

ARIEL

The Modern Motor-Cycle



PILLION RIDING IS SAFE ON AN **ARIEL**

THE REASON WHY

Low centre of gravity.

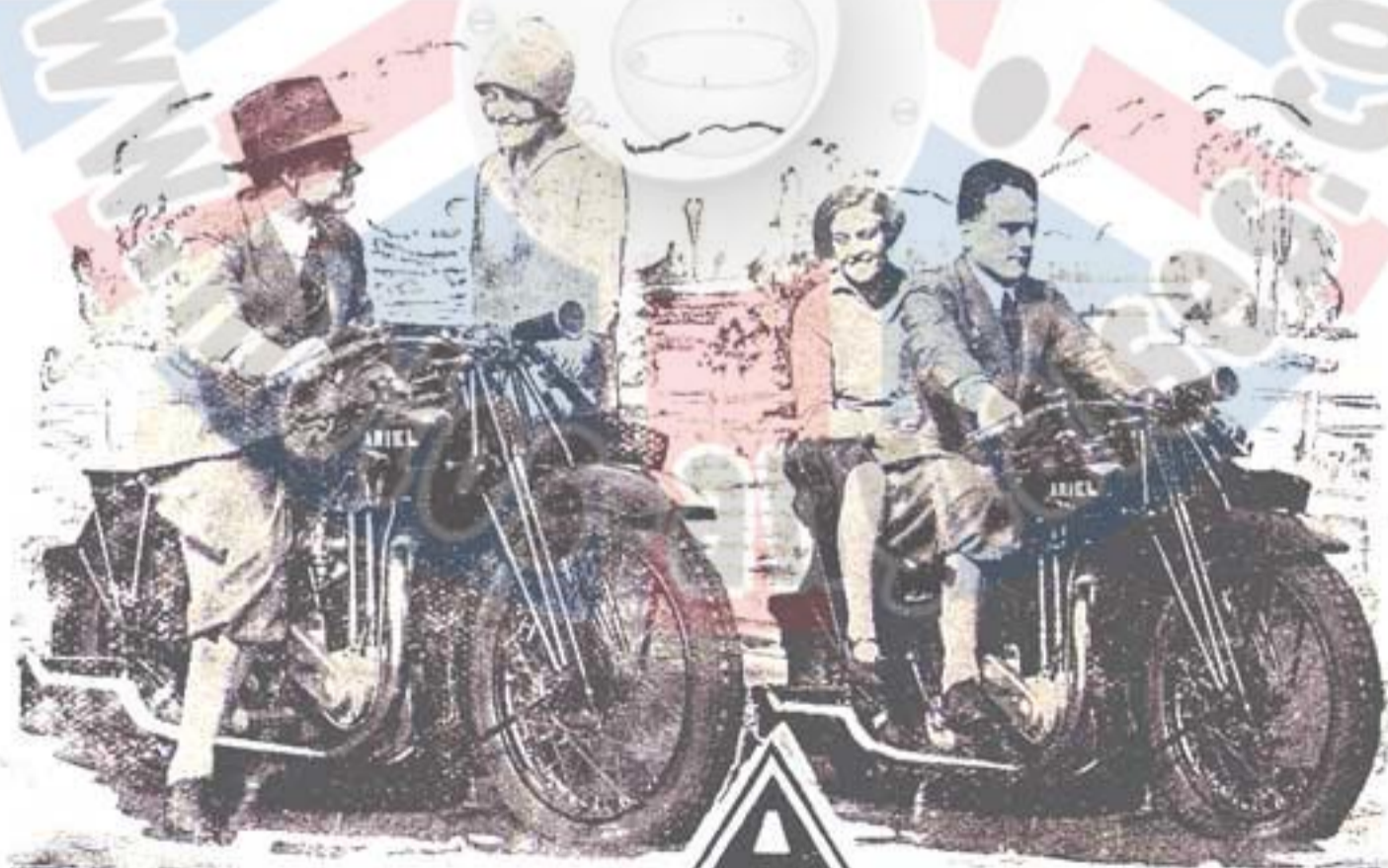
Weight distribution arranged with meticulous care.

Brakes that ensure rapid smooth deceleration.

Steering ease and riding position that inspires confidence.

"Kentish Town.

"I have, however, much pleasure in saying that I am thoroughly delighted with the machine. The acceleration especially is far in excess of most other makers, and its ease of steering leaves nothing to be desired.—R.L.S."



Insist on an **ARIEL** the only way

A FEW **ARIEL** AWARDS

CARDIFF-LEICESTER-CARDIFF TRIAL
3 Gold—1 Silver.

WOKING 24 HOURS' TRIAL
Gold Medal.

LEEDS £200 TRIAL
1st Class Award.

COLMORE CUP TRIAL
3 Gold Medals, 4 Silver Medals, also Carless Cup.

SOUTHERN TRIAL
Special Silver Cup and Gold Medal.

VICTORY CUP TRIAL
4 Gold Medals, 2 Silver Medals, also Midland Cup.

REDDITCH OPEN TRIAL
2 Gold Medals.

DUNLOP CUP TRIAL
1st Class Award.

TRAVERS TROPHY
2 Gold Medals & 1 Silver Medal

LEY TROPHY
1 Gold Medal.

HEPOLITE SCAR HILL CLIMB
Greenwood Trophy 1st Award.
1st Award Novice Class.

OTLEY HILL CLIMB
1st Class Award.

SCOTTISH TWO DAYS' TRIAL
3 First Class Awards.

LONDON-LANDS END
12 Gold Medals.

A.C.U. SIX DAYS' STOCK TRIAL
3 Gold Medals, also Team Prize.

EAST MIDLAND CENTRE HILL CLIMB
Silver Cup for Fastest time.
4 First Prizes.

N.W. CENTRE OPEN TRIAL
Allan Trophy (First Award).



ARBUTHNOT TROPHY
Won by
Commander
Hutchinson



SYSTON SPEED CHAMPIONSHIP AWARD



SILVER CUP
SCOTTISH SIX DAYS' TRIAL

BEN LOMOND
3,192 feet
CLIMBED IN
RECORD TIME
ON AN ARIEL



IRISH SPEED CHAMPIONSHIP
Winner—Mr. T. G. Byrne.

SCOTTISH SIX DAYS' TRIAL

2 Silver Cups, 3 Gold Medals
3 Silver Medals. Best Amateur
Sidecar Performance. No marks
lost on examination for condition
at end of Trial.

INTERNATIONAL SIX DAYS' TRIAL
4 Gold Medals.

