

1977.
NOT 1976



CARLTON

Craftsman Built –
for performance that counts



CARLTON

Carlton, the choice of the champions, is no idle phrase. We are very proud that year after year so many national and international road and track events are won on Carlton machines.

The formation of the new Carlton-Weinmann Professional Racing Team heralds many future successes for its highly experienced riders. Captained by Reg Smith, ex British Professional Pursuit Champion, the Team includes two 1976 Olympic Bronze Medallists, Mick Bennett and Robin Croker, both former British Amateur Champions and Alan McCormack, member of the 1976 Irish Olympic Team and former Irish Road and Time Trials Champion. Bob Cary and Neil Mapplebeck, both very experienced European event riders, complete the Team which is under the management of George Shaw, whose expertise in the sporting cycling world, and knowledge of Carlton products, is unsurpassed.

To cyclists the world over, the name Carlton is the supreme example of the craftsman's art in cycle building. These are machines fashioned with infinite care, infinite skill, to produce matchless performance and the highest degree of functional efficiency - every model testifies to the Carlton tradition of excellence.



CARLTON TEAM PROFESSIONAL

Of all the products available in the modern world of the Seventies, there are very few which are designed and built with the same care and skill, and to the exacting standards demanded for this craftsman-made cycle.

This replica of the Carlton Professional, is available to the same specification used by the Carlton-Weinmann Team

riders and incorporates Reynolds "531" butted tubing. Comprehensive specification details are available on request. For full information on this superb cycle, please write to:

Carlton Cycles Limited
Dock Road, Worksop, Nottinghamshire

GIRO

- '531' main tubes on all frame sizes – 21½" 22½" 23½" and 25½".
- 27" HP wheels. Large flange alloy hubs. Supalite tyres.
- Alloy centre-pull brakes.
- Alloy bars. Alloy stem with flush socket fitting.
- Alloy 10-speed gear with ratchet levers.
- Alloy cotterless chainset with integral chainring guard.
- Quilted race saddle.
- Large rear brake mounted reflector.
- Ball bearing pedals. Toe-clips and straps.
- New colour finish – Polychromatic Crimson.



Reynolds '531' main tubes. Alloy cotterless chainset with integral chainguard ring for Giro.



Alloy centre-pull brakes with GT extension levers. Ball-bearing steel quill pedals. The Circuit is also available in Polychromatic Violet.



CIRCUIT

- Frame sizes: 18" (24" wheels), 19½" (26" wheels), 21½" 22½" 23½" and 25½" (27" wheels).
- Alloy centre-pull brakes with GT extension levers.
- Blumels full plastic mudguards.
- Alloy handlebars, alloy stem, flush socket fitting on all sizes above 18".
- 3-pin detachable chainwheel, black centres and chainring guard (18" with fixed ring).
- Ball-bearing quill pedals (18" has plain rat trap).
- 27" HP wheels with Supalite tyres. (24" and 26" wheels – Amberwall tyres.)
- 19½" 21½" 22½" 23½" and 25½" with choice of 5- or 10-speed gears; 18" 5-speed only.
- Plastic race saddle.
- Colour finish – Polychromatic Green or Polychromatic Violet.

GRAND PRIX

- Frame sizes – 21½" 22½" and 23½".
- 27" HP wheels with Supalite tyres.
- Large flange alloy hubs.
- Alloy centre-pull brakes.
- Alloy bars and stem – flush socket fitting.
- Quilted race saddle.
- Alloy 10-speed gear with ratchet levers.
- Alloy cotterless double chainwheel with integral chainring guard.
- Ball-bearing pedals. Toe-clips and straps.
- 3" diameter rear reflector. Alloy inflator.
- Colour finish – Polychromatic Fire Red.



Large flange alloy hubs.

Alloy 10-speed gear mechanism with ratchet levers.



STADIUM

- Frame sizes: 18" (24" wheels), 19½" (26" wheels), 21½" 22½" and 23½" (27" wheels).
- Alloy centre-pull brakes.
- Alloy handlebars.
- Alloy stem – flush socket fitting for all sizes above 18" frame.
- 5- or 10-speed gears with 3-pin detachable chainset with chainring guard, black centres (18" size has fixed ring).
- Quill ball-bearing pedals (18" plain rat trap).
- 27" HP wheels with Supalite tyres. (24" and 26" wheels – Amberwall tyres.)
- 21½" 22½" and 23½" with choice of 5- or 10-speed gears; 18" and 19½" 5-speed only.
- Plastic race saddle.
- 3" diameter rear brake mounted reflector.
- Choice of Polychromatic Blue or Gold.

