Excelsion Motor Cycles

FAMOUS SINCE 1874

BEPNSGOPMERS-CO-MZ



FOREWORD

MOTOR CYCLE must not always be judged by its specification—performance is a more important factor. Two machines having exactly the same specification may give very different results.

The range of Excelsior Motor Cycles illustrated in the enclosed list will be found to maintain their world-wide reputation of first class quality and merit. Since 1874 (over 50 years ago) the "Excelsior" has been developed and improved, and the results of these years of experience are reflected in the range of Motor Cycles offered to-day.

We are introducing for 1929 an entirely new type of economy Motor Cycle in the form of a 1½ h.p. and 1¾ h.p. two or three speed model. This little machine is offered as a utility mount for business or pleasure, and will be found much cheaper to run than the cost of train, tube or tram.

During the 1928 season, as all the world knows, the "Excelsior" has met with unprecedented success, both home and abroad.

6 FIRSTS IN 6 CONTINENTAL GRAND PRIX RACES IN 6 WEEKS IS ALMOST AN UNBEATABLE RECORD.

Particulars of our phenomenal successes are published elsewhere in this list.

The purchaser of an "Excelsior" knows when he buys this machine that it is a motor cycle whose performance is a foregone conclusion—the reliability of which has been proved in every kind of trial or test and under every condition of road or track.

THE EXCELSIOR MOTOR COMPANY LIMITED

(PROPRIETORS OF BAYLISS, THOMAS & CO.)



BIRMINGHAM

Code: A.B.C. 5TH EDITION.

Telephone: 277-8, ACOCK'S GREEN.

Telegrams: "MONARCH, HAY MILLS."

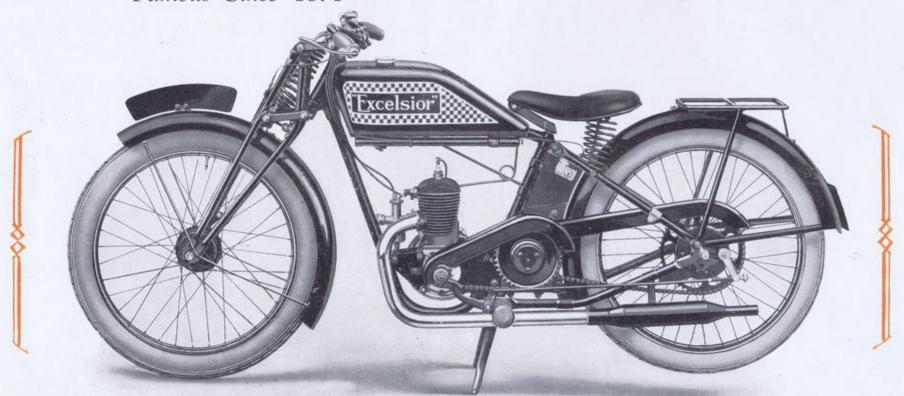


COVENTRY

Fxcelsior Famous Since 1874

UTILITY MODELS

147 c.c. TWO OR THREE SPEED and 172 c.c. SPORTS MODEL



147 c.c. 2 SPEED MODEL

No. 1

147 c.c. 3 SPEED MODEL

No. 2

172 c.c. SPORTS MODEL No Butter of the super state of the state of the

3-speed Gearbox and 25×2.75 Avon Cord Tyres, automatic lubrication with separate of tank

172c.c. 1\frac{3}{4} h.p. 3-SPEED SPORTS AND 147c.c. 1\frac{1}{2} h.p. 2 or 3-SPEED UTILITY EXCELSIORS

ENGINE. Villiers Two-stroke, 57.15mm.×67mm., 172 c.c. with flywheel magneto. Twin exhaust pipes with two expansion chambers; or Villiers Two-stroke 55mm.×62mm., 147 c.c. with magneto flywheel and straight through exhaust pipe with expansion chamber.

FRAME. Loop type of best quality high carbon weldless steel tubes, giving a very low riding position.

FORKS. Girder pattern spring forks with link action and central spring under compression.

GEAR. Two or three-speed all chain drive, hand controlled clutch and kick starter.

CHAIN COVERS. Black enamelled steel chain guards.

STAND. Central stand, gives quick and easy removal of both wheels.

TANK. All steel saddle tank. Registered design. 147 c.c., Petroil lubrication; 172 c.c., automatic lubrication, separate oil tank.

CARBURETTER. Villiers single lever.

CARRIER. A strong tubular carrier is provided.

