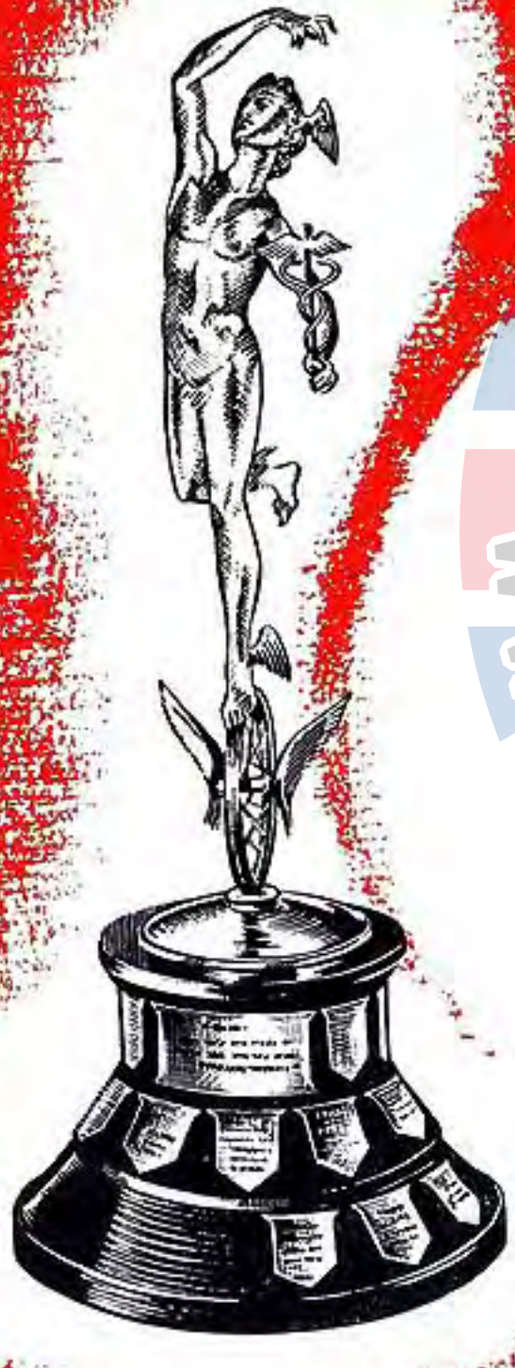
Velocette

M·A·C



In the Light of Events

The latest M.A.C. will gladden the hearts of all true motor cyclists. Fine quality and superb design are characteristic as ever of this famous machine.

Backed by over a quarter of a century of successful racing experience, our engineers are able, in the light of lessons learned, to build into our production models those subtle differences in design that distinguish the Velocette as a real thoroughbred.

SOME VELOCETTE RACING SUCCESSES

1st, 2nd & 3rd	Australian Junior T.T. 1950 (350 c.c.).	1st, 4th & 5th	Belgian Grand Prix, 1950 (350 c.c.). Record Lap 98.39 m.p.h.
1st & 2nd	New Zealand Senior T.T. 1950 (500 c.c.).	1st, 3rd & 5th	Dutch T.T. 1950 (350 c.c.) Record Lap 89.95 m.p.h.
2nd	New Zealand Junior T.T. 1950 (350 c.c.).		
2nd & 4th	Swiss Grand Prix 1950 (350 c.c.).	1st & 2nd	Ulster Grand Prix 1950 (350 c.c.).

www.motos-anglaises.com

Photographs by courtesy
of " Motor Cycling."

www.motos-anglaises.com

Velocette M·A·C

The M.A.C. is sold fully equipped and ready for the road, complete with electric lighting, high frequency horn, licence holder, trip speedometer with illuminated dial, pillion seat and pillion footrests.

