

Built in the light of Experience



UNMATCHABLE

Norton

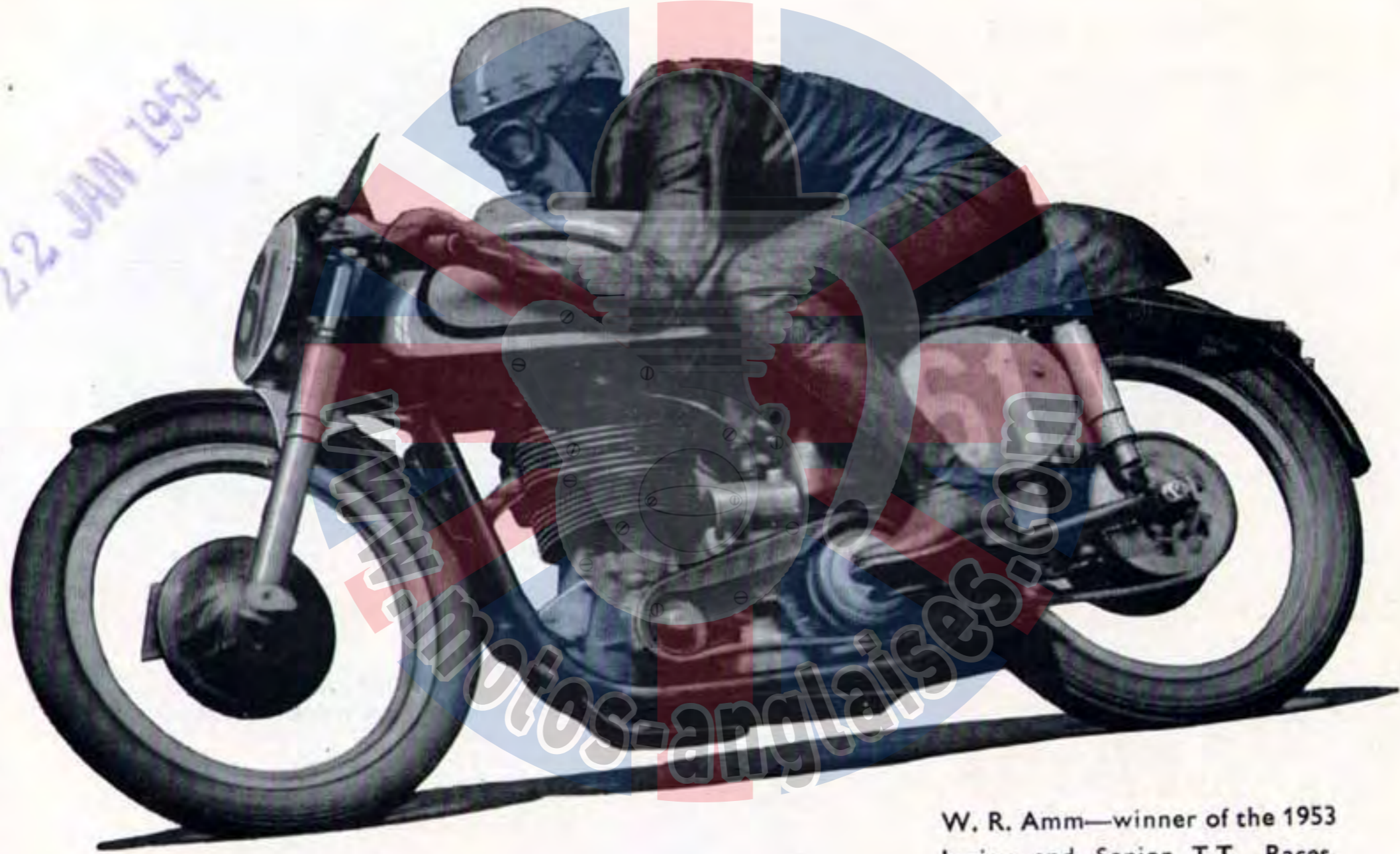
THE WORLD'S BEST ROAD HOLDER

1 9 5 4

Norton

ABRIDGED CATALOGUE

22 JAN 1954



W. R. Amm—winner of the 1953
Junior and Senior T.T. Races.

W I N N E R O F 3 0