ARBUTHNOT TROPHY
Won by Commander Hutchison

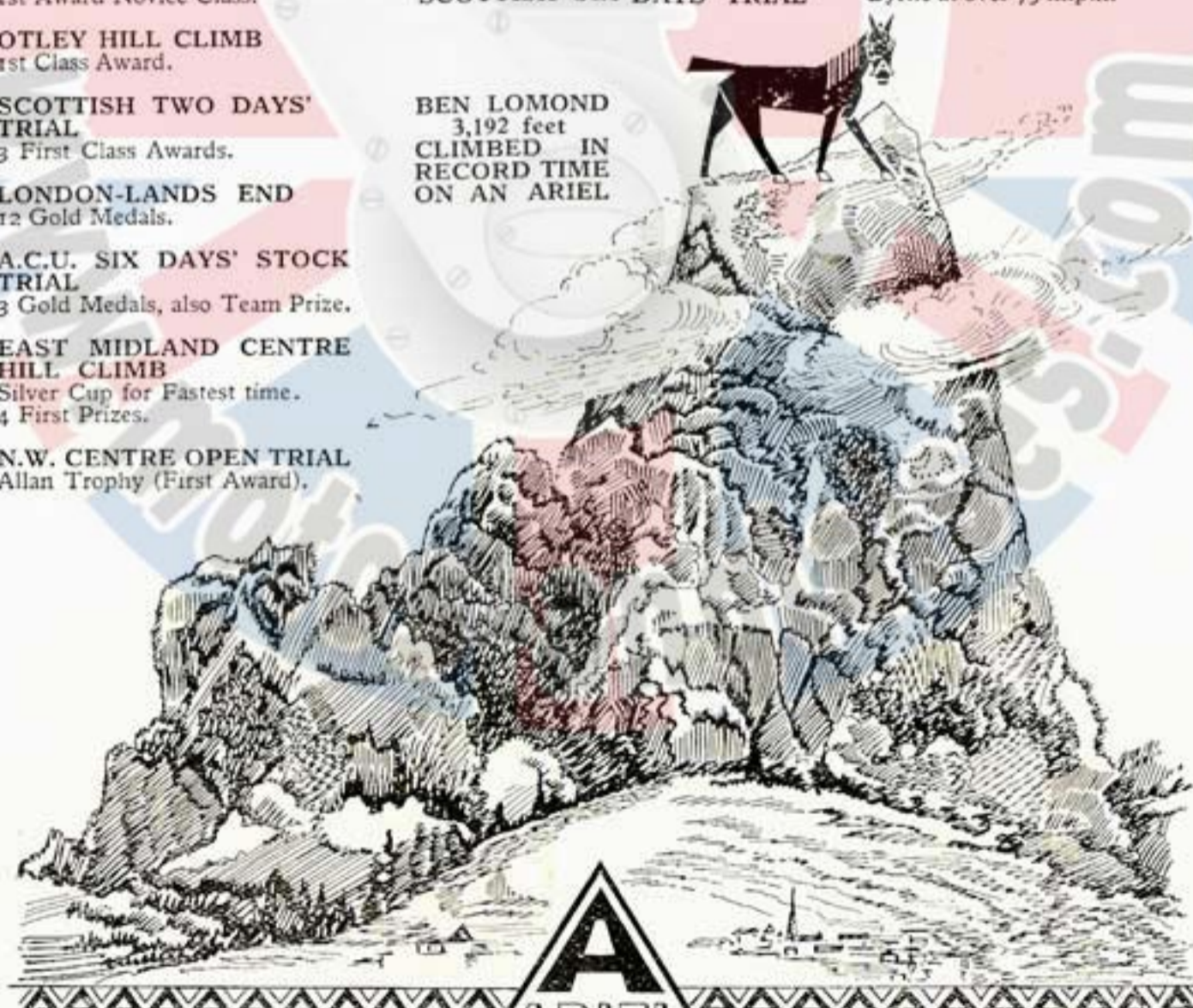
SYSTON SPECIAL CHAMPIONSHIP
Won by Frank Sissons.

ATHY SPEED TRIALS
First on time 600 c.c. Class.
First on time Unlimited.
Fastest time of the day.

S.E. CENTRE HARVEST MOON TRIAL
Langmaid - Marshall Challenge
Cup for best performance.

LETCHEWORTH MOTOR CLUB PETROL CONSUMPTION TEST
134.5 miles per gallon.

25 MILE IRISH NATIONAL CHAMPIONSHIP
500 c.c. Class won by T. G.
Byrne at over 75 m.p.h.



ARIEL WORKS LTD., SELLY OAK, BIRMINGHAM
Telephone : Selly Oak 451 (7 lines) Telegrams : "Ariel Selly Oak" Codes : Bentley's, Marconi and A.B.C. 5th Ed

THIRTY-TWO NEW FEATURES

- 1 **Frame.** See illustration and notes.
- 2 **O.H.V. Push Rods.** See illustration and notes.
- 3 **O.H.V. Rocker Gear.** See illustration and notes.
- 4 **Tappets.** See illustration and notes.
- 5 **Cam Gear.** See illustration and notes.
- 6 **Carburettor.** Two bolt, flange fixing.
- 7 **Piston.** See illustration and notes.
- 8 **Gudgeon Pin.** See illustration and notes.
- 9 **Valve Guides.** New heat treated material. Will wear for ever.
- 10 **Filler Caps.** See illustration and notes.
- 11 **Sight Feed Lubricator.** New Patent Regulator. Automatic increase of oil supply.
- 12 **Petrol Filter.** Submerged Strainer.
- 13 **Oil Filter.** Submerged Strainer.
- 14 **Primary Chain.** $\frac{1}{2}$ in. pitch .305 wide, giving exceptionally long and silent life.
- 15 **Exhaust Pipe.** Improved shape.
- 16 **Silencer.** Plated finish all over, fish tail end. Improved appearance, very effective.
- 17 **Rear Hub.** All steel construction, of great strength.
- 18 **Front Hub.** All steel construction, increased width of bearing centres, desirable for sidecar work.
- 19 **Front Forks.** Increased width, giving greater lateral stability.
- 20 **Front Mudguard.** Wider D. Section, better protection.
- 21 **Rear Mudguard.** Wider D. Section, better protection.
- 22 **Mudguard Supports.** Improved stays, rigid, preventing mudguard vibration.
- 23 **Carrier.** Easily detachable, independent of mudguard. Increased strength for pillion riding.
- 24 **Handlebars.** More comfortable shape and better control.
- 25 **Saddle.** Soft tops to all models.
- 26 **Tyres.** 3 in. or $3\frac{1}{4}$ in., according to model.
- 27 **Gearbox Fixing.** Mounted on all-steel bracket with additional top anchorage.
- 28 **Gearbox.** Die-cast aluminium case, modified gears. Silent in operation and clean appearance.
- 29 **Oil Retainers.** Oil retaining washer fitted to both hubs, tappets, gearbox and cam wheel.
- 30 **Front Chain Cover.** Full cover on all models.
- 31 **Lighting Set.** Neat fixing with battery under saddle.
- 32 **Detachable Dome.** On front cover for easy access to clutch.

"Camberwell.

*"The machine has run splendidly and has given me every satisfaction.
I am, Yours sincerely, W.M.H."*



Improved frame of tremendous strength having one piece steel head lug, front down tube of 1½ in. diameter. All main tubes aero quality. Four point engine fixing, giving great stability. The frame provides a particularly low riding position, thus reducing the risk of skidding.



FRONT FORKS. Neat and strong girder design with central barrel spring and incorporated dampers giving vertical motion to the front wheel and improved road-holding and comfort.



Showing extra top anchorage of gear box on all models.



Showing easily detachable dome on chain case for inspection of clutch.



5.0. H.P. O.H.V. Engine. Bore 81.8 m/m x stroke 95 m/m, 497 c.c. Double roller bearing big end, ball bearings on driving side of main-shaft. Heat treated aluminium piston, fully floating gudgeon pin. Special overhead rocker gear, enclosed, with easily detachable inspection cover. Grease gun lubrication to rockers, double valve springs, push rods enclosed, detachable deeply finned head secured by four bolts. An engine capable of sustained speed combined with reliability and sweet gliding power.



Showing cover of O.H.V. Rocker gear with inspection plate detached.

