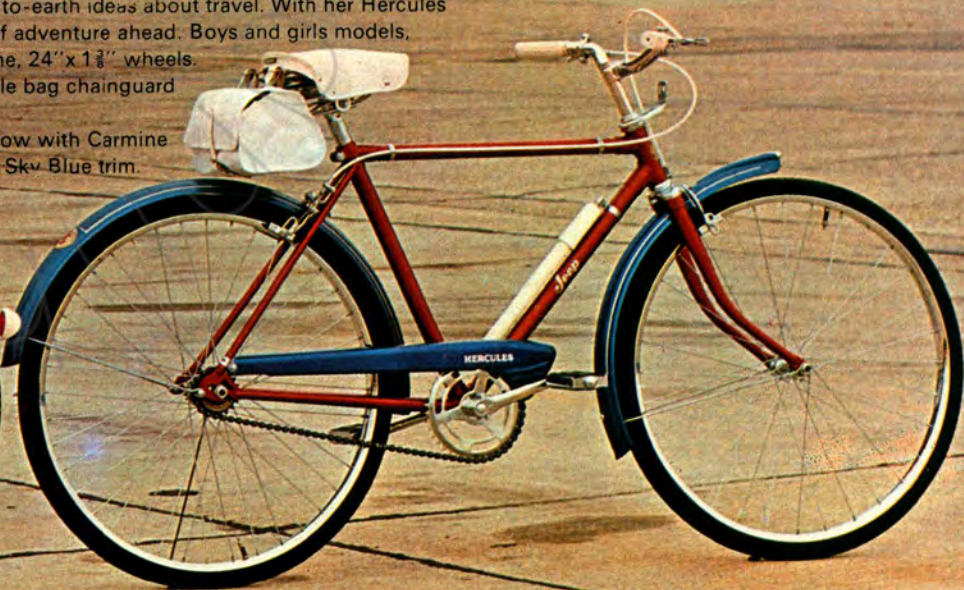
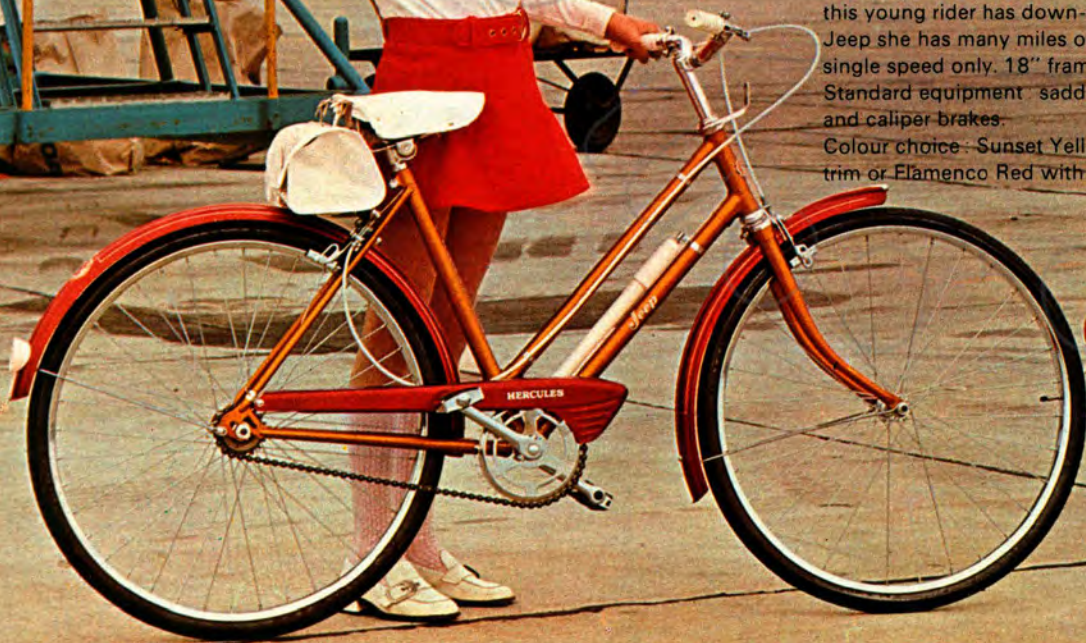
& PLAY

RALEIGH REBEL

If awards were given for popularity among the 8—10 years old the Rebel would be high on the list. Features include: 18" Frame, 24" wheels, saddle bag, caliper brakes, chainguard, single speed gear. (Optional Boys only; 3 speed gear) Finish: Turquoise Blue with Carmine Guards.



