



ANTIQUE MOTORCYCLES - ACCESSORIES AND RELATED ITEMS

ARIEL 1926 MODEL C 497CC 1 CYL OHV 3005



SOLD





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PRODUCT DESCRIPTION

Ariel 1926 "5.00 HP Super Sports Model C" 497 cc OHV frame# P 4332 engine # P 4303

In 1925 Ariel boss Charles Sangster managed to contract two people that were to be very important for the Ariel successes of the years to come.

Val Page became Chief designer and Victor Mole was the new Sales Manager.

The company had some serious problems: the existing range of White & Poppe side valve machines had become very outdated and the Ariel make really could use a more sporty image. Page, who had previously been successful with JAP, had only a few months to get a new line of machines ready for the 1925 Olympia Show.

He concentrated on the engines, the cycle parts would get an update one year later.

The new engines he designed - a 557 cc side valve and a 497 cc overhead valve, the latter with bore x stroke dimensions of 81.8 x 95 mm - gave the machines much more power and better looks.

The OHV model was available in fast touring guise as Model D - speed guaranteed 75 mph - and in Super Sports form as Model C, speed guaranteed 80 mph.

The Super Sports model had narrower mudguards and tyres, twistgrip and sports handlebars.

The engine had got a special treatment too, according to the catalogue description: "Designed according to latest practice, fitted with special cams and tuned to give abnormal power output."

Victor Mole started a clever advertising campaign with the slogan for the 1926 range "Ariel, the Modern Motor Cycle".

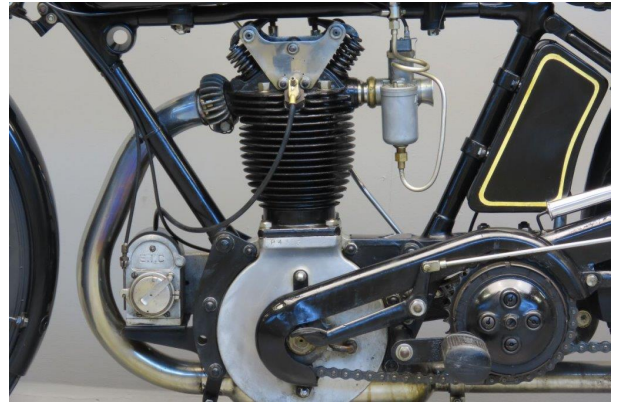
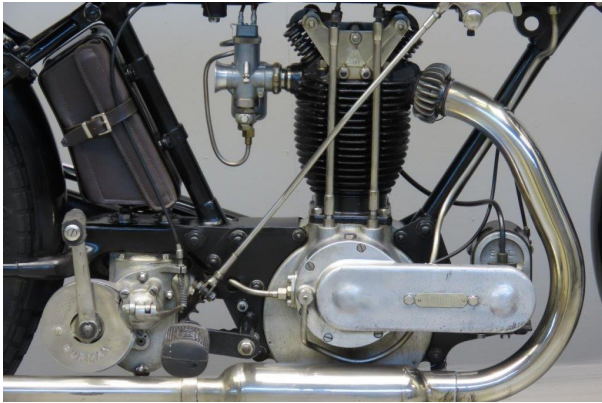
The new machines got favourable comments from the press and the motorcycle buying public started to turn to Ariels in great numbers: within a few years Ariel sales and profits rocketed.

This vintage super sports mount was first registered in Scotland on July 8, 1926 and is equipped with large 7 in diameter internal expanding brakes, a practical feature.

Presently a relatively modern Amal carburettor is fitted for riding convenience but the original Amal TT carb comes with the machine, together with an extensive file of restoration invoices and photos, maintenance hints and tips, buff logbook, and Ariel Owners Club correspondence.



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