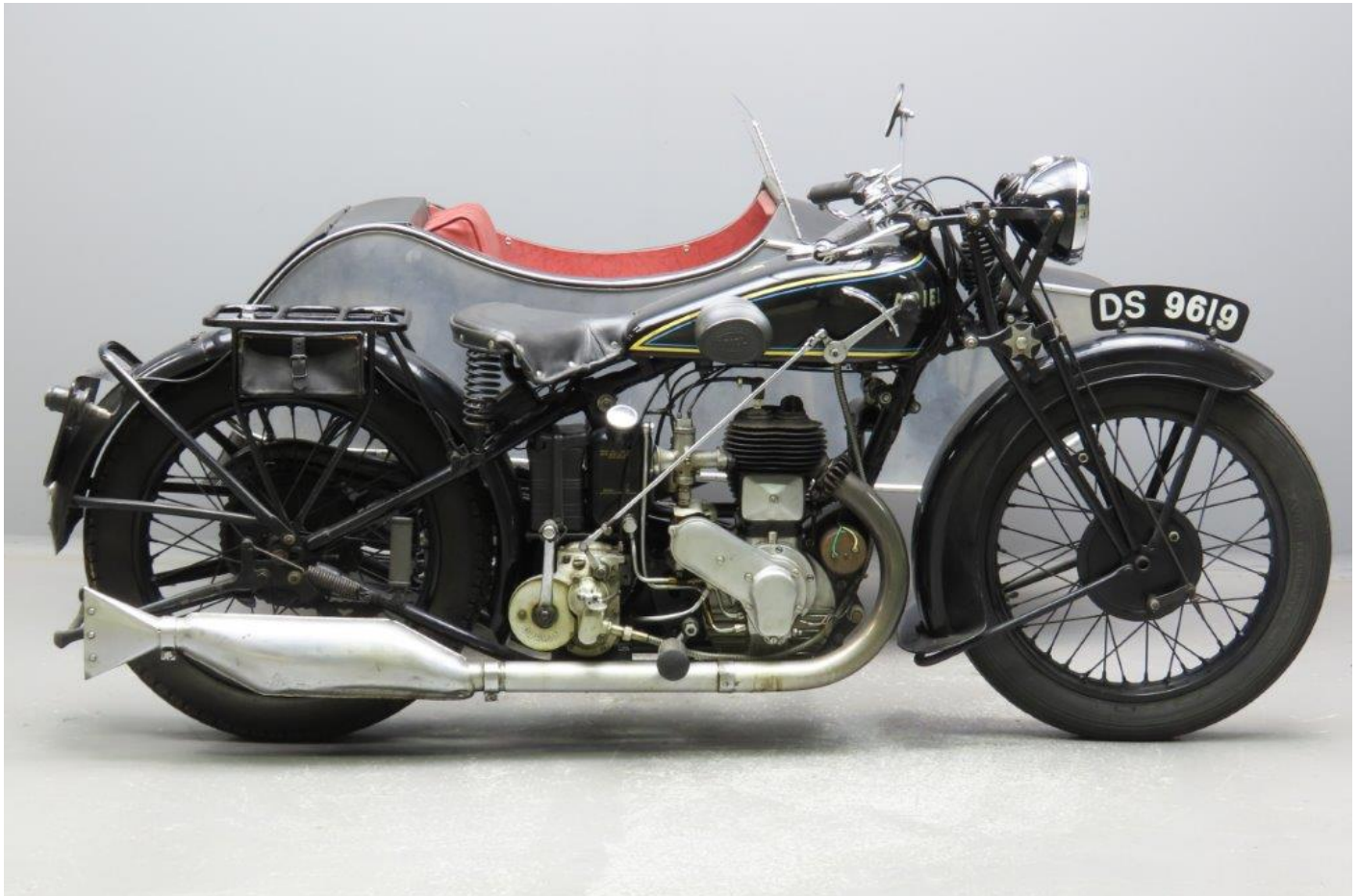




ANTIQUE MOTORCYCLES - ACCESSORIES AND RELATED ITEMS

ARIEL 1930 MODEL B 557CC 1 CYL SV 2911



SOLD





ANTIQUÉ MOTORCYCLES - ACCESSORIES AND RELATED ITEMS

PRODUCT DESCRIPTION

Ariel 1930 "Model B De Luxe" 557 cc side valve single combination frame# K 9314 engine # K8907

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 1930 range contained two models in the 550 cc class, the Models A and B.

The B had a somewhat more luxurious specification, it was fitted with a Burman Gearbox (The Model A came with a Sturmey-Archer type), steering damper and more substantial tyres.

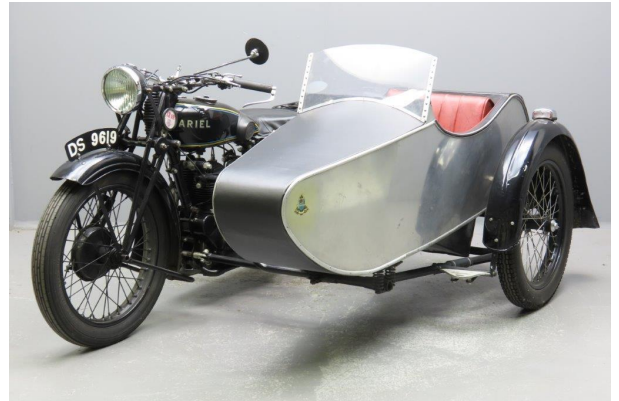
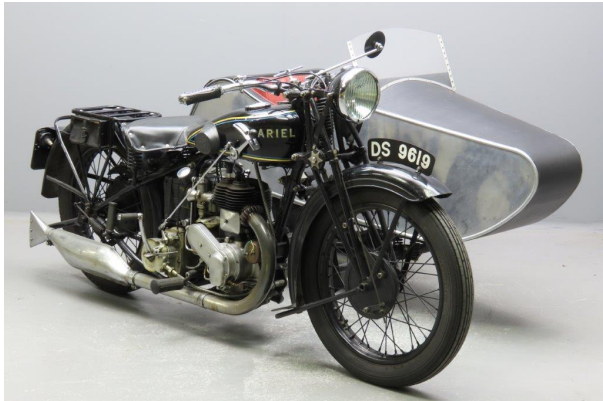
The twistgrip control and tank-mounted Smiths speedometer on this machine were supplementary.

Some of the new features for 1930 were a larger petrol tank with 2 ½ gallons capacity, a tank-mounted oil pressure gauge and a redesigned, noiseless engine shock absorber.

The machine comes with a handsome lightweight aluminium Watsonian sidecar and is in well-kept condition throughout.



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