DOMINATOR DE-LUXE



Norton

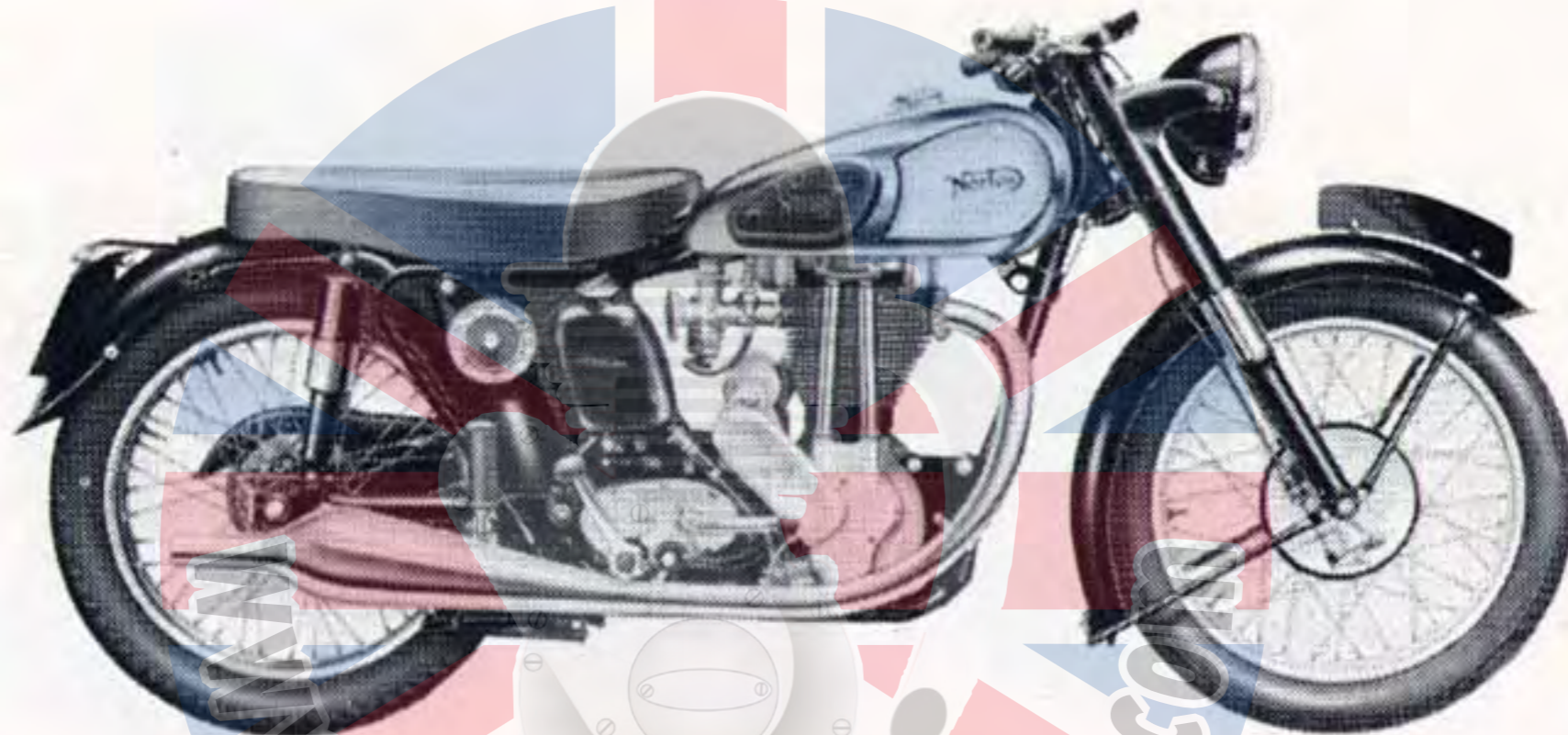
Model 88

497 c.c. vertical twin engine, swinging arm rear suspension, all welded duplex frame as used on Norton racing machines.

3½ gallon petrol tank of unique design. Modern in conception from stem to stern.