Powerful, alloy centre-pull brakes and giant rear mounted reflector. The Stadium is also available in Polychromatic Gold.

CARLTON

PROFESSIONAL MK5

Craftsman built in the Carlton tradition – top quality components.

- Reynolds '531' Butted Tubeset.
- Latest design oval section fork blades.
- Campagnolo short fork ends.
- Brazings for 12-speed gears.

- Fitted Campagnolo Record headset.
- Bottle cage mounts.
- Frame sizes: 21½" 22½" 23½" 24½"
- Colour finish: Milanese Silver.

The frameset ridden by the Carlton-Weinmann Professional Racing Team.



The Clubman is also available in Eau de Nil.



CLUBMAN

A classical Carlton frame at a real value-for-money price.

- Main tubes Reynolds '531'.
- Nervex professional lugs.
- Forged front and rear fork ends.
- Mudguard clearances.

- Fitted with Alaret headset, Carlton seat bolt, alloy seat pillar.
- Sizes available: 21½" 22½" 23½" 24½" and 25½".
- Choice of colour finishes: Eau de Nil or Fire Red.

COMPETITION

- Ideally suited for racing or touring.
- Reynolds '531' butted tubing.
- Angles basically 73° parallel.
- Mudguard or sprint clearances.

- Campagnolo Record front and rear fork ends.
- Fitted Alutet headset, TA seat bolt.
- Frame sizes: 21 1/2" 22 1/2" 23 1/2" 24 1/2".
- Available in choice of colour finishes, Royal Carmine or Lilac.



The alternative colour finish available for the Competition frame – Royal Carmine.



COURETTE (below)

- A Mixte frame of special design for the lady cyclist, ideal for weekend club runs or everyday use.
- Reynolds '531' main tubes.
 - Twin lateral stays.
 - Fitted headset, Carlton seat bolt, alloy seat pillar.
 - Available in two sizes: 19 1/2" and 21 1/2".
 - Colour finish: Powder Blue.

GRAND PRIX

- A carbon steel frameset built to full Carlton specification.
- Brazings for gears, lamp boss fitting.
 - Angles 73° parallel.
 - Fitted steel head bearings, with seat bolt and seat pillar as standard fitments.

- Sizes: 21 1/2" 22 1/2" 23 1/2" and 25 1/2".
- Available in sparkling Electric Blue finish.





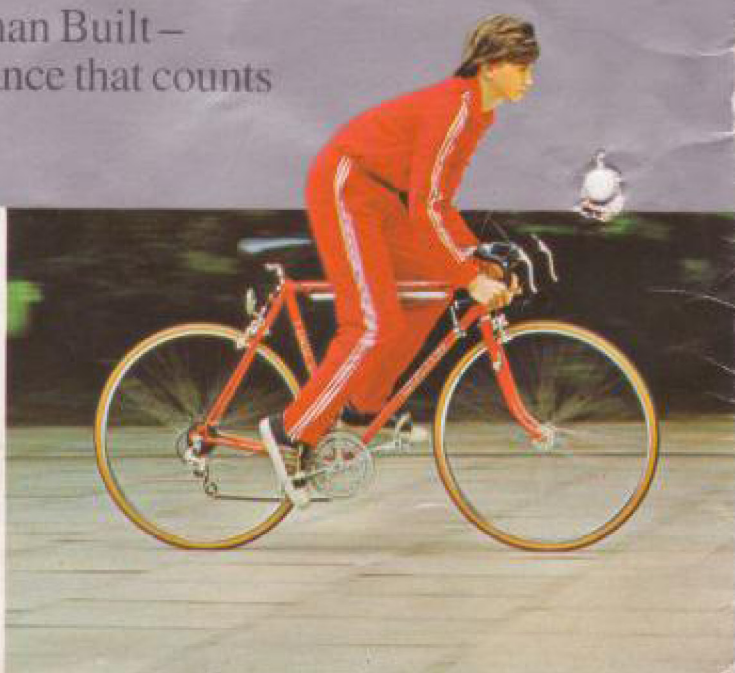
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The policy of Carlton Cycles Limited is one of continuous improvement and the Company thus reserves the right to alter specifications and/or prices without prior notice.



