



ANTIQUE MOTORCYCLES - ACCESSORIES AND RELATED ITEMS

**ARIEL 1927 MODEL A 557CC 1 CYL**



**SOLD**





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### PRODUCT DESCRIPTION

**Ariel 1927 557 cc side valve single combination frame# V10769 engine #V10204**

The new line of Ariels, introduced at the end of 1925 and designed by engineering genius Val Page, had been an instant success.

Not so much because of its technical innovations, but mostly for its very attractive styling: lower saddle position, shortened wheel base and high saddle tank.

Victor Mole was the new man in charge of sales at the Ariel works and he designed the new eye-catching emblem of the Ariel horse and coined the advertising slogan "Ariel, the Modern Motor Cycle".

Within a few years Ariel sales and profits rocketed.

In 1927 sales were ten times as high as the 1925 sales before the introduction of the new line of machines.

This machine is equipped with a sports type aluminium sidecar and is a well running, older restoration.



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