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# MOTOR CYCLES

PROPRIETORS: ASSOCIATED MOTOR CYCLES LTD.

PLUMSTEAD ROAD, LONDON, S.E.18

TELEPHONE: WOOLWICH 1223

CABLES:  
"ICANHOPITT-LONI-N"  
TELEGRAMS:  
"ICANHOPIT-WOL-LONDON"  
CODES:  
A.R.C. 5TH EDITION  
A.B.C. 5TH EDITION  
BENTLEYS

YOUR REF:

OUR REF: S. L. 522      JMW/DD.

28th April, 1958.

Dear Sir(s),

## ALTERNATIVE FINISH

In order that A. J. S. Dealers are in a position to meet the requirements of customers who express a preference for a coloured finish, as opposed to the traditional black stove enamel finish normally associated with A. J. S. motor cycles, it is proposed to introduce immediately a Royal blue finish for the mudguards, petrol tank, oil tank, tool box, etc., relieved by a silver petrol tank panel incorporating light blue plastic beading. Of the many experiments carried out with colour, this has proved by far the most attractive, and production in this colour has already commenced.

The only additional cost involved is an extra £1: 10: - plus 7s/6d purchase tax for the coloured tank panel, but if required as an alternative, the chromium plated tank panel is still available at the existing extra charge.

So that the potential demand for this alternative blue finish may be assessed and the necessary plant installed for the 1959 season, it will be appreciated if all A. J. S. Dealers will order sample machines as soon as circumstances permit.

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S. L. 522 - continued:

As to date, we have been unable to meet the requirements of enthusiasts who prefer a coloured finish, it is inevitable that a quite substantial initial demand exists and consequently the introduction of this alternative coloured finish should prove beneficial to the sales of A. J. S. motor cycles and to the supplying Dealers annual turnover.

Arrangements have been made for the availability of coloured A. J. S. motor cycles to be mentioned in the technical Press on Thursday the 1st May, and initial deliveries will commence this week.

Yours faithfully,

A. J. S. MOTOR CYCLES.