3 0 T . T . R A C E S

E.S.2



Norton

Precision built, single cylinder, push rod operated overhead valve engine of modern design. Bore 79 mm. stroke 100 mm. Swinging arm rear suspension with oil damped shock absorbers. Oil damped telescopic "Roadholder" front forks.

Model 18

To the same specification but without rear springing.

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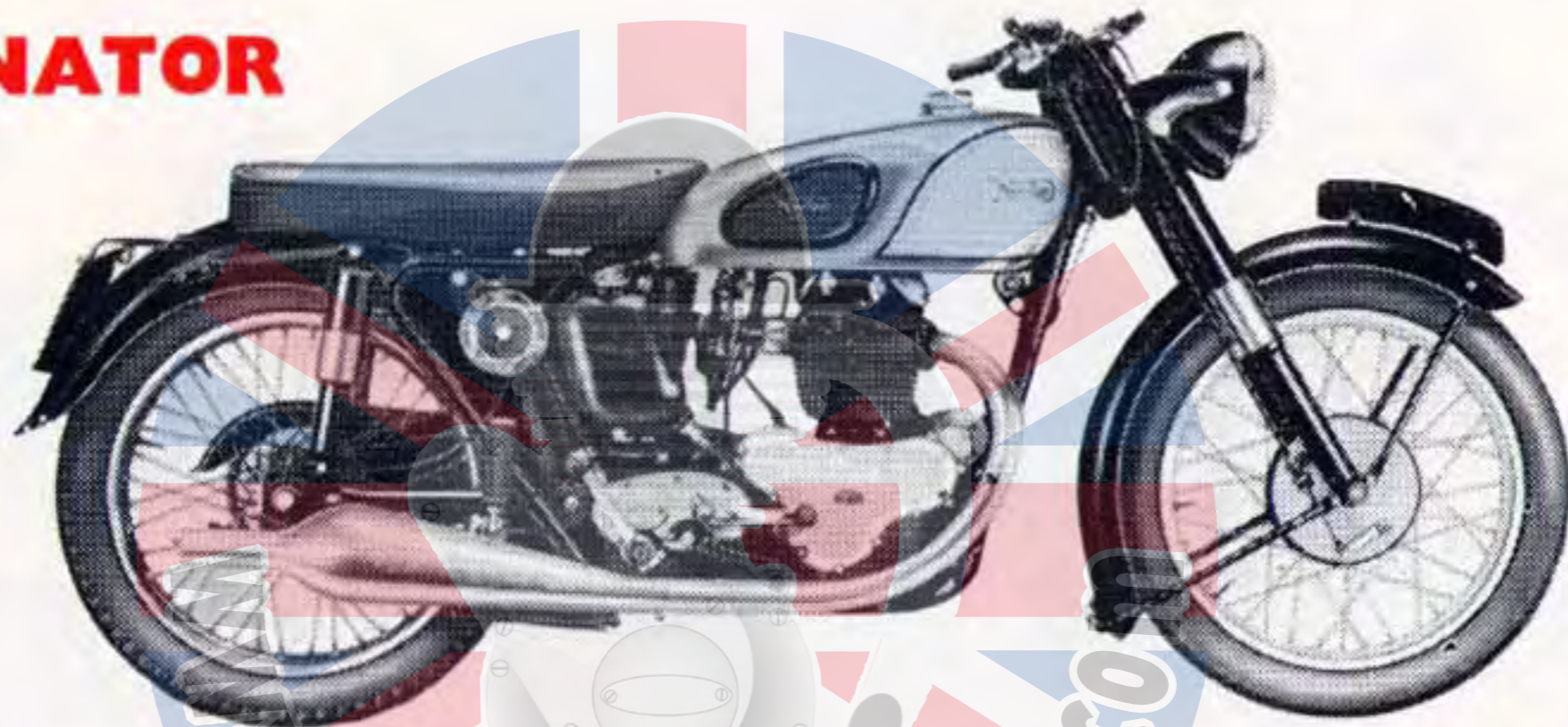
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DOMINATOR



Norton

Model 7

Parallel twin, overhead valve engine 497 c.c. capacity providing unsurpassed performance. Oil damped suspension front and rear for maximum comfort and safety.