WHEELS AND TYRES. Best quality rims. 147 c.c., $24 \times 2\frac{1}{2}$ in. Avon Cord tyres; 172 c.c. model, 25×2.75 Avon Cord tyres.

SADDLE. Brooks' best quality

BRAKES. Internal expanding front and rear, with finger adjustments.

TRANSMISSION. Front and rear chains, $\frac{1}{2} \times \frac{3}{16}$ in. heavy Coventry.

HUBS. All steel hubs of exceptional strength, nickel chrome cones 5 in. balls.

MUDGUARDS. Of ample width, rigid stays, preventing mudguard vibration.

FOOTRESTS. Excelsior rubber footrests.

TOOL BOX. A strong enamelled metal tool box is fitted between seat tube and mudguard.

HANDLEBARS. These are fitted by special clip to the steering head, are adjustable and fitted with rubber grips and inverted levers.

ACCESSORIES. Full kit of tools, inflator, chain punch and a quart tin of Castrol XL oil.

WEIGHT. 147 c.c., 2-speed, 132 lbs. (approx.); 147 c.c., 3-speed, 135 lbs. (approx.); 172 c.c., 3-speed, 140 lbs. (approx.).

EXTRAS. Electric Lighting with Rear Lamp, Gun, Brooks' Supple Top Saddle,

Leg Guards,

Excelsior Mascot,

Tecalemit Grease

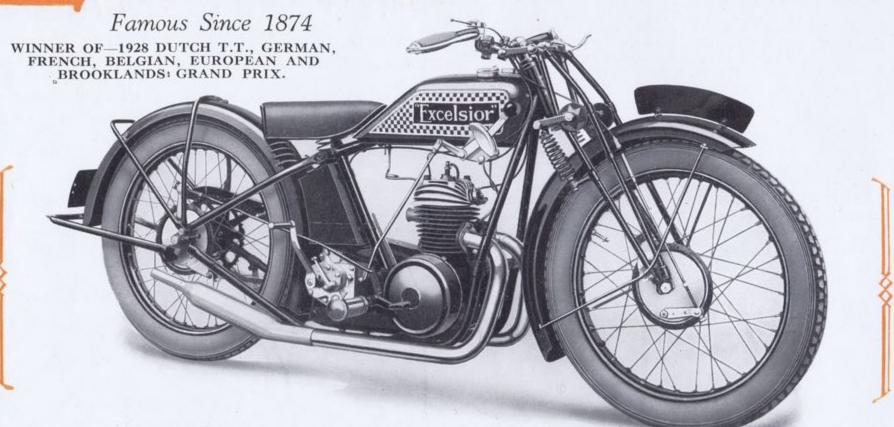
Model No. 3 Code Word 1.72 h.p. Model, "Sportsdeluxe." 'Sportsdeluxe." 'Sportsdelite," if lighting set is ordered.

Model No. 2 ,, ,, 1.47 h.p. 3-speed Model, "Exdeluxe." 'Exdeluxe." 'Exdeluxe." 'Exdeluxe." 'Exdeluxe." 'Monthly Instalment ...

Model No. 1 ,, ,, 1.47 h.p. 2 speed Model (Texdeluxe) 'Texdeluxe' 'Initial Payment Monthly Instalment ... 'Texdeluxe' 'Initial Payment 'Monthly Instalment ... 'Initial Payment 'Initial Payment 'Sportsdeluxe' 'Sportsdeluxe' 'Exdeluxe' 'Initial Payment 'Monthly Instalment ... 'Initial Payment 'Initial Payment 'Monthly Instalment ... 'Initial Payment 'Initial Payment 'Initial Payment 'Monthly Instalment ... 'Initial Payment 'Monthly Instalment ... 'Initial Payment 'Initial Paymen

Fxcelsior

$2\frac{1}{2}$ h.p. TWO PORT TWO STROKE



This MODEL, No. 4, when fully equipped with Electric Lighting Set, Licence Holder and Horn, is under 200 lbs.

with 26×3 heavy tyres. Adjustable extra. Higher ground clearance.

Weight 210 lbs.

2½ h.p. STANDARD TWO STROKE (TWO PORT) EXCELSIOR

ENGINE. 2½ h.p. Villiers Sports Engine. Bore and stroke 67 mm. by 70 mm. 247 c.c. Full roller bearing big end. Detachable aluminium cylinder head and aluminium piston. Automatic system of lubrication. Extra long bronze gastight main bearing. Fully floating gudgeon pin. Straight through twin exhaust pipes and two expansion chambers.

