



# It started in 1970



## **ARIEL 3 lets *her* laugh all the way to the shops . . .**

- ★ Ideal for short safer journeys to the shops and to work.
- ★ Carries a big load of shopping.
- ★ Third wheel makes Ariel 3 very stable.
- ★ Ariel 3 is cheap to run.

# This year it's really **GOING!**

## 1971 - the big year for the ARIEL 3

This is when this unique vehicle really starts to go!

This is when it gets wider distribution – plus special facilities for you to demonstrate.

And above all – it gets a great new advertising campaign – in the local press and in your premises.

IT ALL ADDS UP TO BRIGHTER SALES – WORTHWHILE PROFITS.

Remember – there's enormous potential for a short journey vehicle for travelling to shops or to work. Especially one with a safer third wheel!

So see what's in it for you and your customers.

# ARIEL 3

**lets you laugh all the way to the bank!**

- ★ Big big profits.
- ★ Immediate deliveries.
- ★ One bike on extended credit – to let you demonstrate Ariel 3.
- ★ Free point-of-sale material.
- ★ Localised advertising campaigns.
- ★ Plus the unique "Super de luxe" Motoplas accessories kit – even bigger profits.
- ★ Improved warranty rates – the highest in the business.
- ★ Special day factory service schools.

