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ARIEL



*The Modern
Motor Cycle*

1927 FOREWORD

The Modern Motor Cycle

THIS ARIEL MODEL, consisting of Model 5000, 5000A, 5000B, 5000C and 5000D, is the first machine that has been developed in accordance with the new design ideas which have been the result of the progress of the past years.

During the past season, Ariel engineers have extensively considered the various essential requirements of this machine and with the introduction of the new frame and other parts representing the "Ariel" feature, a motor which stands in a class.

The machine of Ariel production for the coming world war has been built to meet the requirements of the modern motor cycle, which has become a part of the war equipment in the world's armies, and is equipped with all the latest appliances and scientific construction. Such modernizing features consist with altered design and the very best British construction, such as, with the new frame, with the new pistons in form of the square guide, etc. With the exception of a few specialties, such as the frame of the Ariel machine, it is a machine that is a masterpiece.



ARIEL

MOTOR CYCLES

1927



*Where the Best Motor Cycles in the World
are produced.*

ARIEL WORKS LIMITED
SELBY OAK, BIRMINGHAM

Telephone: 5441, 5442, 5443, 5444. Telegrams: "A. W. BIRMINGHAM"
Cable: "Birming", Motor Cycle, and ARIEL, in Germany.

MODEL A**55 H.P. SIDE VALVE SPORTS****PRICE . . . \$45****S P E C I F I C A T I O N**

Frame: Built by the Harley-Davidson Motor Company from chrome-plated steel tubing. The frame is designed to give the rider a feeling of freedom and control. The engine is mounted in a position that allows the rider to lean into the curves of the road. The frame is designed to give the rider a feeling of freedom and control. The engine is mounted in a position that allows the rider to lean into the curves of the road.

Engine: A 55-horsepower, side-valve, four-cylinder engine with overhead valves. The engine is designed to give the rider a feeling of freedom and control. The engine is mounted in a position that allows the rider to lean into the curves of the road.

Transmission: A four-speed transmission with a kick-start. The transmission is designed to give the rider a feeling of freedom and control. The transmission is mounted in a position that allows the rider to lean into the curves of the road.

Clutch: A clutch with a hand lever. The clutch is designed to give the rider a feeling of freedom and control. The clutch is mounted in a position that allows the rider to lean into the curves of the road.

Drive: A drive shaft with a chain drive. The drive is designed to give the rider a feeling of freedom and control. The drive is mounted in a position that allows the rider to lean into the curves of the road.

Wheels: 17-inch wheels with a 1.75-inch tire. The wheels are designed to give the rider a feeling of freedom and control. The wheels are mounted in a position that allows the rider to lean into the curves of the road.

Seat: A high seat with a backrest. The seat is designed to give the rider a feeling of freedom and control. The seat is mounted in a position that allows the rider to lean into the curves of the road.

Controls: Hand levers, foot pedal, and a clutch lever. The controls are designed to give the rider a feeling of freedom and control. The controls are mounted in a position that allows the rider to lean into the curves of the road.

Accessories: A variety of accessories are available for this motorcycle. The accessories are designed to give the rider a feeling of freedom and control. The accessories are mounted in a position that allows the rider to lean into the curves of the road.

MODEL B**65 H.P. SIDE VALVE TOURING****PRICE . . . \$50****S P E C I F I C A T I O N**

Frame: Built by the Harley-Davidson Motor Company from chrome-plated steel tubing. The frame is designed to give the rider a feeling of freedom and control. The engine is mounted in a position that allows the rider to lean into the curves of the road.

Engine: A 65-horsepower, side-valve, four-cylinder engine with overhead valves. The engine is designed to give the rider a feeling of freedom and control. The engine is mounted in a position that allows the rider to lean into the curves of the road.

Transmission: A four-speed transmission with a kick-start. The transmission is designed to give the rider a feeling of freedom and control. The transmission is mounted in a position that allows the rider to lean into the curves of the road.

Clutch: A clutch with a hand lever. The clutch is designed to give the rider a feeling of freedom and control. The clutch is mounted in a position that allows the rider to lean into the curves of the road.

Drive: A drive shaft with a chain drive. The drive is designed to give the rider a feeling of freedom and control. The drive is mounted in a position that allows the rider to lean into the curves of the road.

Wheels: 17-inch wheels with a 1.75-inch tire. The wheels are designed to give the rider a feeling of freedom and control. The wheels are mounted in a position that allows the rider to lean into the curves of the road.

Seat: A high seat with a backrest. The seat is designed to give the rider a feeling of freedom and control. The seat is mounted in a position that allows the rider to lean into the curves of the road.