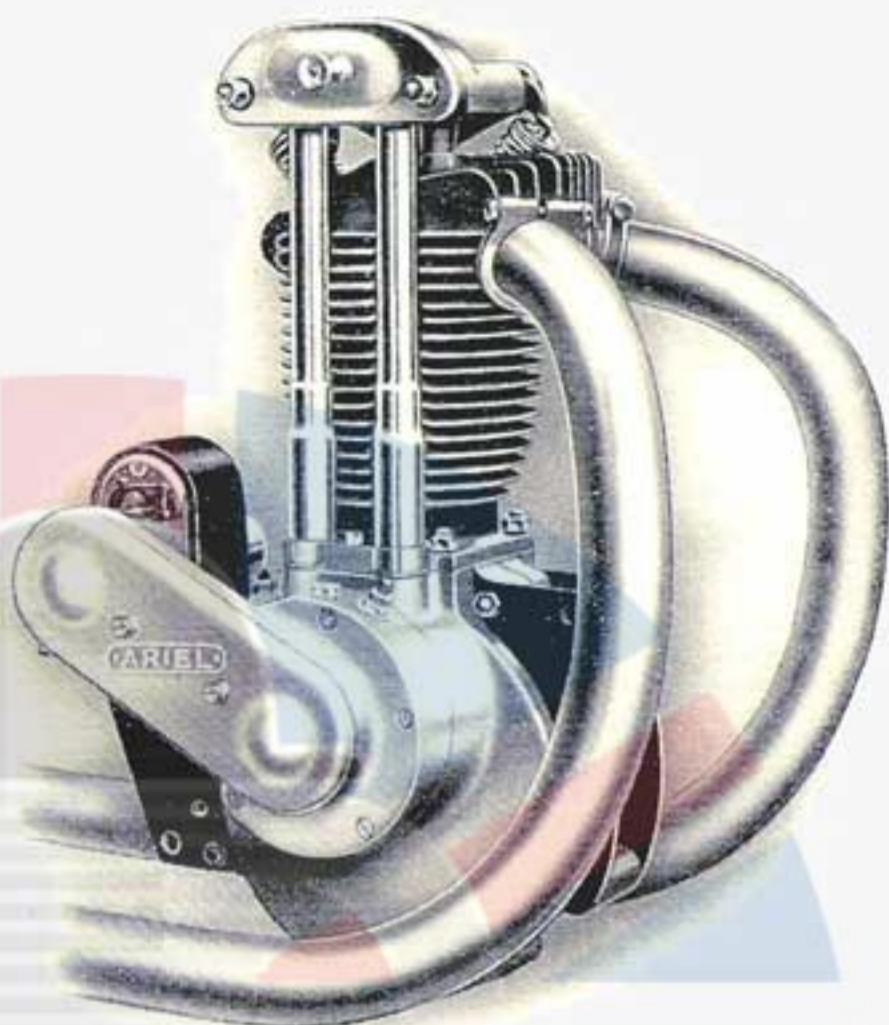
Special design of piston preventing slap, carrying fully floating gudgeon pin of one inch diameter fitted with aluminium end caps. Connecting rods produced from special material, the big end carrying two rows of $\frac{1}{2}$ in. diameter rollers.



Cam Gear. All bearings and rocker pin increased 50 per cent. Wider teeth on cam wheel, and wider cams. Redesigned cam profile which in conjunction with large bearing surface all round, sets a new standard of silence for motor cycle engines.



Birds eye view of tank showing patent automatic lubricator and filler caps with patent Clamp fitting. Quick in operation and absolutely leak proof. (As fitted to Models B, C, D and E).



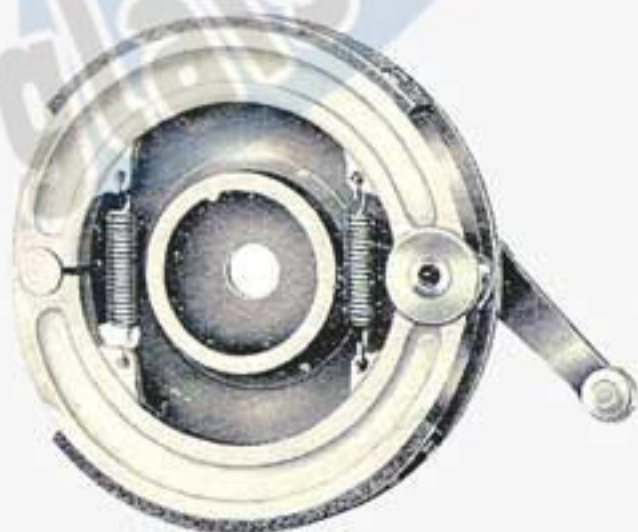
5 H.P. MODEL E. TWO PORT ENGINE

Bore 81.8 m/m. x stroke 95 m/m., 497 c.c. Two-port cylinder head with exceptionally deep fins; polished ports and two complete silencing systems. Double roller bearing big end, ball bearings on driving side of mainshaft. Heat treated aluminium piston, fully floating gudgeon pin. Special overhead rocker gear, and push rod return springs. Double valve springs and grease gun lubrication to rockers. Detachable head secured by four bolts. Each engine is carefully tuned and bench tested on a water brake.



5.5 H.P. S.V. ENGINE

Bore 86.4 m/m. x stroke 95 m/m., 557 c.c. Double roller bearing big end, ball bearings on driving side of mainshaft, specially heat treated aluminium piston, fully floating gudgeon pin. Features of this engine are its high power output, proved reliability and cool running.



Car type brakes to both wheels, 7in. diameter internal expanding.



Spring shock absorber fitted to engine shaft.

Note—Shock absorber in gear box also.

OIL FILTER

Showing submerged strainer. A similar strainer is also fitted to the petrol pipe in tank.



Camden Road, N.W.5.

Sir,

I have recently purchased an Ariel Model D.

I am delighted with it. It is the most comfortable bike I have ridden. I wish I had had one before.

Yours truly—H.F.B.

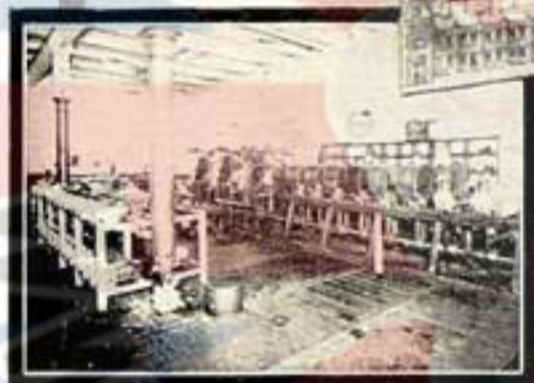
A few interesting Departments of the large ARIEL Factory