FRAME. New and patented design. Duplex cradle frame of exceptional strength, giving great stability and low riding position. The Duplex tubes run from the ball head, without a break to rear wheel spindle.

FORKS. Girder model. Sports, incorporating efficient shock absorber.

GEAR. Excelsior 3-speed all chain drive, hand controlled clutch and kick-starter, with cam adjustment.

CHAIN COVERS. Front chain is fully enclosed, and an efficient guard is fitted for rear chain.

STAND. To rear wheel, fixed with a spring clip.

TANK. Latest design, all steel saddle tank having no stud holes or bolts passing into the tank for fixing. Petrol capacity 1½ galls. Oil capacity 1 quart. Registered design.

CARBURETTER. Villiers single lever.

CARRIER. Stirrup handle only fitted on Standard model. Carrier fitted on Overseas model. See page 18 for extra when fitted on standard model.

WHEELS AND TYRES. 25×3 in. best quality rims, Avon Cord tyres.

SADDLE. Best quality supple top.

BRAKES. Excelsior extra wide 6 in. internal expanding hub brakes front and rear.

TRANSMISSION. Front and rear chains, $\frac{1}{2}$ in. $\times \frac{3}{16}$ in. heavy Coventry.

HUBS. All steel hubs of exceptional strength, nickel chrome cones, $\frac{3}{8}$ in. balls.

MUDGUARDS. Of ample width and depth (dome section), rigid stays preventing mudguard vibration.

FOOTRESTS. Excelsior rubber footrests.

TOOL BOX. A strong enamelled metal tool box is fitted between seat tube and mudguard.

HANDLEBARS. These are fitted by special clip to the steering head are adjustable and fitted with rubber grips and inverted levers.

ACCESSORIES. Kit of tools, inflator, chain punch, a quart tin of Castrol XL oil, and a Tecalemit grease gun, also Excelsior Mascot for front number plate.

EXTRAS. Leg Guards, El Rear Lamp.	ectric Lighting with Rear Lamp
--------------------------------------	--------------------------------

Electric Lighting, including charging set and

Model No. 4 Code Word 2½ h.p. Standard Model, "Villsior." "Villsilite," with lighting set.

Model No. 4a , , , 2½ h.p. Overseas Model, "Villex." "Villex." with

H. P. TERMS (Standard Model)
Initial Payment

Monthly Instalment .. .

usurance Included in these Amounts.

Note.—Add AC. to Cold Word for etter Standard or Oversias lode of Dectric Social Accomulator is required.

N.B.—Electric Charging Set, listed as extra for above machine, is built in during manufacture, and if required should be ordered with machine.

Fixelsion Famous Since 1874

3 h.p. STANDARD MODEL

WINNER OF—1928 DUTCH T.T., GERMAN, FRENCH, BELGIAN, EUROPEAN AND BROOKLANDS GRAND PRIX.

This MODEL, No. 5, when fully equipped with Lamp (P. & H. 125), Licence Holder and Horn, is under 200 lbs.

OVERSHAS MODEL No ba fitted with 26×3 heavy tyres, adjustable for est. G. Chamso ktra heavy spokes and rims, extra Higher ground clearance. Weight 210 lbs.

3 h.p. STANDARD EXCELSIOR

- ENGINE. Jap S.V. single cylinder, 70×78, 300 c.c. Roller bearing big end, roller bearing pulley side, aluminium piston. Mechanical lubrication incorporating Best and Lloyd sight feed, straight through exhaust pipe and expansion chamber.
- FRAME. New and patented design. Duplex cradle frame of exceptional strength, giving great stability and low riding position. The Duplex tubes run from the ball head without a break to rear wheel spindle.
- FORKS. Girder model. Sports, incorporating efficient shock absorber.
- GEAR. Burman 3-speed all chain drive, hand controlled clutch and kick starter, with cam adjustment.
- CHAIN COVERS. Front chain is fully enclosed, and an efficient guard is fitted for rear chain.
- STAND. To rear wheel, fixed with a spring clip.
- TANK. Latest design all steel saddle tank, having no stud holes or bolts passing into the tank for fixing. Petrol capacity 1½ galls. Oil capacity 1 quart. Registered design.
- CARBURETTER. "Binks" two lever carburetter is standard.
- CARRIER. Strong tubular carrier of large dimensions.

