



Brompton Colours

for 2011

Emerson Roberts

Comments

- ➔ This final line-up was arrived at after months of feedback from dealers and distributors; we are very grateful to those who took the time to take part in the online survey.
- ➔ Including Raw Lacquer, the Brompton range will continue to offer 15 colour choices in 2011:
 - **Raw Lacquer, Black, White, Cobalt Blue, Turkish Green, Racing Green, Desert Sand, Red, Orange, Yellow, Apple Green and Arctic Blue** are all retained from the current range of colours;
 - **Flamingo Pink, Baby Pink and Purple Haze** – the least-popular colours in our current range – are being dropped;
 - **Claret [RAL 4004], Hot Pink [RAL 4010] and Sage Green [RAL 6021]** are the colours being introduced.
- ➔ In response to demand, we have broadened our offering of classic/retro colours to six: Claret, Cobalt Blue, Sage Green, Racing Green, Desert Sand and Turkish Green.
- ➔ Our bright palette continues largely unchanged – Red, Orange, Yellow, Apple Green, Arctic Blue – but with the addition of the vibrant Hot Pink.
- ➔ Black, White and Raw Lacquer remain our ‘colourless’ colour choices.
- ➔ We are increasing the number of colours on which no surcharge is payable to four:
 - **Black, White, Turkish Green and Hot Pink** are our surcharge-free colours, ensuring that both the Classic and Bright colour ranges are represented;
 - Black and White both combine very well with either of the other surcharge-free colours, and indeed with the rest of our colour ranges;
 - Red becomes a surchargeable colour.
- ➔ **Raw Lacquer**, as before, will remain an option that cannot be chosen in combination with any other, though it can be selected on a Superlight bike. We continue to work hard to overcome the material problems associated with this finish and hope to be able to offer it throughout 2011; for now, we assume it will be available.



BROMPTON





No Surcharge Colours

Black / White / Turkish Green /
Hot Pink

Classic Colours

Claret / Cobalt Blue / Sage Green /
Racing Green / Desert Sand

Bright Colours

Red / Orange / Yellow / Apple Green
/ Arctic Blue

Not Shown Raw Lacquer



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