"... the machine was ridden for many consecutive miles at an indicated 80 m.p.h. In these circumstances, the engine continued for mile after mile to churn out its power with almost turbine-like smoothness and an entire absence of fuss."—MOTOR CYCLE, 4th June, 1953.

A D H O L D E R

Norton

FOR 1954...

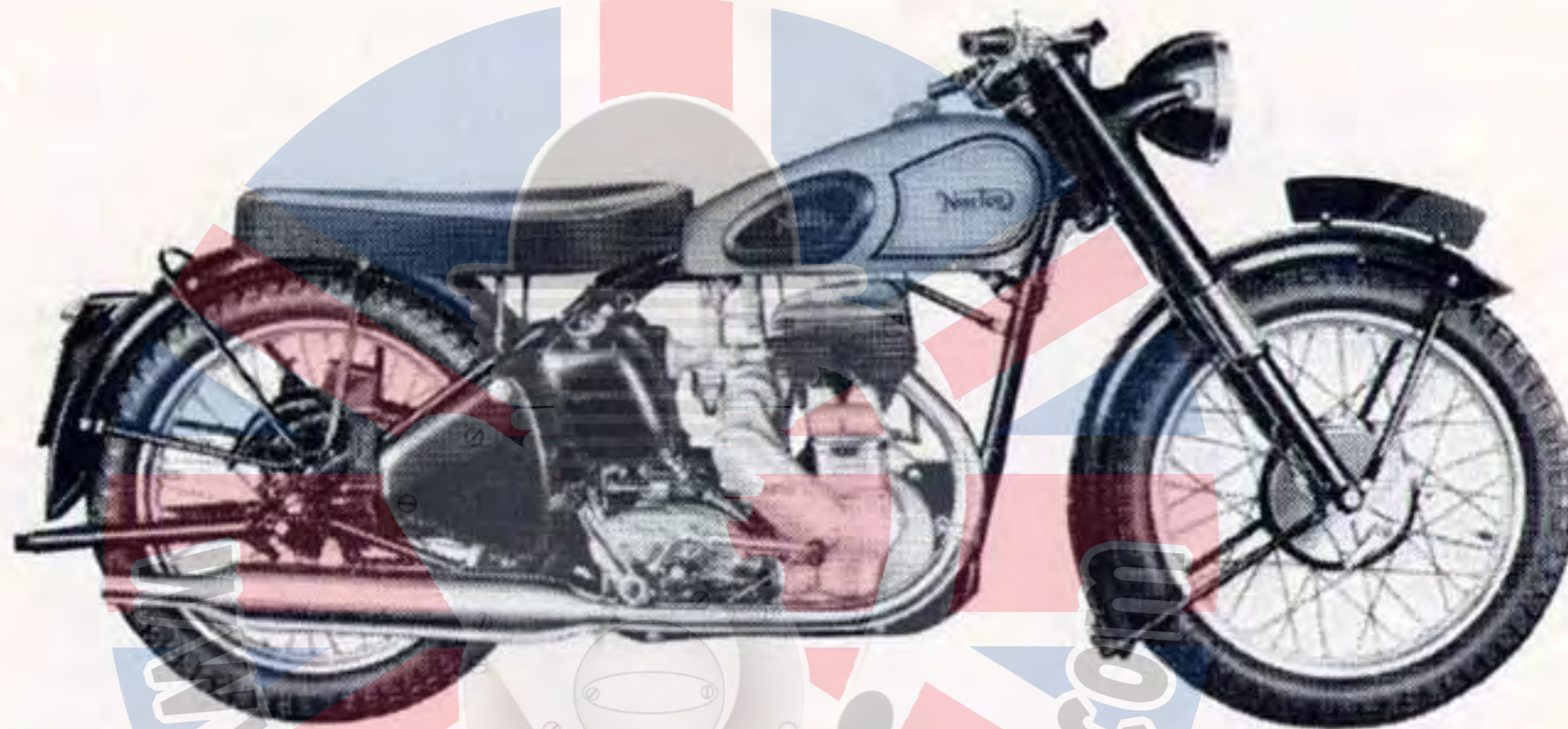
THERE are certain things recognised the world over as essentially British—incomparable in their class and distinguished for their unapproachable qualities. NORTON Motor Cycles, we believe, can rightly claim to belong to this unique family of British achievement.