- WHEELS AND TYRES. 25×3 in. best quality rims, Avon Cord tyres.
- SADDLE. Best quality supple top.
- BRAKES. Excelsior extra wide 6 in. internal expanding hub brakes front and rear.
- **TRANSMISSION.** Front and rear chains, $\frac{1}{2}$ in. $\times \frac{3}{16}$ in. heavy Coventry.
- HUBS. All steel hubs of exceptional strength, nickel chrome cones, $\frac{3}{8}$ in. balls.
- MUDGUARDS. Of ample width and depth (dome section) rigid stays preventing mudguard vibration.
- FOOTRESTS. Excelsior rubber footrests.
- TOOL BOX. A strong enamelled metal tool box is fitted between seat tube and mudguard.
- **HANDLEBARS.** These are fitted by special clip to the steering head, are adjustable and fitted with rubber grips and inverted levers.
- ACCESSORIES. Kit of tools, inflator, chain punch, a quart tin of Castrol XL oil, and a Tecalemit grease gun, also Excelsior Mascot for front number plate.

EXTRAS. Leg Guards,

Electric Lighting Set,

Model No. 5 Code Word 3 h.p. Standard Model, "Japsmall."

"Japsmallite," with lighting set.

Model No. 5A ,, ,, 3 h.p. Overseas Model "Japhux."

"Japsmallite," with lighting set.

Monthly Instalment ...

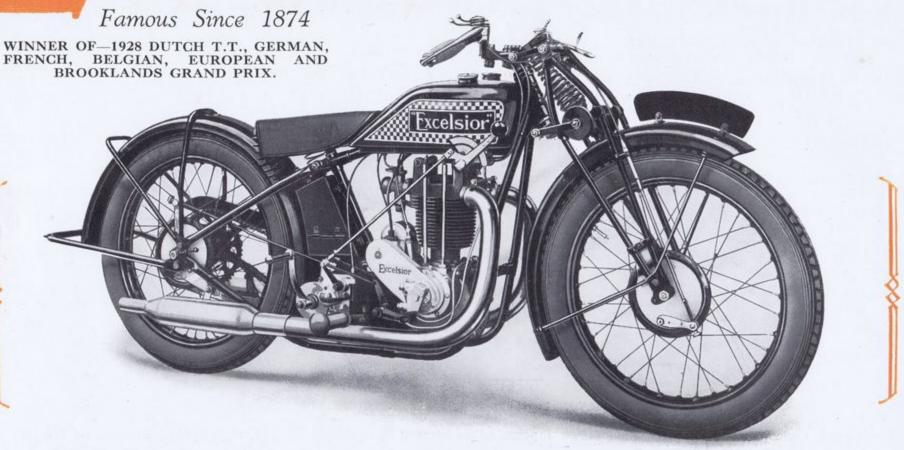
Monthly Instalment ...

Onsurante Tocuded in these Amounts.

N.B.—Electric Charging Set, listed as extra for above machine, is built in during manufacture, and if required should be ordered with machine.

Excelsior

2½ h.p. O.H.V. Two Port STANDARD MODEL



STANDARD MODEL No. 6, as illustrated.

BEFORE SEAS MODED 50 6a, fitted with 26×3 tyres, extra.

2½h.p. O.H.V. TWO PORT STANDARD EXCELSIOR

- ENGINE. Jap O.H.V. Two-port. 62.5 × 80 mm., 245 c.c. Roller bearing big end, aluminium piston. Mechanical lubrication incorporating Best and Lloyd sight feed. Two straight through exhaust pipes with expansion chambers and Roller Bearings to Rockers.
- FRAME. New and patented design. Duplex cradle frame of exceptional strength, giving great stability and low riding position. The Duplex tubes run from the ball head without a break to rear wheel spindle.
- FORKS. Girder model. Sports, incorporating efficient shock absorber.
- GEAR. Burman 3-speed all chain drive, hand controlled clutch and kick starter, with cam adjustment.
- CHAIN COVERS. Front chain is fully enclosed, and an efficient guard is fitted for rear chain.
- STAND. To rear wheel, fixed with a spring clip.
- TANK. Latest design all steel saddle tank, having no stud holes or bolts passing into the tank for fixing. Petrol capacity 1½ galls. Oil capacity 1 quart. Registered design.
- CARBURETTER. "Binks" two lever carburetter is standard.
- **CARRIER.** Stirrup fitted on standard model. See page 18 for extra for carrier when specially ordered.