HERCULES JEEP seen at the world's most famous point of departure, this young rider has down-to-earth ideas about travel. With her Hercules Jeep she has many miles of adventure ahead. Boys and girls models, single speed only. 18" frame, 24" x 1 $\frac{3}{8}$ " wheels. Standard equipment: saddle bag, chainguard and caliper brakes. Colour choice: Sunset Yellow with Carmine trim or Flamenco Red with Sky Blue trim.



TOWN & COUNTRY

RALEIGH PALM BEACH

A cycle to set the scene. Designed for people with ideas of their own who are determined to create their own environment—one of fresh air, exercise and fun. The top class specification includes powerful caliper brakes, metal chainguard and mudguards, white wall tyres and spacious saddle bag. There is a wide choice of specification and colour.

LADIES MODELS

19½" frame with single speed, colour finish is Sky Blue.

21" frame has a choice of single speed or Sturmey Archer 3 speed gear. The choice of colour finish is Sky Blue or Flamenco Red.

GENTS MODELS

19½" frame with Sturmey Archer 3 speed gear, 26" x 1⅜" wheels, colour finish is Flamenco Red.

21" and 23" frame sizes have a choice of Sturmey Archer 3 speed gear or combined 3 speed gear and Dynohub lighting. The choice of colour finish is Coffee or Flamenco Red.





RALEIGH WAYFARER

Make the high spots on this classic tourist model attractively finished in Royal Blue. A natural choice for people going places the easy way. Features include a carrier bag, metal chainguard and mudguards and powerful caliper brakes.

Gents Models: 19½" frame with single speed or Sturmey Archer 3 speed.

26" x 1⅜" wheels. 21" and 23" frame sizes have a choice of single speed, Sturmey Archer 3 speed or combined 3 speed gear and Dynohub lighting.

Ladies Models: 19½" frame with single speed or Sturmey Archer 3 speed.

21" frame with single speed, Sturmey Archer 3 speed or combined 3 speed and Dynohub lighting.



HERCULES BALMORAL

First for quality and price. Competitively priced Tourist with a sturdy practical specification. Attractively finished in Bronze Green. Frame sizes: Gents 21" and 23", Ladies: 21" only, 26" x 1⅜" wheels. All models are available with Sturmey Archer 3 speed gears. Single speed is optional on the 21" models.

THE TRENDY TWENTY'S



RALEIGH TWENTY RANGE

TWENTY 3 SPEED

(far left)

This is the age of unisex with a trend setting cycle to match. Adjustable handle-bars and saddle quickly measure up or down to everyone's requirements. Fitted with Sturmey Archer 3 speed gear and light alloy spring loaded rear carrier it is attractively finished in 'Coffee'.

TWENTY 3 SPEED AND LIGHTING

(left)

This 20" x 1 3/8" wheel model is a deluxe version of the 20" 3 speed. Fitted with dyno hub lighting, spacious holdall, propstand and a choice of two distinctive colours. Flamenco Red or Bronze Green.

TWENTY S/SHOPPER

(below)

This outstanding Twenty has all the luxury features of the 3 speed and lighting model with the addition of a large detachable 'self-service' style front mounted shopping basket. Available in Bronze Green only. Also available without lighting in Flamenco Red only.



WAY FRESHNESS DATING INFORMATION
FOR DETAILS IN THE STORE

SHOPPING HOURS	
MON	8:30 - 6:00
TUES	8:30 - 6:00
WED	8:30 - 6:00
THUR	8:30 - 7:00
FRID	8:30 - 8:00
SAT	8:00 - 6:00

HAPPY
RALEIGH
FAMILIES

RALEIGH TWENTY STOW-AWAY

Designed to fit the pattern of modern living, Raleigh introduce a folding bicycle which will appeal to flat and caravan dwellers as well as the motorist. Simple, safe and reliable, the Stow-away folds down to 8.3 cubic feet and fits most car boots. Features include: chrome scratch resistant guards, propstand and spring loaded rear carrier. Distinctively finished in Space Blue.