The winning of 30 T.T. Races and innumerable World's Classic International Road Races constitutes a performance absolutely pre-eminent in the history of any sport. These are the glorious victories that make the headlines and add a brighter lustre to the prestige of the British Motor Cycle Industry.

Every day Norton machines in numberless countries in varied climates and conditions give performance and service every bit as unapproachable. Intensive research and development in the Norton factory, combined with first rate craftsmanship and material—backed by the wealth of experience gained in the sphere of racing and trials—goes into the building of the Norton Range we now proudly offer for 1954

The New 1954 models incorporate all the very latest features directly developed from our years of racing successes, the New Nortons will give the sports or family man, enthusiast or novice, the qualities of reliability, road-holding and speed that truly make the NORTON—unapproachable.

BIG 4



Norton

Ideally suited and primarily intended for sidecar duty, the Big Four is quite suitable for solo use with its side valve engine of 596 c.c. capacity provided by a bore and stroke of 82 mm. and 113 mm. respectively. This machine is normally geared for sidecar use.

Model 16H

To the same specification as the Big Four except that the 490 c.c. engine has a bore of 79 mm. and stroke of 100 mm.

T H E W O R L D

Norton

TABULATED SPECIFICATION

MODELS	16H	Big 4	18	ES.2	500T	No. 7 Twin	88 Twin	MODELS
Bore and Stroke ...	79 × 100mm.	82 × 113mm.	79 × 100mm.	79 × 100mm.	79 × 100mm.	66 × 72.6	66 × 72.6	Bore and Stroke
Cylinder capacity ...	490 c.c.	596 c.c.	490 c.c.	490 c.c.	490 c.c.	497 c.c.	497 c.c.	Cylinder capacity
Compression ratio ...	4.9	4.5	6.16	6.16	6	6.7	6.7	Compression ratio
Valves ...	S.V.	S.V.	O.H.V.	O.H.V.	O.H.V.	O.H.V.	O.H.V.	Valves
Gear Ratios—top ...	5	5.6	4.75	4.75	5.5	5	5	Gear Ratios—top
.. .. third ...	6.05	6.78	5.75	5.75	8.1	6.05	6.05 third
.. .. second ...	8.85	9.9	8.4	8.4	13.15	8.85	8.85 second
.. .. bottom	14.88	16.6	14.2	14.2	18.2	14.88	14.88 bottom
Saddle height ...	29"	29"	29"	31"	32"	31"	31"	Saddle height
Wheel base ...	54½"	54½"	54½"	54½"	53"	54½"	55½"	Wheel base
Overall length ...	84½"	84½"	84½"	84½"	82"	84½"	84"	Overall length
.. width ...	28"	28"	28"	28"	28"	28"	26"	.. width
Ground clearance ...	5½"	5½"	5½"	6½"	7½"	5½"	6½"	Ground clearance
Weight ...	367 lbs.	373 lbs.	374 lbs.	379 lbs.	300 lbs.	413 lbs.	393 lbs.	Weight
Petrol tank capacity ...	3½ galls.	3½ galls.	3½ galls.	3½ galls.	2½ galls.	3½ galls.	3½ galls.	Petrol tank capacity
Oil tank capacity ...	4 pts.	4 pts.	4 pts.	4 pts.	3½ pts.	4 pts.	4½ pts.	Oil tank capacity
Tyre size—front ...	3.25 × 19	3.25 × 19	3.25 × 19	3.25 × 19	2.75 × 21	3.25 × 19	3.00 × 19	Tyre size—front
.. .. rear ...	3.25 × 19	3.25 × 19	3.25 × 19	3.25 × 19	4.00 × 19	3.50 × 19	3.50 × 19 rear
Brake dimensions ...	FRONT—8" dia. × 1½" wide				REAR—7" dia. × 1½" wide			Brake dimensions
Chains ...	¼" PITCH × 305" WIDE FRONT.				½" PITCH × ¼" WIDE REAR.			Chains

FOR DETAILS OF GUARANTEE PLEASE REFER TO MAIN CATALOGUE

NORTON MOTORS LIMITED

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