Controls: Hand levers, foot pedal, and a clutch lever. The controls are designed to give the rider a feeling of freedom and control. The controls are mounted in a position that allows the rider to lean into the curves of the road.

Accessories: A variety of accessories are available for this motorcycle. The accessories are designed to give the rider a feeling of freedom and control. The accessories are mounted in a position that allows the rider to lean into the curves of the road.

MODEL C



5 H.P. O.H.V. SPORTS

PRICE £52 10 0

SPECIFICATION

General - 5 H.P. O.H.V. 240 c.c. engine with 2 valves per cylinder, 4 valves in all. Compression ratio 16:1. Stroke 4.25 inches. Bore 3.15 inches. Maximum speed 50 m.p.h. Fuel consumption 40 m.p.g. at 50 m.p.h. Range 100 miles. Dry weight 120 lbs. Total weight 150 lbs. with tank full of fuel. Maximum torque 15 lb. ft. at 4,000 r.p.m.

Type - Single cylinder, 4 valve, overhead valve, 2 stroke.

Engine - 240 c.c. O.H.V. 2 valves per cylinder, 4 valves in all. Compression ratio 16:1. Stroke 4.25 inches. Bore 3.15 inches. Maximum speed 50 m.p.h. Fuel consumption 40 m.p.g. at 50 m.p.h. Range 100 miles. Dry weight 120 lbs. Total weight 150 lbs. with tank full of fuel. Maximum torque 15 lb. ft. at 4,000 r.p.m.

Transmission - 4 speed, shaft drive, with 1st, 2nd, 3rd and 4th gears. Gear ratios: 1st 4.75:1, 2nd 3.5:1, 3rd 2.5:1, 4th 1.8:1. Final drive 15:1. Overall gear ratio 1st 85:1, 2nd 63:1, 3rd 45:1, 4th 32:1.

Clutch - 14 teeth, 140 mm. diameter, cast iron. Friction material, cast iron. Clutch lever, cast iron. Clutch cable, steel. Clutch housing, cast iron.

Brakes - Front, 100 mm. diameter, cast iron. Rear, 100 mm. diameter, cast iron. Brake levers, cast iron. Brake cables, steel. Brake housing, cast iron.

Chassis - Front, 100 mm. diameter, cast iron. Rear, 100 mm. diameter, cast iron. Chassis tubes, steel. Chassis plates, cast iron.

Wheels - Front, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Rear, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Spokes, steel. Hubs, cast iron. Axles, steel. Bearings, ball bearings.

Tires - Front, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Rear, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Tires, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron.

Seat - 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Seat cover, leather. Seat base, cast iron.

Headlight - 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Headlight housing, cast iron. Headlight lens, glass. Headlight reflector, cast iron.

Ignition - 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Ignition coil, cast iron. Ignition points, cast iron. Ignition points cam, cast iron. Ignition points cam spring, cast iron. Ignition points cam spring, cast iron.

Electrical - 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Battery, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Battery terminal, cast iron. Battery terminal, cast iron.

Accessories - 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Accessory, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron.

MODEL C



5 H.P. O.H.V. TOURING

PRICE £55

SPECIFICATION

General - 5 H.P. O.H.V. 240 c.c. engine with 2 valves per cylinder, 4 valves in all. Compression ratio 16:1. Stroke 4.25 inches. Bore 3.15 inches. Maximum speed 50 m.p.h. Fuel consumption 40 m.p.g. at 50 m.p.h. Range 100 miles. Dry weight 120 lbs. Total weight 150 lbs. with tank full of fuel. Maximum torque 15 lb. ft. at 4,000 r.p.m.

Type - Single cylinder, 4 valve, overhead valve, 2 stroke.

Engine - 240 c.c. O.H.V. 2 valves per cylinder, 4 valves in all. Compression ratio 16:1. Stroke 4.25 inches. Bore 3.15 inches. Maximum speed 50 m.p.h. Fuel consumption 40 m.p.g. at 50 m.p.h. Range 100 miles. Dry weight 120 lbs. Total weight 150 lbs. with tank full of fuel. Maximum torque 15 lb. ft. at 4,000 r.p.m.

Transmission - 4 speed, shaft drive, with 1st, 2nd, 3rd and 4th gears. Gear ratios: 1st 4.75:1, 2nd 3.5:1, 3rd 2.5:1, 4th 1.8:1. Final drive 15:1. Overall gear ratio 1st 85:1, 2nd 63:1, 3rd 45:1, 4th 32:1.