HERCULES HUNTER Single Speed

Everyone has an eye for a touch of glamour—and a bargain. Here is a 20" wheel sensation which makes seeing believing. The ideal low priced short haul 20" runabout machine. Seat and handlebars adjust at the flick of quick release levers. Single speed gear. Colour finish: Neptune Blue.

HERCULES HUNTER 3 speed (not illustrated)

Specification as the Hunter single speed with the addition of Sturmey Archer 3 speed gear and kit bag. Colour finish: Sky Blue



SPORTSMAN 10

The Sportsman 10 has been specially designed to meet the enthusiasts demand for a 10 speed machine at a moderate price.

Available in 21½" and 22½" sizes with 27" x 1¼" wheels, the specification includes alloy brakes with hooded levers, maes bars, short guards and Lycett L'Avenir saddle. Finished in Sky Blue with Red and Silver decorative motifs.



MERCURY

An outstanding sports model incorporating all the features demanded by current racing practice. Available in 21½" and 22½" frame sizes. The sporting specification includes maes bars, quick release hooded brake levers, the new Lycett professional L'Avenir saddle, large flange hubs, 27" H.P. wheels with amber wall tyres, stainless steel short guards, Grand Prix "Tour de France" feeding bottle and Huret Svelto 5 speed gear. Colours: 21½" Coffee or Horizon Blue, 22½" Coffee or Lime enhanced with Raleigh Racing panels and transfers.



SPORTS





HERCULES HUSTLER

An ideal introduction to Sports cycling the Hustler provides a sturdy specification at an attractive price. Available in 19½" and 21" frame sizes and fitted with Sturmey Archer 3-speed gear and 26" x 1⅜" wheels. The 18" frame model has 24" x 1⅜" wheels. Finished in Bronze Green with Sunset Yellow metal mudguards.

RALEIGH OLYMPUS

With a complete size range of its own the Olympus is designed to meet the needs of young enthusiasts from 9 years of age and upwards. Each size is built to scale, the smallest with an 18" frame is equipped with 24" x 1⅜" wheels, the 19½" and 21" with 26" x 1¼" wheels and the 22½" with 27" x 1¼" wheels. Equipment includes 5 speed derailleur gear, hooded lever caliper brakes, full plastic mudguards and maes handlebar bend. Finish: choice of Flamenco Red or Turquoise Blue enhanced with Raleigh style panels.



R.S.W. Mk III

A very sophisticated, fully equipped, 16" x 1 $\frac{5}{8}$ " small wheel bicycle built to an exclusive Raleigh design making this unique machine the perfect 'family' model, ideal for everyone from a 9 year old to a 6 foot adult. Luxury features include: Sturmey Archer 3 speed gear and Dynohub lighting, propstand, wide section splash guards and mudflap and a quick release large capacity holdall/shopping bag. There is a choice of attractive colour finishes: Silver, Sky Blue and Bronze Green.

SMALL WHEEL

HERCULES HOBO

Another 14" x 1 $\frac{3}{8}$ " wheel junior "winner" the Hobo has been cleverly designed to give exceptional value for money. Suitable for both boys and girls this delightful bicycle is finished in Carmine with Sunset Yellow trim.

R.S.W. 14

This junior model is based on the history making Raleigh small wheel bicycle. Designed for boys and girls over a wide age group. Notable features include 14" x 1 $\frac{3}{8}$ " wheels, a large detachable holdall, chainguard, pump, quick release saddle and handlebar adjusters. Finished in Flamenco Red or Flamboyant Sky Blue.





MOULTON MIDI

As the name suggests, the Midi bridges the gap between the Mini and the full size Moulton. A model which means there's a Moulton for everyone. Fitted with a Sturmey Archer 3 speed gear and 14" x 1 3/8" wheels, the Midi is offered in a choice of colours. 'Pop' Purple, Sky Blue and Flamboyant Green.

