

ON MAXELL, ROCK 'N' ROLL IS REALLY HERE TO STAY.



Every Maxell cassette is destined to become a golden oldie.
Because at Maxell we build cassettes to standards that are
60% higher than the industry calls for.

Durable cassettes you can shake, rattle yet they keep on
rolling.

Precision engineered tape that even after 500 plays still
delivers high fidelity.

So when we say, on Maxell, rock 'n' roll
is really here to stay... Be-Bop-A-Lu-La...
we don't mean maybe.



IT'S WORTH IT.