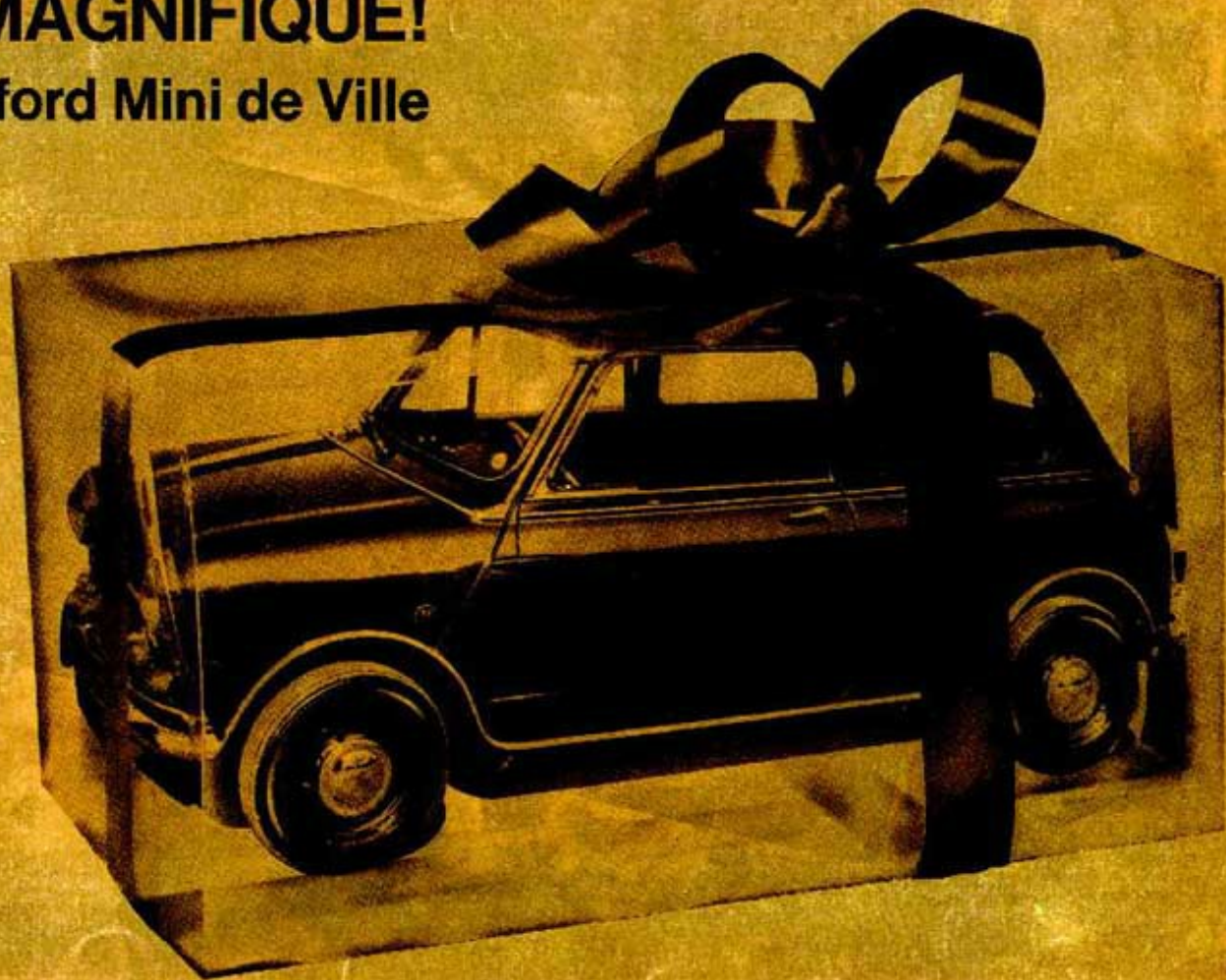


MINI MAGNIFIQUE!

The Radford Mini de Ville



The car for impossible people

who make impossible demands

The Radford Mini de Ville is for those optimists who think you can combine silent, coachbuilt comfort with the fiery performance and compactness of a Mini; the luxury extras of a £5,000 saloon with a car that can spin on a sixpence and scuttle through traffic jams. It is for those who have cast envious glances at overtaking Minis, but who demand an *individual* car. If you are an Impossible Person you will want to know just how the Mini de Ville provides comfort, quality and quietness previously known only to owners of the world's most expensive limousines. There are very few craftsmen coachbuilders left in Britain, and we are proud of the traditions of our trade. We have applied these skills to the world of modern motoring to produce the Mini de Ville.

WHY IS YOUR RADFORD MINI WIDER?

Because it has seven coats of finest cellulose-paintwork carried out to the highest standards.

WHY IS YOUR RADFORD MINI QUIETER?

Because road noise and body drumming have been cut to a minimum by extensive sound-proofing treatment.

WHY IS YOUR RADFORD MINI MORE EXPENSIVE?

Because you are not just purchasing the most luxurious small car in the world—you are buying the best craftsmanship. The thin, distinctive coachbuilder's line drawn along the body of your Mini de Ville is the discreet sign to the world that your "Mini" has been tailor-made to your most exacting personal requirements.

WHY IS YOUR RADFORD MINI BETTER LOOKING?

Because the quality shows from every angle. The immaculate, striking exterior, and the rich interior appointments give the Mini de Ville an unmistakably aristocratic appearance.

FOR LUXURY

Fully reclining front seats

Back seats redesigned and shaped for comfort

Armrests on both doors

Push-button electric winding windows

Deep pile nylon carpets

FOR CONVENIENCE

Extra instruments include tachometer, ammeter, oil pressure gauge and clock

Twin-speaker radio control stereophonic music at a touch

Controls for headlights, sidelights, reversing light and windscreen washers are regrouped for handsome convenience

Pencil-beam adjustable map-reading light



Alex Low



FOR GOOD LOOKS

New high quality trim all round

Beautiful redesigned fascia

Smart centre console for gloves, cigarettes, maps

The Mini de Ville is not mere opulence

*it is also for people who want to go places . . .
across counties or continents . . .
quickly . . . comfortably . . . confidently*



HAROLD RADFORD (COACHBUILDERS) LIMITED 124 KING STREET HAMMERSMITH LONDON W6 RIVERSIDE 8631

(Owing to continuous development on this car, we must reserve the right to alter specifications and prices without notice)