MOULTON MINI

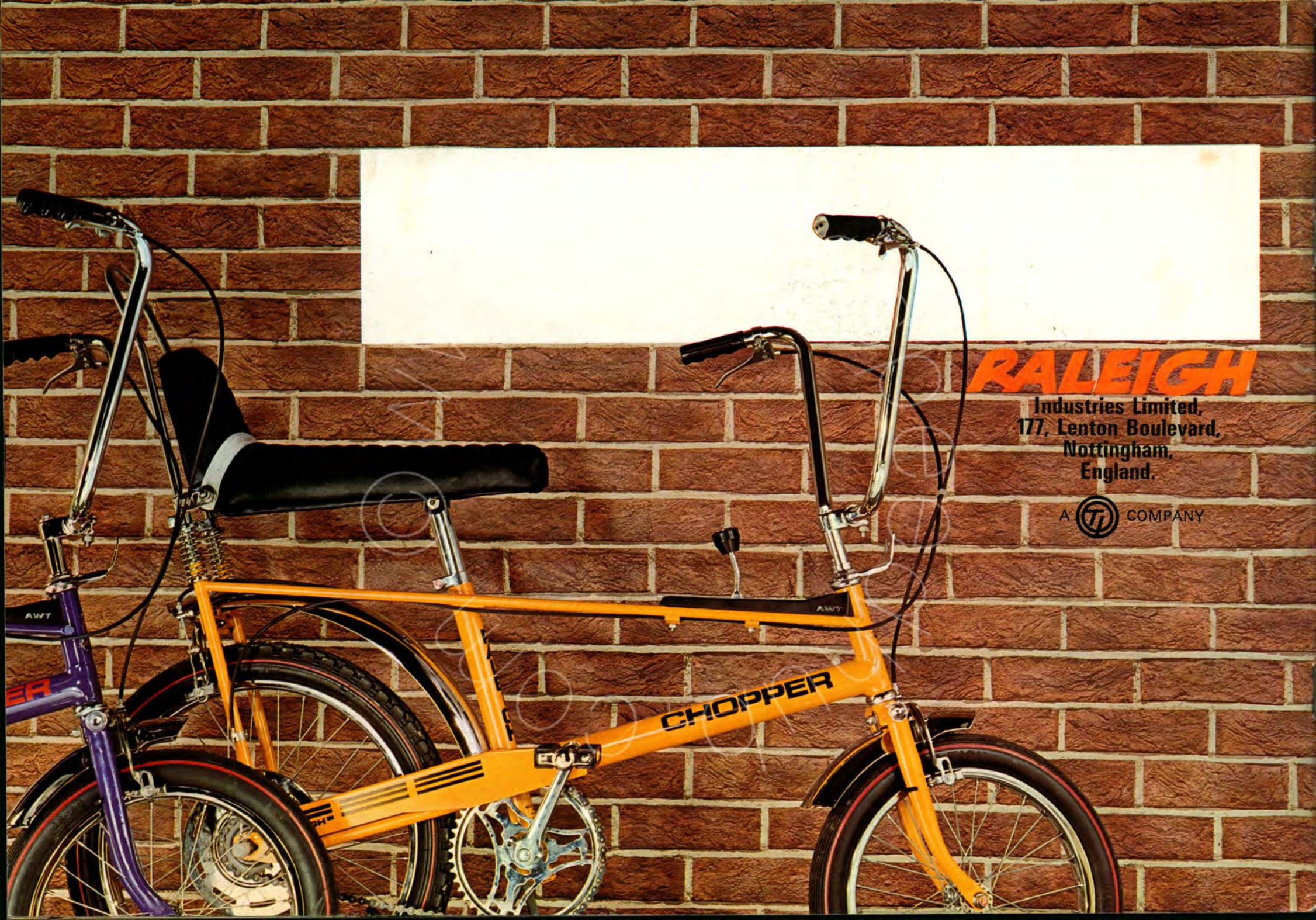
Right at the centre of fashion the Mini plays a leading part in the lives of every fashion conscious young rider. Designed to bring the luxury of Moulton style cycling within the range of the 6 year old to the small adult. Special features include 14" x 1 3/8" wheels, unique Moulton rear suspension, integral rear carrier and quick release saddle adjustment. Colour choice: Sunset Yellow or Royal Carmine.

MOULTON Mk III

The unique 'Moulton' frame design, award winning front and rear suspension and narrow section light-weight 16" x 1 3/8" wheels, collectively ensure an exceptionally lively performance. Adjustable handle-bars and saddle make the Moulton Mk III the perfect choice of every cyclist from the age of 9 years upwards.

Other features include: 3 speed gears, caliper front and internal expanding rear hub brakes. Colour choice: Brilliant White, Tropic Blue or Royal Carmine each attractively contrasted with Black detail.





RALEIGH

Industries Limited,
177, Lenton Boulevard,
Nottingham,
England.

A  COMPANY