www.motorcycleclassics.com

Velocette M·A·C

The
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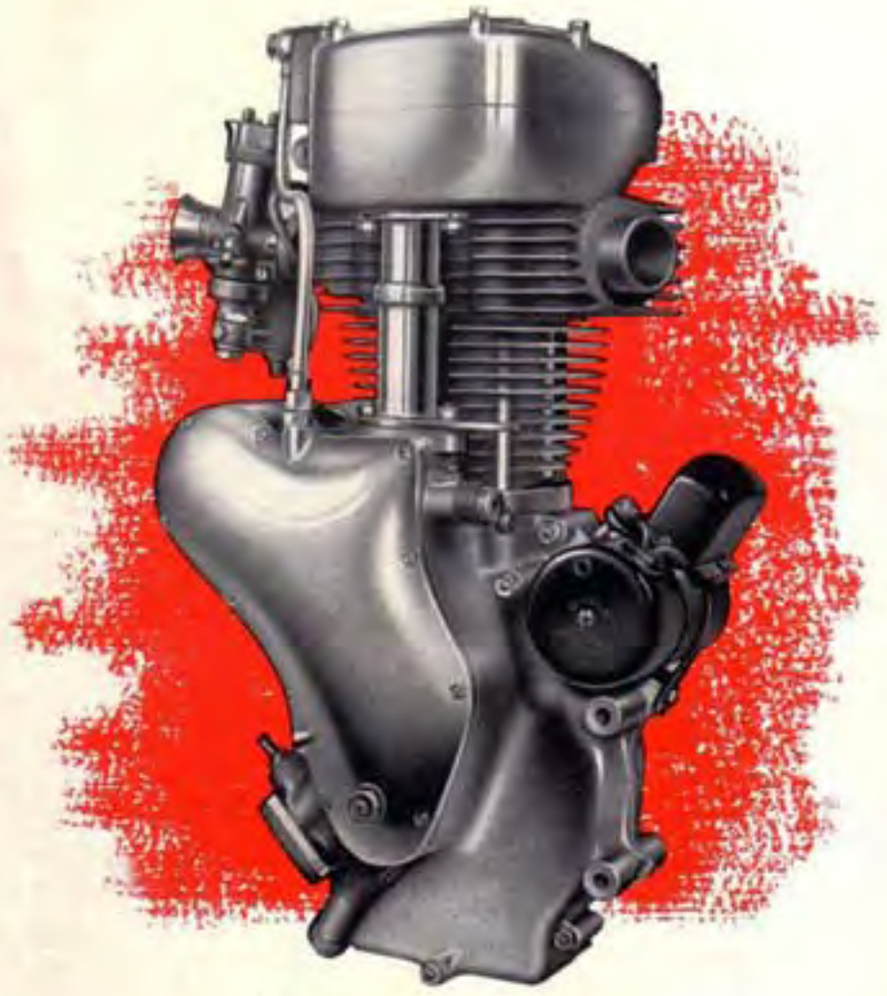
high
spee
seat a



SPECIFICA

ENGINE. 349 c.c. Bore 68 m.m. Stroke 96 m.m. Compression ratio 6¾ to 1. The overhead valves are operated by enclosed push rods and, with the rocker gear are totally enclosed in the new aluminium alloy cylinder head casting which has a one piece cover plate. The cylinder head crowns an entirely new cylinder barrel, also of aluminium with a liner for the bore.

CARBURETTER. Amal needle type, controlled by quick action thin twist grip and having a starting and slow running throttle stop. A separate air control lever is on the handlebar.

IGNITION. Gear driven, flange mounted magneto with automatic ignition timing control.

LUBRICATION. Dry sump system with constant circulation by a gear pump from the half-gallon (2.27 litres) oil tank. An oil bath case encloses the primary chain and the gearbox is filled with oil. Grease gun lubrication for other parts.

GEARBOX. Velocette, foot operated, four speed with gear change mechanism enclosed in the gearbox. The kickstarter has a folding crank and the seven plate clutch, which is hand controlled, has an extra strong operating cable 2.8 m.m. in diameter.

GEAR RATIOS. With the standard 19 tooth sprocket; top 5.5, third 7.3, second 9.6, first 14.1 to 1.

FRAME. Velocette cradle type with brazed joints, giving very sturdy construction.

FRONT FORKS. Velocette telescopic with oil damping.

PETROL TANK. Black with gold lines; 2½ gallons (11.35 litres) capacity.

BRAKES. 7in. (17.7 c.m.) front 6in. (15.25 c.m.) rear, each with hand adjustmen and provision for keeping mud and water from the brakes.

WHEELS. Rims W.M. 2—19 wi
rear wheel is mounted on two
brake drum, shoes, sprocket an

SADDLE. Flexible top, adjusta

LIGHTING. 6-volt dynamo wit
hour. Headlamp 7in. (17.7 c.m.
Rear light and illuminated spee

MUDGUARDS. Round section
Detachable rear portion to rear

STANDS. A rear stand is prov
is fitted.

FOOTRESTS. Steel forgings, r

SILENCER. Large capacity, st

TOOL KIT. Complete for all
box with spare room. Grease

GROUND CLEARANCE. 5in. (

HEIGHT TO TOP OF SADDLE.