A CORNER
OF THE
FORGE



A MACHINE SHOP



ENGINE TESTING SHOP



HORSE-POWER TEST



ASSEMBLING MOTOR CYCLES



COLONIAL TESTING MACHINE

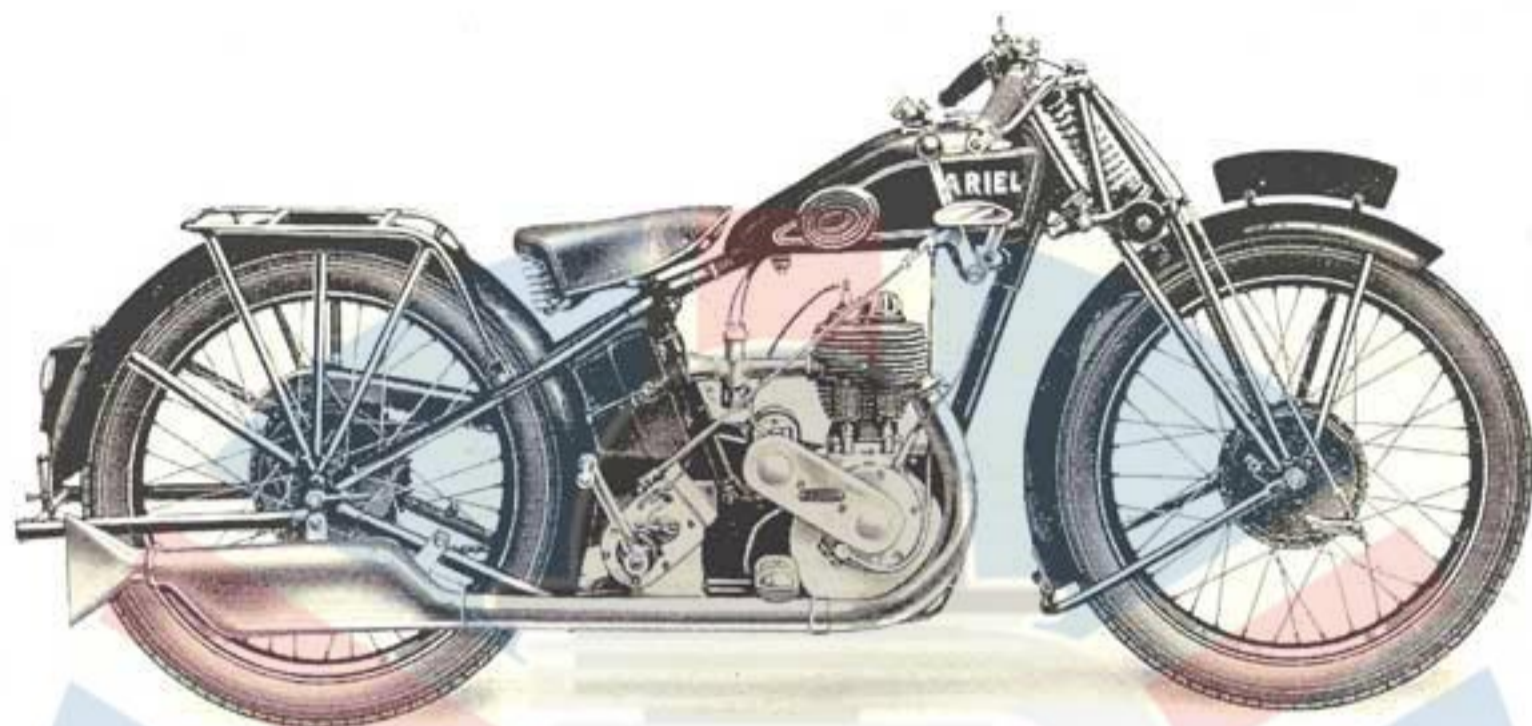
Scientific



Production



5.5 H.P. STANDARD SIDE VALVE MODEL A



£43.10

With POPULAR SPORTS (Q) or
TOURING (R) SIDECAR

£54

SEE SEPARATE LIST FOR HIRE PURCHASE

SPECIFICATION

Engine. For further information see separate illustration and notes.

Lubrication. Engine lubricated by internal mechanical pump controlled by sight feed, only one oil pipe (Patent No. 254,890). Continuous automatic circulation of oil to timing gear, main bearings and big end. Chains automatically lubricated, all other bearings lubricated by grease gun.

Carburettor. B. & B. flange fixing.

Magneto. Lucas.

Silencer. Large expansion chamber with baffles, giving an exceptionally quiet exhaust note.

Gearbox. Special Sturmey Archer with bottom fixing and top anchorage; three speeds, with internal locking device for correct gear position. Tank tube control: hand operated, 4-plate cork clutch with shock absorber.

Heavyweight specially manufactured by Messrs. Sturmey Archer.

Gear	Solo	1st	2nd	3rd
Ratios	Normal	14.0	7.6	4.75
	Hilly country	15.3	8.3	5.2
Gear	Sidecar	1st	2nd	3rd
Ratios	Standard	17.0	9.2	5.75

Transmission. Front and rear chains (automatic lubrication) running over large sprockets and protected by efficient chain cover. Front chain half inch pitch.

Frame. For further information see separate illustration and notes.

Front Forks. For further information see separate illustration and notes.

Brakes. For further information see separate illustration and notes.

Wheels. Well base rim and heavy gauge spokes giving exceptional strength. Taper roller bearings.

Tyres. Dunlop 26in. x 3in., wired-on.

Mudguards. Wide and large section, giving ample protection, with special fixings and supporting stays preventing mudguard vibration.

Stands. Strong tubular—front and rear.

Rear Carrier. Strong tubular, large dimensions Easily detachable and independent of mudguard.

Saddle Tank. All steel, heavily stove enamelled and unaffected by petrol. Capacity—petrol 2 gallons; oil 3 pints. Submerged strainers for oil and petrol.

Knee Grips. Pneumatic type, fitted permanently on the tank. Adjustable.

Footrests. Solid steel forgings, fitted with rubber pads.

Saddle. Lycett Aero No. 3. Very low riding position. Adjustable.

Handlebar. Sporting pattern, attractive in appearance and comfortable in use. Adjustable through a wide range.

Equipment. Tool-box as illustrated, with complete set of tools and grease gun.

5.5 H.P. DE LUXE SIDE VALVE MODEL B



£46

With STANDARD TOURING (S)
SIDECAR

£59.10

SEE SEPARATE LIST FOR HIRE PURCHASE

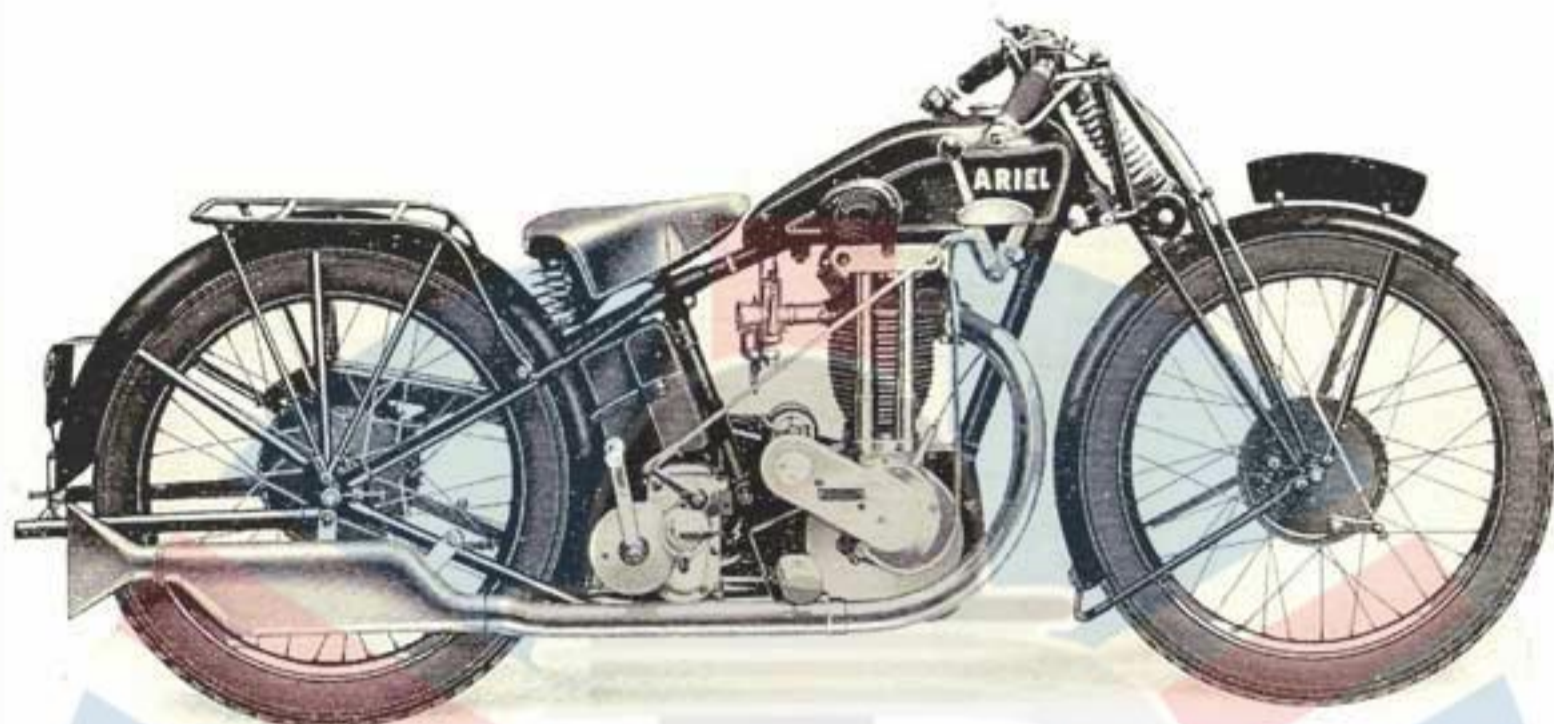
SPECIFICATION

General	A de luxe edition of the standard Side Valve Model A, with the exception of the following points, which make for increased comfort :—
Tyres	Dunlop 26 x 3.25in. wired on.
Mudguards	Wide and large section, with extra valances.
Footrests	Adjustable.
Saddle	Lycett Aero No. 17.
Steering Damper	Neat and efficient ; controlled from the handlebar.
Gearbox	Special Burman with bottom fixing and top anchorage ; 3-speeds with internal locking device for correct gear position. Tank tube control ; hand operated, 3-plate cork clutch with shock absorber. Oil retaining device on Kick Starter.



