

Raleigh launches limited edition of classic 80s Tuff Burner

Nottingham's Raleigh bikes has launched a limited edition version of its classic 80s BMX the Tuff Burner.

The new bike pays homage to the blue and yellow original which was released in 1982 and went on to become a Raleigh Icon alongside the [Chopper, the Grifter and Bomber](#).

Raleigh said the BMX – retailing for £600 – is a near exact replica of the original Mk1 Tuff Burner but with a small change in geometry to make it ride even better than the original.

The bike maker said pre-orders – already sold out on the company website – will be shipped in early December ahead of general release, with sales limited to one per person.

Raleigh managing director Lee Kidger told the [Nottingham Post](#): “I would say there’s a lot of iconic bikes in our portfolio, whether that’s the Chopper, the Burner, the Grifter, whether it’s the Tomahawk or the TI.

“I think the Burner has a certain type of customer base that really, really likes it and I think that’s where people are really going to enjoy this.

“This colourway is pretty iconic to a lot of people. There’s a lot of people that have restored their old ones, so it’s going to be really interesting to see the old versus the new.

“Bringing it back with the parts that were used 40 years ago was really important to make it as unique and iconic as possible.”

It comes as Raleigh prepares to open its first “experience centre” in Maid Marian Way, Nottingham, where it will show off bicycles from different periods of its history as well as the full range of current Raleigh and Haibike models, providing customers with a chance to try sizes before they buy.

Mr Kidger said: “Whilst consumer habits have changed and we are seeing more engagement online, we still believe that a retail store has its place in the bicycle market, consumers still want to see and test bikes before making a purchase.

“Moreso consumers are looking for an experience – to be excited by the brand and to build trust with a local point of contact.”

Raleigh hopes to open its doors in late November.

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