- WHEELS AND TYRES. 25×3 in. best quality rims, Avon Cord tyres.
- SADDLE. Best quality supple top.
- BRAKES. Excelsior extra wide 6 in. internal expanding hub brakes front and rear.
- **TRANSMISSION.** Front and rear chains, $\frac{1}{2}$ in. $\times \frac{5}{16}$ in. heavy Coventry.
- MUDGUARDS. Of ample width and depth (dome section) rigid stays preventing mudguard vibration.
- FOOTRESTS. Excelsior rubber footrests.
- STEERING DAMPER. This is of approved design, and easily adjustable.
- TOOL BOX. A strong enamelled metal tool box is fitted between seat tube and mudguard.
- **HANDLEBARS.** These are fitted by special clip to the steering head, are adjustable and fitted with rubber grips and inverted levers.
- ACCESSORIES. Kit of tools, inflator, chain punch, a quart tin of Castrol XL oil and a Tecalemit grease gun, also Excelsior Mascot for front number plate.

EXTRAS. Leg Guards,

Electric Lighting,

Model No. 6 Code Word 250 c.c. Standard Model "Tofif."

"Tofiflite," with lighting set.

Initial Payment ...

Model No. 6A ,, ,, 250 c.c. Overseas Model "Toflux."

Monthly Instalment ...

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H. P. TERMS (Standard Model)

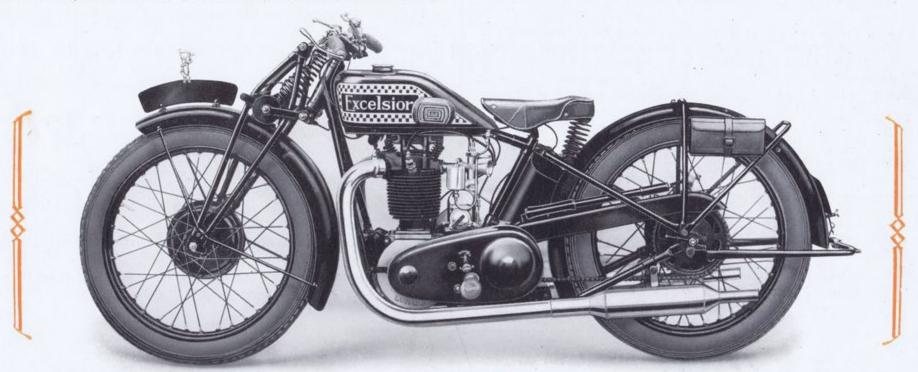
N.B.—Electric Charging Set, listed as extra for above machine, is built in during manufacture, and if required should be ordered with machine.

Excelsior³

3½h.p. O.H.V. TWO PORT STANDARD MODEL

Famous Since 1874

WINNER OF-1928 DUTCH T.T., GERMAN, FRENCH, BELGIAN, EUROPEAN AND BROOKLANDS GRAND PRIX.



BEFNSTORMERS-COMPZ

3½ hp. O.H.V. TWO PORT STANDARD EXCELSIOR

- ENGINE. Jap O.H.V. two-port 70×90., 345 c.c. Roller bearing big end, roller bearing pulley side, aluminium piston. Mechanical Lubrication incorporating Best and Lloyd sight feed and Roller Bearings to Rockers, and Rock Gear enclosed. Two Straightthrough exhaust pipes with expansion Chambers.
- FRAME. New and patented design. Duplex cradle frame of exceptional strength, giving great stability and low riding position. The Duplex tubes run from the ball head without a break to rear wheel spindle.
- FORKS. Girder Sports model, incorporating spring controlled shock absorbers.
- GEAR. Burman 3-speed all chain drive, hand controlled clutch and kick starter.
- CHAIN COVERS. Front chain is fully enclosed, and an efficient guard is fitted for rear chain.
- **STAND.** To rear wheel, fixed with a spring clip.
- TANK. Latest design, all steel saddle tank having no stud holes or bolts passing in to the tank for fixing. Petrol capacity 2 galls. Separate Oil Tank, capacity 3 pints. Registered design.
- CARBURETTER. A "Binks" two lever Carburetter is the standard fitment.
- **CARRIER.** Sports type handle carrier. See page 18 for extra for Carrier when specially ordered.