Clutch - 14 teeth, 140 mm. diameter, cast iron. Friction material, cast iron. Clutch lever, cast iron. Clutch cable, steel. Clutch housing, cast iron.

Brakes - Front, 100 mm. diameter, cast iron. Rear, 100 mm. diameter, cast iron. Brake levers, cast iron. Brake cables, steel. Brake housing, cast iron.

Chassis - Front, 100 mm. diameter, cast iron. Rear, 100 mm. diameter, cast iron. Chassis tubes, steel. Chassis plates, cast iron.

Wheels - Front, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Rear, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Spokes, steel. Hubs, cast iron. Axles, steel. Bearings, ball bearings.

Tires - Front, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Rear, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Tires, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron.

Seat - 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Seat cover, leather. Seat base, cast iron.

Headlight - 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Headlight housing, cast iron. Headlight lens, glass. Headlight reflector, cast iron.

Ignition - 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Ignition coil, cast iron. Ignition points, cast iron. Ignition points cam, cast iron. Ignition points cam spring, cast iron. Ignition points cam spring, cast iron.

Electrical - 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Battery, 16 inch, 2.15 inch diameter, 19 mm. wide, cast iron. Battery terminal, cast iron. Battery terminal, cast iron.



O.H.V. SPORTS COMBINATION

For those who desire speed, see Model 2 R. A new combination for Model 2 R, with a new engine, 200 cc. and 1000 cc. displacement.

PRICE - \$55 10 0
MODEL 2 R



O.H.V. TOURING COMBINATION

For those who desire speed, see Model 6 S. A new combination for Model 6 S, with a new engine, 200 cc. and 1000 cc. displacement.

PRICE - \$63 10 0

MODEL V

MODEL V (200 cc. engine and 1000 cc. displacement) with a new engine, 200 cc. and 1000 cc. displacement.

PRICE - \$30



O.H.V. SPORTS COMBINATION

For those who desire speed, see Model 3 I. A new combination for Model 3 I, with a new engine, 200 cc. and 1000 cc. displacement.

PRICE - \$58
MODEL 3 I



O.H.V. TOURING COMBINATION

For those who desire speed, see Model 3 U. A new combination for Model 3 U, with a new engine, 200 cc. and 1000 cc. displacement.

PRICE - \$71 10 0

MODEL W

MODEL W (200 cc. engine and 1000 cc. displacement) with a new engine, 200 cc. and 1000 cc. displacement.

PRICE - \$25



SIZES



THE REGULAR MIGHT BE YOUR STRIKE

Available in two distinct styles, both of the same size, it is evident that correct proportionality was observed in the design of this suit. The jacket is of the standard business design. It is plain, simple, and elegant, showing well, whether in town, on water, or in the country. See the regular size suit illustrated on the next page.



Medium Suits. These suits are made from the same materials and follow the same pattern as the regular size suit, but they are cut to fit a larger man.



Large Suits. These suits are made from the same materials and follow the same pattern as the regular size suit, but they are cut to fit a larger man.

FEATURES

THE REGULAR MIGHT BE YOUR STRIKE

Available in two distinct styles, both of the same size, it is evident that correct proportionality was observed in the design of this suit. The jacket is of the standard business design. It is plain, simple, and elegant, showing well, whether in town, on water, or in the country. See the regular size suit illustrated on the next page.



Illustration showing the design of the watch face.



Available in two distinct styles, both of the same size, it is evident that correct proportionality was observed in the design of this suit. The jacket is of the standard business design. It is plain, simple, and elegant, showing well, whether in town, on water, or in the country. See the regular size suit illustrated on the next page.

Available in two distinct styles, both of the same size, it is evident that correct proportionality was observed in the design of this suit. The jacket is of the standard business design. It is plain, simple, and elegant, showing well, whether in town, on water, or in the country. See the regular size suit illustrated on the next page.





SUPER SPORTS
PRICE \$600

SPECIFICATION

- Model:** Harley-Davidson Super Sports
- Year:** 1954
- Color:** Blue and Silver
- Price:** \$600
- Weight:** 350 lbs.
- Capacity:** 15.5 gal.
- Engine:** Harley-Davidson
- Transmission:** Harley-Davidson
- Drive:** Harley-Davidson
- Brakes:** Harley-Davidson
- Wheels:** Harley-Davidson
- Seat:** Harley-Davidson
- Handlebars:** Harley-Davidson
- Controls:** Harley-Davidson
- Accessories:** Harley-Davidson



MODEL B

The Harley-Davidson Super Sports Model B is a superbly designed and built motorcycle. It is a true sports bike, built for speed and performance. It is a true Harley-Davidson motorcycle, built to last.



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