Carlton Cycles Limited Dock Road, Worksop, Nottinghamshire



THE ADVERTISING PROGRAMME

The Raleigh TV commercial will commence transmission on or around 28 June (this is subject to station air-time availability). The campaign will be nationwide and will go out on these stations :-

London Thames and Weekend
ATV - Granada - Trident
Southern - Anglia - Westward
Wales - Border - Stags

The length of the commercial will be 30 seconds for all spots and the campaign will extend to four weeks, ending around 22 July. The average number of spots per station will be 11, to be added to whenever the opportunity exists. Our targeted audience is 41 million home messages and 6.5 million teenage messages. These are the opportunities our potential customers will have to see the Raleigh sports range on their TV sets...and, without doubt, as we've explained to you previously, our final achievement of target audience will be much greater than the figures quoted above.

It is yet too early to confirm actual transmission times but we are aiming for the highly popular late afternoon/early evening youngsters programmes between 4.30 and 6.30. Also Saturday mornings plus the occasional peak time to catch parents too.

We've said it before - but we'll say it again...this TV campaign is the most extensive, the most sustained and very probably, the one with the greatest impact, that we have ever put together.

Who else but Raleigh...well you know the story.

Words alone will not do justice to the film so it is not intended to describe it in this bulletin. Better still, you will have a preview of the film which will be shown at all the Dealer Meetings. Your customers - your dealers - will see it too and with all the support through advertising, point of sale back-up, PR activity, promotions etc, they cannot but be impressed - just as they'll be impressed with the products we are promoting for them.

CARLTON

With its obvious appeal to the enthusiast market, the selling message for Carlton will be contained in 8 separate issues of 'Cycling' - through July and August. A pristine product demands a classical illustration and that is our intention. We shall also include comprehensive specification details for the customer to enthuse over with, of course, the prime aim of getting him into the dealer's shop. Added to this is the full support by way of point of sale material with the message of "Go for the Craftsman-Built Carlton for performance that counts."

RALEIGH

AND

CARLTON



They're new. They're terrific. They're beauties.
They're destined to be great sellers.

That - in a nutshell - describes the 1977 Raleigh and Carlton sports ranges and if you've already seen them, you'll wholeheartedly agree. If you have yet to see them, then look forward with eager anticipation to examining the sleekest and best equipped sports models at value-for-money prices that are around this year.

We know we have the right range, the right visual impact, the right components specification and the right overall image at the right prices, to achieve big sales.

THE CREATIVE PLAN

In our earlier discussions with the marketing management we agreed that Raleigh and Carlton should have separate creative approaches.

Carlton is to be promoted through the popular cycling press on a presentation linked to craftsman finish and high quality, with the opportunity of including detailed specification data which is so important to the enthusiast.

The Raleigh range is given visual excitement with colour and movement through the medium of television commercials with specific interest drawn to components and selected specification features. The overall image is pace, style and performance and the pride of owning a Raleigh sports model.

The choice of advertising media was, originally, quite a problem. We have very critically examined the national press, numerous comics and teenage magazines, poster sites, radio commercials etc and of course television. Despite the strong contender in the national press, in terms of visual impact, colour and movement, and maximum coverage of our target audience, nothing matches the power of the television. Hence our choice of this medium to launch and promote our Raleigh sports range.

YOUR SALES MERCHANDISER

Following the pattern of our earlier 1977 promotions and marketing activities, you will have a comprehensive eight page merchandiser showing our new products in full colour with detailed specifications. Details of the advertising programmes are also included, together with illustrations and descriptions of the point of sale material.

Your own merchandisers are printed on card and you have sufficient paper copies to leave one with every dealer.

PRICE LISTS

These have again been printed as a separate item with a copy available for every dealer, so if the merchandiser pages are used as reference charts and pinned up in the shops, price structures are not exposed to the customer.

POINT OF SALE MATERIAL

RALEIGH - The set of material for the Raleigh range will consist of :-

- a) Full colour poster following the TV film theme.
Size 30" x 20".
- b) A showcard - 15" x 10" with separate model name self adhesive slips to double as price cards.
- c) A series of 4½" diameter feature cards picking out the special features of our Raleigh sports models.

CARLTON

- d) Full colour poster featuring the Grand Prix with smaller colour insets of other Carlton models.
Size 20" x 30".
- b) A showcard/price card size 15" x 10" with separate model name slips to promote any specific model.
- c) Feature cards - self adhesive pads - to highlight the special Carlton features.

Two sets of compelling, eyecatching material ideally suitable for window and in-store display.

Full details of quantities per region and representative, will be issued later, and we are aiming to commence deliveries to you direct from the printers towards the end of May.

TRADE ADVERTISING

Full page advertisements announcing the ranges are booked in the Motor Cycle and Cycle Trader -

RALEIGH SPORTS - 24 May
CARLTON SPORTS - 14 June

The editor of this trade journal is being fully briefed on the ranges and we can expect good editorial coverage.