- WHEELS AND TYRES. 26 × 3 Avon Cord heavy tyres, best quality flat well base rims.
- SADDLE. Best quality supple top.
- BRAKES. Excelsior extra wide 7 in. internal expanding hub brakes, front and rear.
- **TRANSMISSION.** Front and rear chains, $\frac{1}{2}$ in. $\times \frac{5}{16}$ in. heavy Coventry.
- HUBS. All steel hubs of exceptional strength, nickel chrome cones is in. balls.
- MUDGUARDS. Of ample width and depth (dome section) rigid stays preventing mudguard vibration.
- FOOTRESTS. Adjustable footrests, fitted with rubber pads.
- STEERING DAMPER. This is of approved design, and easily adjustable.
- TOOL BOX. A strong enamelled metal tool box is fitted, fixed between the seat tube and rear mudguard.
- **HANDLEBARS.** These are fitted by special clip to the steering head, are adjustable, and fitted with rubber grips and inverted levers.
- ACCESSORIES. Kit of tools, inflator, chain punch, a tin of Castrol XL oil, and a Tecalemit grease gun. also Excelsior Mascot for front number plate.
- KNEE GRIPS. These are permanently fitted as standard and are adjustable to suit riders' convenience.

EXTRAS. Leg Guards,

Electric Lighting Set,

Twist Grip Controls,

Model No. 7 Code Word 3.50 h.p. Standard Model

"Racer."

"Racerite," with lighting set.

H. P. TERMS

Initial Payment Monthly Instalment

Insurance Included in these Amounts.

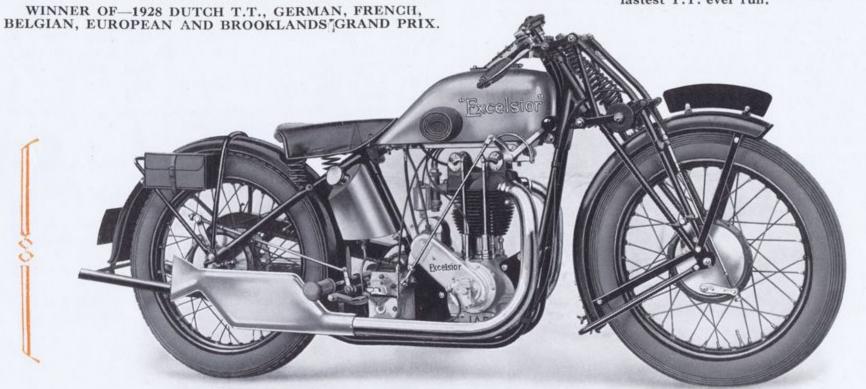
N.B.—Electric Charging Set, lister as Stra for above achine is builting manuficure and required should be ordered with machine.

Excelsior Famous Since 1874

3½ h.p. O.H.V. Two Port Tourist Trophy Model

MODEL No. 11.

The machine which ran 4th in the 1928 T.T., the fastest T.T. ever run.



DEFINITION TO THE PROPHY MODEL No. 10
EXACTLY AS ABOVE

3½ h.p. AND 2½ h.p. TOURIST TROPHY MODEL EXCELSIOR

ENGINE. Jap O.H.V. Double Port Special Racing Engine, 70×90, 344 c.c. Roller bearing big end, roller bearing pulley side, special aluminium piston, return springs to rocker gear, ball-bearing rockers. An engine designed purely for fast work and with an enormous power output. Mechanical Lubrication incorporating Best and Lloyd sight feed.

250 c.c. engine, as above, $62\frac{1}{2} \times 80$ mm., 245.2 c.c. The big end in both engines has two rows of rollers in phosphor bronze cage.

FRAME. New and protected design. Duplex cradle frame of exceptional strength, giving great stability and low riding position. Sidecar lugs are incorporated in this frame as standard.

FORKS. Girder sports model forks, incorporating spring controlled shock absorbers.

GEAR. Burman 3-speed all chain drive racing gear box, with hand controlled clutch, having the change speed gear lever arranged in a forward position on the right hand side of the tank.

CHAIN COVERS. Front chain is enclosed, and an efficient guard is fitted for rear chain.

CARRIER. A strong tubular carrier of large dimensions, or alternatively no carrier, but stirrup handle.

STAND. Stand to both wheels, fixed with spring clips and with forged steel unbreakable lugs.

TANKS. Latest design extra strong all steel saddle tank, petrol capacity 3 galls. Separate oil tank and hand pump, oil capacity 3 pints. Plated finish, quick release filler caps.

CARBURETTER. "Binks" racing carburetter is fitted as standard. With twist grip controls.

WHEELS. 26 in. × 3.25 in. well base rims, built up with 10 gauge spokes.