H. S. Perrey on his Ariel at the Water Splash at Great Asby. International Six Days' Trial
page nine

5.0 H.P. O.H.V. STANDARD MODEL C



£48.10

With STANDARD SPORTS (T)
SIDECAR

£63.10

SEE SEPARATE LIST FOR HIRE PURCHASE

SPECIFICATION

Engine. For further information see separate notes and illustrations.

Lubrication. Engine lubricated by internal mechanical pump controlled by sight feed, only one oil pipe (Patent No. 254,890). Continuous automatic circulation of oil to timing gear, main bearings and big end. Chains automatically lubricated, all other bearings lubricated by grease gun.

Carburettor. Amac flange fixing.

Magneto. Lucas.

Silencer. Large expansion chamber with baffles, giving an exceptionally quiet exhaust note.

Gearbox. Special Burman, with bottom fixing and top anchorage; three speeds with internal locking device for correct gear position. Tank tube control; hand operated, 3-plate cork clutch with shock absorber. Oil retaining device on kickstarter.

Specially manufactured by Messrs. Burman's, of robust construction and silent in operation.

Gear	Solo	1st	2nd	3rd
Ratios.	Normal	13	7.6	4.75
	Hilly country	14.2	8.3	5.2

Gear	Sidecar	1st	2nd	3rd
Ratios.	Standard	15.7	9.2	5.75

Transmission. Front and rear chains (automatic lubrication) running over large sprockets and protected by efficient chain covers. Front chain half inch pitch.

Frame. For further information see separate notes and illustration.

Front Forks. For further information see separate notes and illustrations.

Brakes. For further information see separate notes and illustration.

Wheels. Well base rim and heavy gauge spokes, giving exceptional strength. Taper roller bearings.

Tyres. Dunlop 26in. x 3in., wired-on.

Mudguards. Wide and large section, giving ample protection, with special fixings and supporting stays preventing mudguard vibration.

Stands. Strong tubular—front and rear.

Rear Carrier. Strong tubular, large dimensions Easily detachable and independent of mudguard.

Saddle Tank. All steel, heavily stove enamelled and unaffected by petrol. Capacity—petrol 2 gallons; oil 3 pints. Filler caps, leak proof, secured by special clamp fixing. Submerged strainers for oil and petrol.

Knee Grips. Pneumatic type, fitted permanently on the tank. Adjustable.

Footrests. Solid steel forgings, fitted with rubber pads.

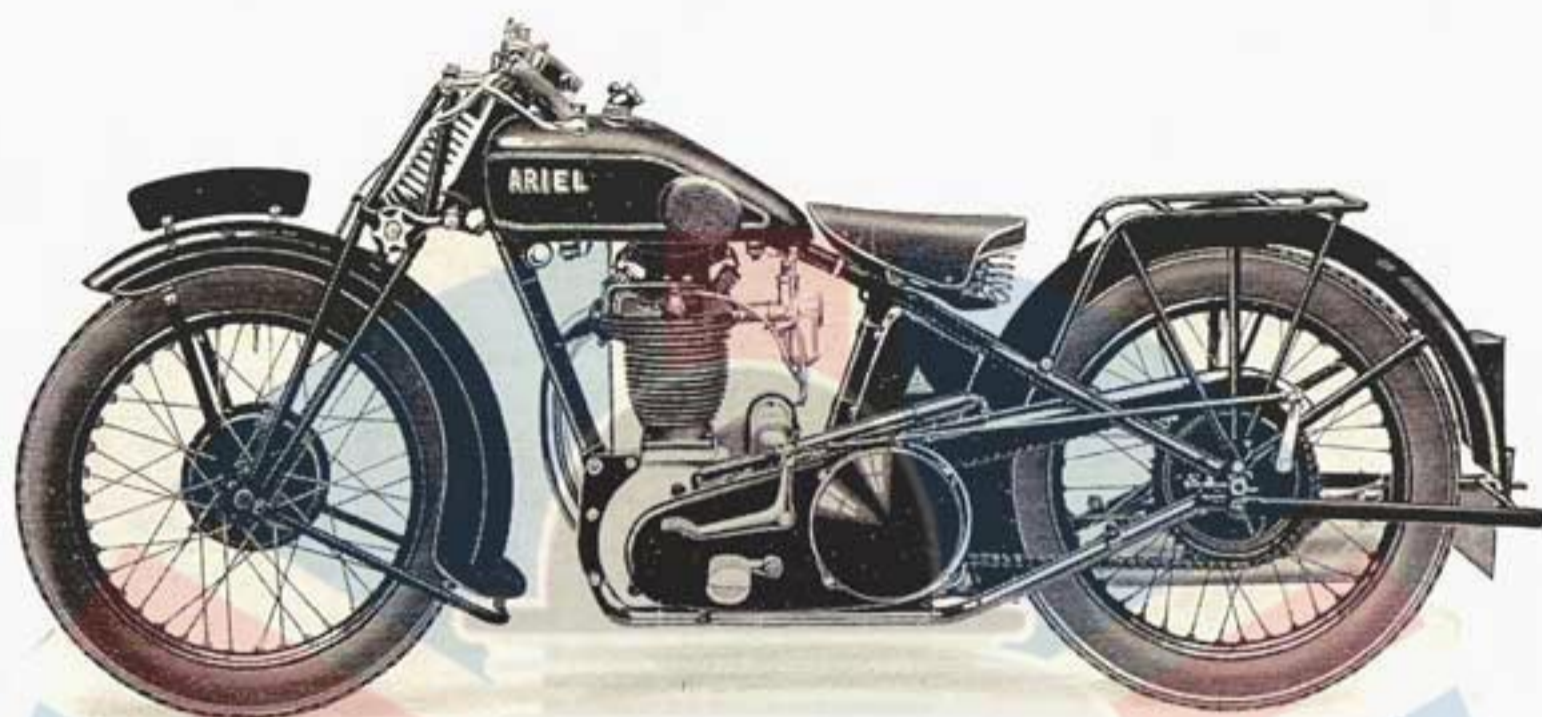
Saddle. Terry spring seat. Very low riding position. Adjustable.

Handlebar. Sporting pattern, attractive in appearance and comfortable in use. Adjustable through a wide range. Fitted with Shock-Stop rubber grips.

Steering Damper. Neat and efficient; controlled from the handlebar.

Equipment. Tool-box as illustrated, with complete set of tools and grease gun.

5.0 H.P. O.H.V. DE LUXE MODEL D



£50

With DE LUXE TOURING (U)
SIDECAR

£66.10

SEE SEPARATE LIST FOR HIRE PURCHASE

SPECIFICATION

General	A De Luxe edition of the Standard O.H.V. Model, with the following additions :—
Tyres	Dunlop 26 x 3.25in. wired-on.
Mudguards	Wide and large section, with extra valences.
Footrests	Adjustable

Dear Sirs,

Dulwich.

Having just completed a tour of Scotland, the Lake District and Wales, covering 2008 miles, I desire to write a few lines in appreciation of the 497 O.H.V. Model "D" Ariel.