WHEELBASE. 52¼in. (132.8 c.m

WEIGHT UNLADEN. 330 lbs.

WIDTH OVER HANDLEBARS.

SPEED. 70 m.p.h. (112.5 k.p.h.

FINISH. Black and chromium.

EXCEPTIONAL RELIABILITY & ROAD WORTHI

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.M.A.C. is sold fully equipped and ready
ae road, complete with electric lighting,
frequency horn, licence holder, trip
dometer with illuminated dial. pillion
and pillion footrests.

T I O N

th 3.25 x 19 tyres. The quickly detachable
journal bearings and when removed leaves
d chain in place.

able fixing.

h voltage control. Accumulator 13 ampere
) diameter with dip light, and parking light.
dometer dial are included.

6in. (12.7 c.m.) wide with central rib.
guard, tubular stays.

vided but for normal purposes a prop stand

ubber-covered and adjustable.

reamlined shape with integral fish tail.

running adjustments, carried in large metal
e gun and tyre inflator.

(12.7 c.m.)

29in. (73.6 c.m.)

n.)

150 k.g.)

27½in. (70 c.m.)

.) approx.

Tank black and gold.

World Champion 350 c.c. 1949 & 1950

Reproduced above are the Certificates awarded to Velocette by the Federation Internationale Motocycliste for the most successful all-round performance of all makes in leading racing events for 350 c.c. machines in 1949 and in 1950.

NESS BORN OF LONG RACING EXPERIENCE

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GUARANTEE

NOTICE. We do not appoint agents for the sale on our behalf of our Motor Cycles or other goods, but we assign to 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 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 (a) which have been used for 'hiring out' purposes or (b) any motor-cycle and or sidecar used for any dirt track, cinder track or grass track racing or competitions or (any competition of any kind within an enclosure for which a charge is made for admission to take part in or view the competition) or (c) machines from which the Trade Mark, name or manufacturing number has been removed, no guarantee, condition or warranty 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 motor-cycle combination or sidecar which may have proved defective. We do not undertake to replace or refix or bear the cost of replacing or refixing, such new parts of the motor-cycle, motor-cycle combination or sidecar. We undertake, subject to the conditions mentioned below, to make good at any time within six months, any defects in these respects. As 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 a 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, supplied or approved by us or to a motor-cycle which is not designed for such use. Any motor-cycle, motor-cycle combination or sidecar sent to us to be plated, enamelled or repaired will be repaired on the following conditions, i.e., we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of materials 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 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, electrical equipment, lamps, etc. or any component parts supplied to the order of the Purchaser differing from the standard specifications supplied with our motor-cycles, motor-cycle combinations, sidecars or otherwise.
NOTE. All prices and specifications are subject to alteration without notice and all motor-cycles and equipment are sold subject to the limited guarantee printed herein.

VELOCE LIMITED

HALL GREEN WORKS . YORK ROAD . HALL GREEN

BIRMINGHAM 28 . ENGLAND

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JUNIOR T.T. RACES.

VELOCE LIMITED
HALL GREEN WORKS · YORK RD
HALL GREEN · BIRMINGHAM 28

VELOCETTE . MOTOR . CYCLES.

1926, 1928, 1929, 1938,
1939, 1947, 1948, 1949,

REFERENCES

Ours GD/GMT

Yours .....

CONSIGN ALL GOODS TO HALL GREEN STATION

All communications to be addressed to the Company and not to individuals

23rd February 1953.

Mr. W. Dodsworth,
"Kingsbury",
Lincoln Road,
Nettleham,
LINCOLN.

Dear Sir,

We thank you for your letter of the 21st inst. and have pleasure in enclosing herewith a catalogue covering the Rigid Frame MAC. Model, which we trust will be of interest to you.

We have pleasure in advising you that the MAC. Spring Frame Machine is now available on the home market, but we regret that we have no catalogues available at the moment covering this new machine. We suggest, however, that you contact our agents Messrs. Strettons, Portland Garage, Portland Street, Lincoln, who, we feel sure, will be pleased to help you in any way.

Yours faithfully,
VELOCE LIMITED.

SALES DIRECTOR.

F377.

1953 PRICES

Model	Retail Price	Purchase Tax	Total
LE.	£136 0 0	£37 15 7	£173 15 7
MAC. Rigid ...	£149 10 0	£41 10 7	£191 0 7
MAC. Springer	£164 10 0	£45 13 11	£210 3 11

February, 1953.