SADDLE. Best quality supple top racing type.

TYRES. 26 × 3.25 in. Avon or 26 × 3 in. ribbed front and studded rear—optional.

BRAKES. Extra large 7 in. internal expanding front and rear, both foot operated.

TRANSMISSION. By heavy "Coventry" chains, ½ in. × 5 in.

HUBS. Front and rear hubs with internal expanding brakes, incorporated and fitted with nickel chrome steel cones.

MUDGUARDS. Large "D" shape guards, of ample strength and width. With flat steel stays.

FOOTRESTS. Racing footrests (rubber pads) fitted at rear of gear box.

HANDLEBARS. These are fitted by a special clip to the steering head, are adjustable and fitted with rubber grips, and inverted levers.

STEERING DAMPER. This is of approved design, and easily adjustable.

KNEE GRIPS. These are permanently fitted as standard, and are adjustable to suit riders' convenience.

TWIST GRIPS. Twist grip controls to carburetter.

SILENCERS. Brooklands type silencers of approved design.

TOOL BOX. A strong enamelled metal tool box is fitted.

ACCESSORIES. Kit of tools, inflator, chain punch, a tin of Castrol XL oil, a Tecalemit grease gun, and Excelsior Mascot for front number plate.

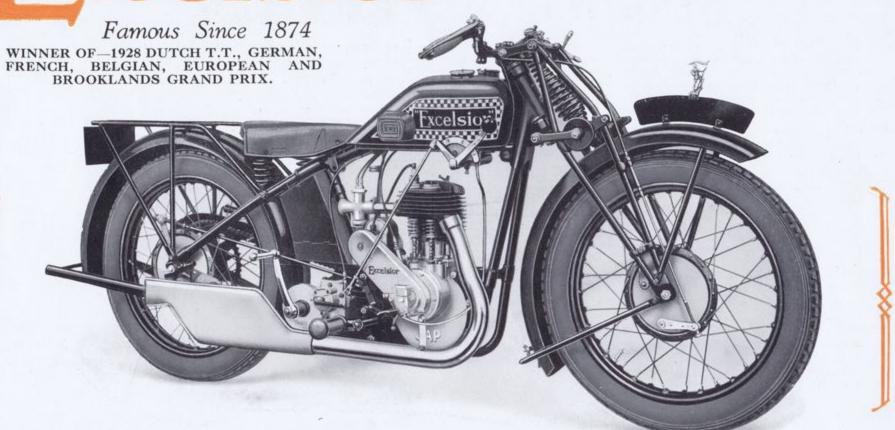
EXTRAS. Electric Lighting,

Model No. 11			Code Word		350 c.c.	"Twopor."	Н. Р. Т	H. P. TERMS		
1)	,,		,,			"Twoporlite," with lighting set.	Initial Payment			
Model	No.	10	,,	,,	250 c.c.	"Racpor."	Monthly Instalment			
11	**		,,	,,	250 c.c	"Racporlite," with lighting set.		in these	Amounts	
					G	Racporlite, with lighting set.				

N.B.—Electric Charging Set, listed as extra for box and inc. is built in during manuschure and required should be ordered with machine.

Excelsior

5h.p. SIDE VALVE STANDARD MODEL



BEFNSTOPMERS CO. S. as mustrated.

5 h.p. SIDE VALVE EXCELSIOR

ENGINE. Jap Side Valve single cylinder, 85 × 85 mm., 490 c.c. Roller bearing big end, roller bearing pulley side, special aluminium piston. Mechanical lubrication incorporating Best and Lloyd sight feed. The new cylinder has been designed to give efficient cooling surface, together with a turbulence promoting combustion chamber. Straight through exhaust pipe with expansion chamber.

FRAME. New and protected design. Duplex cradle frame of exceptional strength, giving great stability and low riding position. Sidecar lugs are incorporated in this frame as standard.

FORKS. Girder Sports model, incorporating shock absorber.

GEAR. Burman 3-speed all chain drive gear box, with hand controlled clutch and kick-starter, having the change speed gear lever arranged in a forward position on the right hand side of the tank.

CHAIN COVERS. Front chain is fully enclosed, and an efficient guard is fitted for rear chain.

CARRIER. A strong tubular carrier of large dimensions.

STAND. Stand to both wheels, fixed with spring clips, and with forged steel unbreakable lugs.