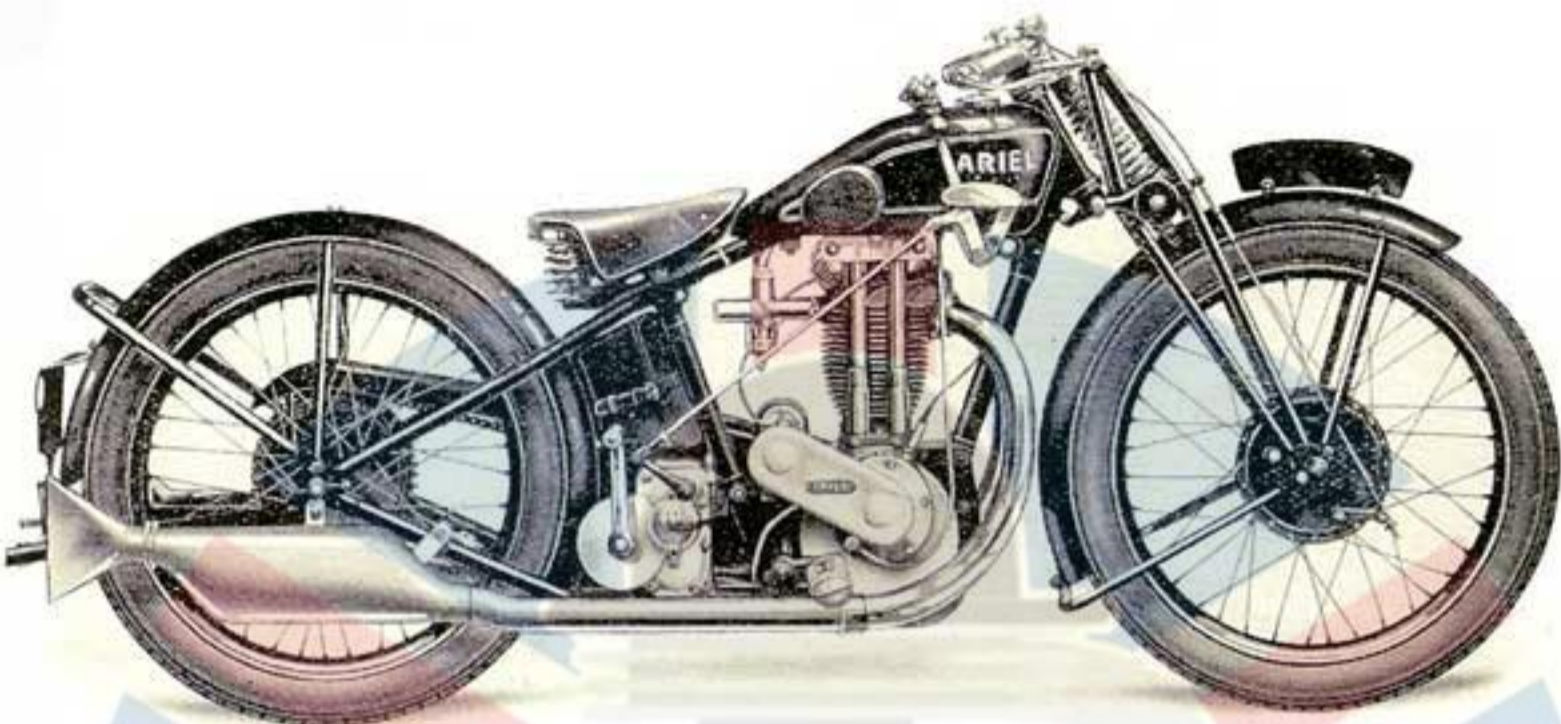
During the whole of this tour, over some of the most atrocious roads it is possible to imagine, the machine was splendid, the engine functioning perfectly. Although tested severely in many parts of the tour, not once did the engine falter. An absolutely trouble free tour.

Since last Easter, I have covered 5500 miles, and so far the machine has not cost me one single penny for replacements, and it is still in perfect running condition.

I am extremely pleased with the machine and am convinced that for long, trouble free touring, stability and hold the road qualities, the 497 O.H.V. Ariel surpasses many other machines at a far higher price.

Yours truly, B.K.

5 h.p. O.H.V. Two Port Super Sports MODEL E



£52.10

With SUPER SPORTS (V)
SIDECAR

£72.10

SEE SEPARATE LIST FOR HIRE PURCHASE

SPECIFICATION

Engine. For further information see separate notes and illustration.

Lubrication. Engine lubricated by internal mechanical pump controlled by improved sight feed, only one oil pipe (Patent No. 254,890). Continuous automatic circulation of oil to timing gear, main bearings and big end. Chains automatically lubricated, all other bearings lubricated by grease gun.

Carburettor. Amac Sports with twist grip control.

Magneto. Lucas.

Silencers. Two large streamline silencers mounted one each side of rear wheel. Each silencer is fitted with a large fish tail, thus giving a quiet and pleasing note.

Gearbox. Special Burman with bottom fixing and top anchorage; three speeds, with internal locking device for correct gear position. Tank tube control; hand operated, 3-plate cork clutch with shock absorber. Oil retaining device on kickstarter.

Specially manufactured by Messrs. Burman's, of robust construction and silent in operation.

Gear	Solo	1st	2nd	3rd
Ratios.	Normal	13	7.6	4.75
	Hilly country	14.2	8.3	5.2

Gear	Sidecar	1st	2nd	3rd
Ratios.	Standard	15.7	9.2	5.75

Transmission. Front and rear chains automatically lubricated, running over large sprockets and protected by efficient chain covers. Front chain $\frac{1}{2}$ in. pitch.

Frame. For further information see separate notes and illustration.

Front Forks. For further information see separate notes and illustrations.

Brakes. For further information see separate notes and illustrations.

Wheels. Well base rims, heavy gauge spokes, giving exceptional strength. Hubs, all-steel construction. Taper roller bearings.

Tyres. Dunlop 26in. x 3in. wired-on.

Mudguards. Wide and large section, giving ample protection with special fixings and supporting strap, preventing mudguard vibration.

Stands. Strong tubular—front and rear.

Saddle Tank. All-steel, heavily stove-enamelled and unaffected by petrol. Capacity: petrol, 2 gallons; oil, 3 pints. Filler caps, leakproof, secured by special clamp fixing. Submerged strainers for oil and petrol.

Knee Grips. Pneumatic type, fitted permanently on tank. Adjustable.

Footrests. Adjustable, fitted with rubber pads.

Saddle. Terry spring seat.

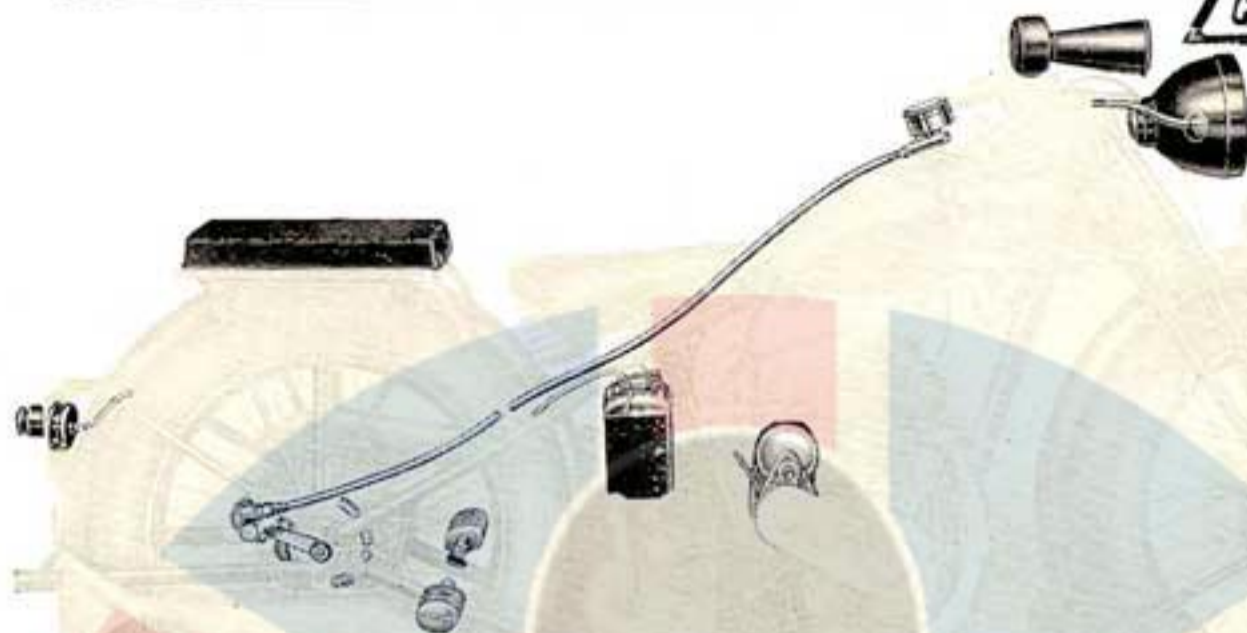
Handlebar. Sports pattern, attractive in appearance, comfortable in use, adjustable through wide range. Fitted with rubber grips.

