



ANTIQUE MOTORCYCLES - ACCESSORIES AND RELATED ITEMS

ARIEL 1928 MODEL A 557CC 1 CYL SV



SOLD





ANTIQUE MOTORCYCLES - ACCESSORIES AND RELATED ITEMS

PRODUCT DESCRIPTION

Ariel 1928 557 cc side valve single frame# W7057 engine # W6752

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.

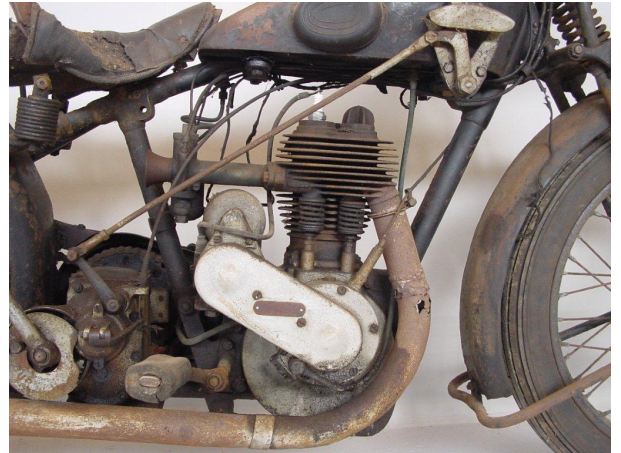
Victor Mole was the new man in charge of sales at the Ariel works and he designed the new eye-catching emblem of the Ariel horse and coined the advertising slogan "Ariel, the Modern Motor Cycle".

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. True, with this machine the attractive styling might not transpire at first sight, but this unrestored vintage Ariel is very complete and will be a rewarding restoration project.



ANTIQUE MOTORCYCLES - ACCESSORIES AND RELATED ITEMS





ANTIQUE MOTORCYCLES - ACCESSORIES AND RELATED ITEMS

