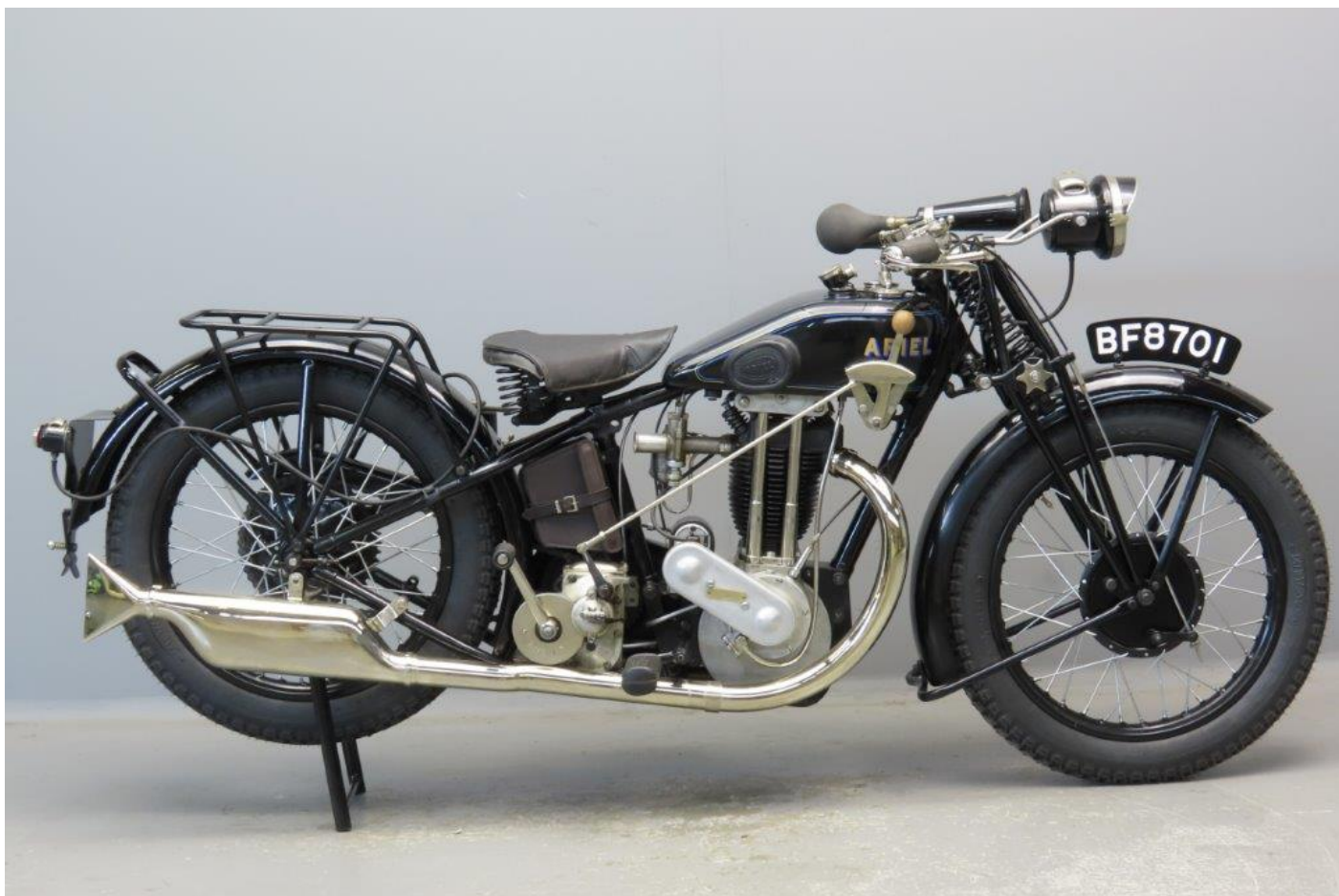




ANTIQUE MOTORCYCLES - ACCESSORIES AND RELATED ITEMS

ARIEL 1928 MODEL E 500CC 1 CYL OHV 2907



SOLD





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PRODUCT DESCRIPTION

Ariel 1928 Super Sports Model E 497 cc OHV single frame# W13017 engine # W12963

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.

The 5 basic models (A,B,C,D and E) that were produced in 1927 were continued for 1928, but with many improvements.

The most noticeable was the adoption of Brooklands-type fishtail silencers , the use of enclosed valve-operation gear on the ohv machines and redesigned frames on all models.

The models A and B were 557 cc side valves, C was an ohv Standard machine, D was the De Luxe version of the C and E was a Super Sports machine, fitted with Amac Sports carburettor with twist grip control and adjustable footrests.

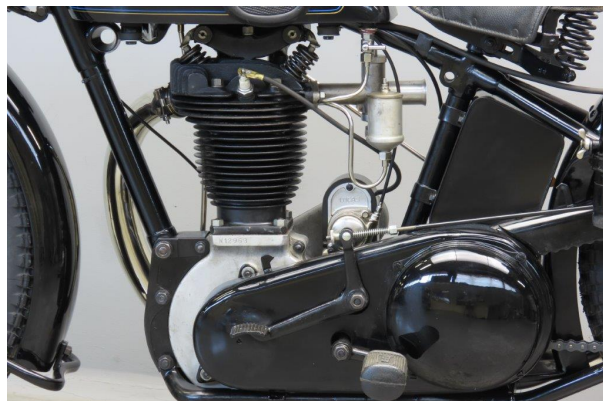
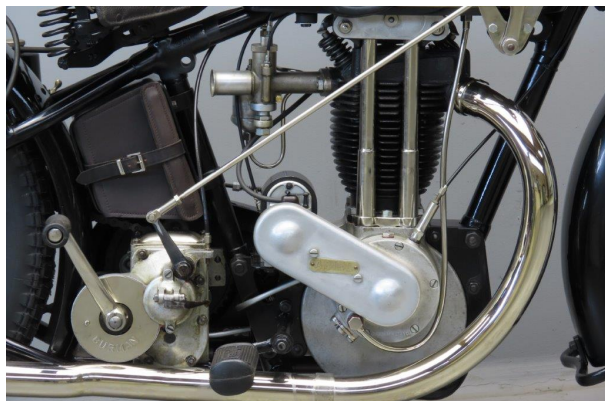
Standard trim for the E was also a twin-port head. All OHV models had bore x stroke dimensions of 81.8x 95 mm.

With this powerful vintage OHV machine comes a dating certificate of the Ariel Owners Motorcycle Club: an entry in the Ariel Works despatch book shows the machine was sent on July 2nd 1928 to Mess. E.G. Henriksen in Norway.

Noteworthy features of this well-restored Ariel include a Lucas 'King of the Road' bulb horn and Miller acetylene lighting system



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