



## *Rockford Motors inc.*

1911 HARRISON AVENUE . ROCKFORD, ILLINOIS 61101

Camping enthusiasts buy  
off -the-road cycles -  
tens of thousands of them -  
HERE'S YOUR CHANCE TO SELL THEM!

Lightweight off-the-road cycles open up whole new worlds of adventure for camping enthusiasts everywhere. It's easy to see why.

First of all, real fun - to ride. They effortlessly make the most out-of-the way spots easily accessible to every member of the family.

To increase your sales and profits this season, Rockford Motors invites you to inspect and evaluate the famous BRIDGESTONE 60 EXPLORER.

The Bridgestone 60 Explorer is no tiny, pipe frame scooter offered by some manufacturers as off-the-road bikes. The EXPLORER is a compact but powerful bike designed to carry two riders. It is regularly offered in the nationally advertised Bridgestone line. It is fully equipped with front and rear brakes, super-silent raised muffler, lights, 4-speed gear box, and the incredible Bridgestone rotary valve engine delivering almost 6 horsepower.

### NO MOTOR VEHICLE DEALER'S LICENSE

And no state license, operator's license (no minimum age), or insurance is required by your customers when it is operated off -the-road. Compare BRIDGESTONE 60 EXPLORER features with those of ordinary off-the-road bikes.

And here's the best news of all! The Bridgestone 60 Explorer is specially priced at \$187.50. It sells at \$249.95 for a full \$62.00 profit. To convince you of the Explorer's quality, performance, and saleability, Rockford Motors is offering the Explorer at a one only demonstrator sample price of only \$169.00 .

You can order all the Bridgestone 60 Explorers you need at the regular dealer price of \$187.50, but only one demonstrator sample per dealer at \$169.00, please.

The Bridgestone 60 Sport easily mounts on the bumper of any car, truck or travel trailer with an instant-on, instant-off bumper carrier (see enclosure). There is a bumper mounted cycle carrier available from Rockford for the camper units you sell. Select the carrier you need from the enclosed catalog sheet. Then mount the Explorer on one of your demonstrator rigs and get ready to give your sales and profits a real boost this season .

Order yours today! A post-paid card is enclosed for your convenience, or telephone 800-435-8090 toll free (Illinois dealers call 815-398-1220 collect).