Steering Damper. Neat and efficient, controlled from the handlebar.

Equipment. Tool-box as illustrated with complete set of tools and grease gun.



EXTRAS



	£	s.	d.
Lucas Magdyno Electric Lighting Set with Tail Lamp—Solo	5	5	0
Lucas Magdyno Electric Lighting Set with Tail Lamp—Combination	5	15	0
Lucas Electric Horn	0	15	0
Lucas No. 63 Bulb Horn	0	10	0
Dunlop 26 x 3.25 Tyres on Models A, C or E—Solo	0	10	0
Dunlop 26 x 3.25 Tyres on Models A, C or E—Combination	0	15	0
Dunlop 26 x 3.50 Reinforced Balloon Tyres any Model—Solo	1	8	0
Dunlop 26 x 3.50 Reinforced Tyres any Model—Combination	2	2	0
Terry Saddle No. M/M on Models A or B	0	5	0
Terry Saddle No. 1 De Luxe any Model	0	15	0
Steering Damper on Model A	0	10	0
Adjustable Footrests on Models A or C	0	10	0
Valanced Front Mudguard on Models, A, C, or E	0	10	0
Carrier on Model E	1	0	0
Special Racing Cam and High Compression Piston on Model E	2	10	0
Watford Speedometer Trip Type No. 82. (Front Drive)	3	0	0
Bonnikson Speedometer Trip Type (Rear Drive)	5	0	0
Leg Shields	0	17	6
Moseley Float-on-Air Pillion Seat	0	17	6
Pillion Footrests	0	7	6
Child's Dickey Seat on Model U Sidecar	2	15	0
4th Point Attachment for Sidecar	0	12	6
Sidecar Screen on Models Q, R, S, T or U	1	0	0
Sidecar Luggage Grid on Models Q, R, S, T or U	1	5	0

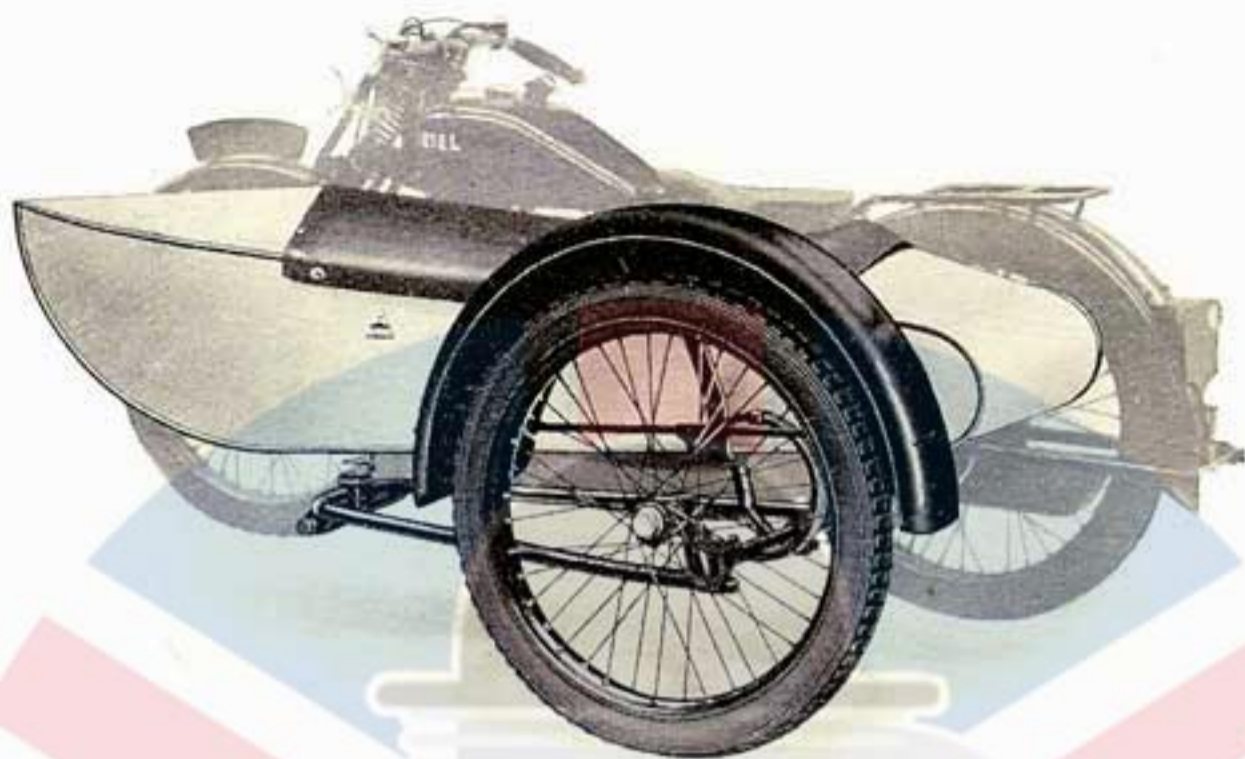
Note—Batteries for lighting sets are fitted on seat tube and two special pannier bags are provided.



THE ARIEL
TEAM IN THE
SIX DAYS'
INTER-
NATIONAL
TRIAL

(See List of
Awards)

ARIEL SIDECARS (ALL FABRIC COVERED)



POPULAR SPORTS SIDECAR MODEL Q. Equipped with hammock seat of great comfort, padded back cushion with ample locker. Blue leatherette upholstery. Body covered with weatherproof fabric (aluminium finish) neat blue beading. Complete with mat and coverall apron.

£10.10



POPULAR TOURING SIDECAR MODEL R. Equipped with moveable seat over well compartment and swing back cushion giving access to spacious locker. Mottled brown leatherette upholstery. Body covered with weatherproof black fabric neatly lined in gold. Complete with mat, coverall apron and step.

£10.10



STANDARD TOURING SIDECAR MODEL S. Equipped with moveable seat over well compartment and swing back cushion giving access to spacious locker. Mottled brown leatherette upholstery, hinged door with snap catch. Body covered with weatherproof black fabric neatly lined in gold. Complete with coverall apron and mat. Two coil spring front fixing.

