



ANTIQUE MOTORCYCLES - ACCESSORIES AND RELATED ITEMS

ARIEL 1929 557 CC 1 CYL SV



SOLD





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PRODUCT DESCRIPTION

Ariel 1929 557 cc side valve single frame# K 1894 engine # K 7491

This model A Ariel was produced late 1929 and actually is a 1930 model, equipped with Sturmev Archer three speed gearbox.

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.

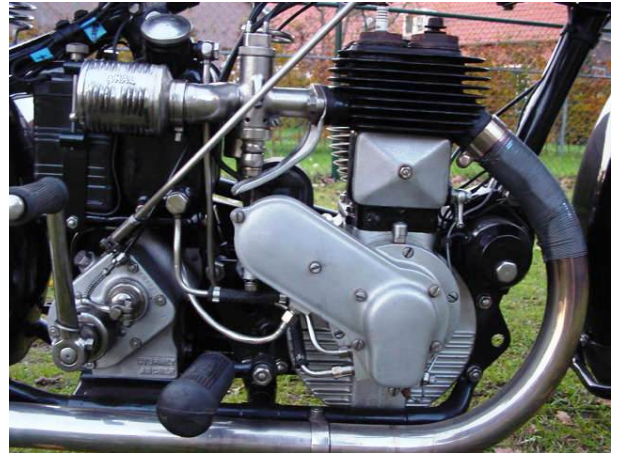
In 1927 sales were ten times as high as the 1925 sales before the introduction of the new line of machines.

This machine spent most of its life in the Isle of Man.

It has a documented history from new and is excellently restored.



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