£13.10

ARIEL SIDECARS (ALL FABRIC COVERED)



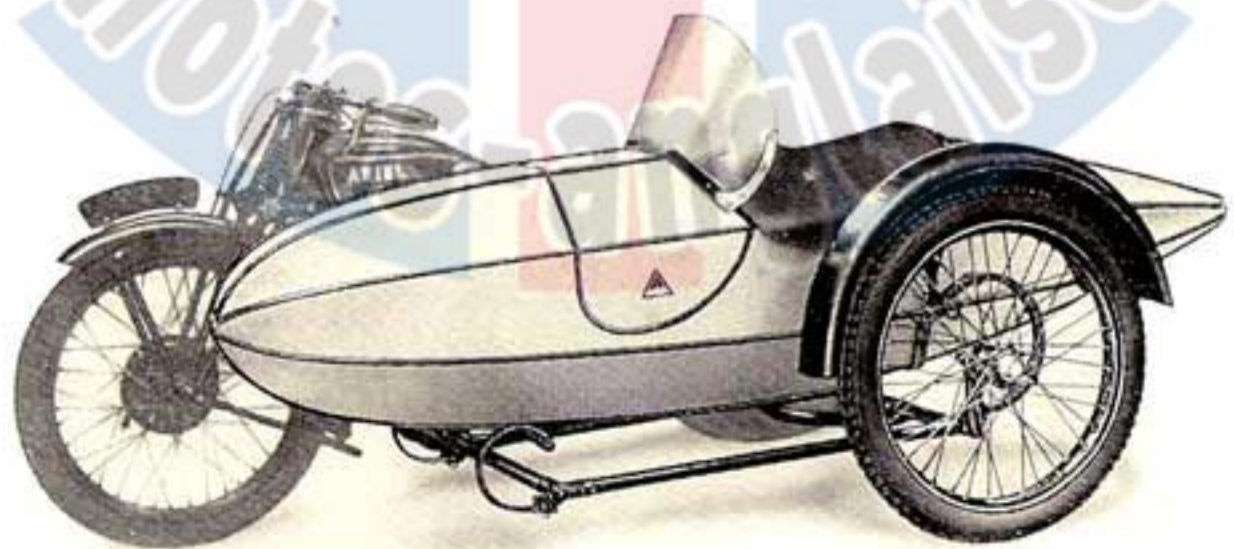
STANDARD SPORTS SIDECAR MODEL T. Of noble appearance with low and protected riding position, fitted with sliding spring seating cushion, swing back cushion, giving access to large locker. Blue leatherette upholstery. Body covered with weatherproof fabric (aluminium finish) and blue beading. Coverall apron and mat.

£15.0.0



DE LUXE TOURING SIDECAR MODEL U. Roomy sidecar with spring seating cushion over well compartment. Swing back cushion allowing access to large locker. Comfortable arm rests. Hinged door with map pocket. Mottled brown leatherette upholstery. Body covered with weatherproof black fabric neatly lined in gold. Coverall apron and mat. This model can be supplied with Child's Dickey Seat (*see list of extras*).

£16.10



SUPER SPORTS SIDECAR MODEL V. Torpedo shaped body of large dimensions. Spring seating cushion. Adjustable back cushion giving access to large compartment at rear. Blue leatherette upholstery. Body finished with weatherproof fabric (aluminium finish) and blue beading. Mat, coverall apron and wind screen.

£20.0.0

PRICES

1928 MOTOR CYCLES

Model A.	Standard 5'5 h.p. Side Valve . . .	£43 10 0
Model B.	De Luxe 5'5 h.p. Side Valve . . .	£46 0 0
Model C.	Standard 5'0 h.p. O.H.V. . . .	£48 10 0
Model D.	De Luxe 5'0 h.p. O.H.V. . . .	£50 0 0
Model F.	Super Sports 5'0 h.p. O.H.V. . . .	£52 10 0

SIDECARS

Model Q.	Popular Sports	£10 10 0
Model R.	Popular Touring	£10 10 0
Model S.	Standard Touring	£13 10 0
Model T.	Standard Sports	£15 0 0
Model U.	De Luxe Touring	£16 10 0
Model V.	Super Sports	£20 0 0

Any Model of Sidecar supplied with any Model of Motor Cycle.

Notes of Interest

WEIGHTS :

MODEL A.	...	280 lbs.
MODEL B.	...	285 lbs.
MODEL C.	...	290 lbs.
MODEL D.	...	295 lbs.
MODEL E.	...	295 lbs.

Average weight of Combinations: 400 lbs. to 450 lbs. (according to Model).

Saddle height (all Models): 26½ ins.

Average width of Combination: 60 ins.

Length of Motor Cycle: 86 ins.

Width of handlebars, all Models: 30 ins.

Width of handlebars over levers: 32 ins.

Wheelbase: 55 ins.

Oil per gallon, all Models: Solo, 3,000 miles.

Petrol per gallon: Side Valve Solo, 75/80 miles; O.H.V., 80/85 miles.

GUARANTEE

NOTICE

We do not appoint agents for the sale on our behalf of our motor cycles or other goods, but we assign to cycle and motor cycle Dealers areas in which we supply to such Dealers exclusively for re-sale in such areas. No such Dealer is authorised to transact any business, give any warranty, make any representation or incur any liability on our behalf.

GUARANTEE

We give the following guarantee with our bicycles, motor cycles, motor cycle combinations and sidecars, which is given in place of any implied conditions, warranties, or liabilities whatsoever statutory or otherwise all such implied conditions, warranties, and liabilities being in all cases excluded. Any statement, description, condition or representation contained in any catalogue, advertisement leaflet or other publication, shall not be construed as enlarging varying or overriding this guarantee. In the case of machines which have been used for "hiring out" purposes, or from which the trade mark, name, or manufacturing number has been removed, no guarantee of any kind is given or is to be implied.

We guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this guarantee is to extend and be in force for six months only from date of purchase, and damages for which we make ourselves responsible under this guarantee are limited to the free supply of a new part in exchange for the part of the bicycle, motor cycle, motor cycle combination and sidecar which may have proved defective. We do not undertake to replace or refix, or bear the cost of replacing or refixing such new part in the bicycle, motor cycle, motor cycle combination and sidecar. We undertake subject to the conditions mentioned below, to make good at any time within six months any defects in these respects. As the bicycles, motor cycles, motor cycle combinations and sidecars are easily liable to derangement by neglect or misuse, this guarantee does not apply to defects caused by wear and tear, misuse or neglect.

The term "misuse" shall include amongst others, the following acts:—

1. The attaching of a sidecar to the motor cycle in such a manner as to cause damage, or calculated to render the latter unsafe when ridden.
2. The use of a motor cycle, or of a motor cycle and sidecar combined, when carrying more persons, or a greater weight than that for which the machine was designed by the manufacturers.
3. The attaching of a sidecar to a motor cycle by any form of attachment not provided or supplied by the manufacturers or to a motor cycle which is not designed for such use.

Any bicycle, motor cycle, motor cycle combination or sidecar sent to us to be plated, enamelled or repaired will be repaired upon the following conditions, i.e., we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of material and workmanship such guarantee to extend and be in force for three months only from the time such work shall have been executed or until the expiration of the six months above referred to and this guarantee is in lieu and in exclusion of any common law or statute warranty or condition and the damages recoverable are limited to the cost of any further work which may be necessary to amend and make good the work found to be defective.

CONDITIONS OF GUARANTEE

If a defective part should be found in our bicycles, motor cycles, motor cycle combinations or sidecars, or in any part supplied by way of exchange before referred to, it must be sent to us CARRIAGE PAID, and accompanied by an intimation from the Owner that he desires to have it repaired or exchanged free of charge under our guarantee, and he must also furnish us at the same time with the number of the machine, the date of the purchase, or the date when the alleged defective part was exchanged as the case may be.

Failing compliance with the above, such articles will lie here AT THE RISK OF THE OWNER and this guarantee and any implied guarantee warranty or condition shall not be enforceable.

We do not guarantee specialities such as tyres, saddles, chains, lamps, etc., or any component parts supplied to the order of the Purchaser differing from our standard specifications supplied with our bicycles, motor cycles, motor cycle combinations, sidecars or otherwise.

September 1st, 1927.

ARIEL WORKS LTD
SELLY OAK, BIRMINGHAM