TANK. Latest design, all steel saddle tank, having no stud holes or bolts passing into the tank for fixing. Petrol capacity 2 galls. Oil capacity 2³/₄ pints. Registered design.

WHEELS AND TYRES. Well base rims, built up with 10 gauge spokes, 26 × 3.25 Avon Cord heavy tyres.

CARBURETTER. "Binks" two lever.

SADDLE. Best quality supple top.

BRAKES. Powerful 7 in. internal expanding front and rear, fabric lined.

TRANSMISSION. By heavy "Coventry" motor cycle chains, ½ in. × ½ in.

HUBS. Front and rear hubs, with internal expanding brakes, incorporated and fitted with nickel chrome steel cones.

MUDGUARDS. Large "D" shape guards, extra wide and well stayed. With flat steel stays.

FOOTRESTS. Excelsior rubber adjustable footrests.

HANDLEBARS. These are fitted by a special clip to the steering head, are adjustable and fitted with rubber grips, and inverted levers.

KNEE GRIPS. These are permanently fitted as standard, and are adjustable to suit riders' convenience.

TOOL BOX. A strong enamelled metal tool box is fitted, fixed between the seat tube and rear mudguard.

ACCESSORIES. Kit of tools, inflator, chain punch, a tin of Castrel XL oil, a Tecalemit grease gun, and Excelsior Mascot for front number plate.

EXTRAS. Leg Guards, Electric Lighting Set, Steering Damper,

Separate Oil Tank,

Twist Grip Controls,

Model No. 8 Code Word 500 c.c. S.V. "Four."

500 c.c. S.V. "Fourlite." with lighting set.

Insurance Included in these Amounts.

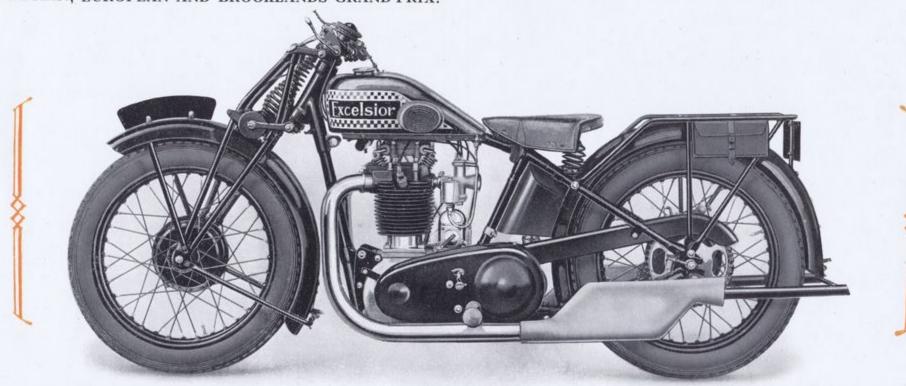
H. P. TERMS

N.B.—Electric Charging Set, listed as extra for above machine, is built in during manufacture, and if required should be ordered with machine.

Excelsior

5h.p. O.H.V. TWO PORT STANDARD MODEL

Famous Since 1874
WINNER OF—1928 DUTCH T.T., GERMAN, FRENCH,
BELGIAN, EUROPEAN AND BROOKLANDS GRAND PRIX.



BEFNSTOPMEPS-CO-NZ STANDARD MODEL No. 9, as illustrated.

5h.p. O.H.V. TWO PORT EXCELSIOR

- ENGINE. 490.6 c.c. O.H.V. Jap engine, double port, 85.7×85.
 Roller bearing big end, roller bearing pulley side, aluminium piston. Rocker gear enclosed. Mechanical lubrication incorporating Best and Lloyd sight feed. An extraordinarily powerful engine, which will give a remarkable performance either solo or with sidecar. Two straight through exhaust pipes with expansion chambers.
- **FRAME.** New and protected design. Duplex cradle frame of exceptional strength, giving great stability and low riding position. Sidecar lugs are incorporated in this frame as standard.
- FORKS. Girder Sports Model, incorporating shock absorber.
- GEAR. Burman 3-speed all chain drive heavyweight gear box, with hand controlled clutch and kick starter, having the change-speed gear lever arranged in a forward position on the right hand side of the tank.
- CHAIN COVERS. Front chain is fully enclosed, and an efficient chain guard is fitted for rear chain.
- CARRIER. A strong tubular carrier of large dimensions.
- STAND. Stand to both wheels fixed with spring clips, and with forged steel unbreakable lugs.
- TANKS. Registered design extra strong all steel saddle tank, petrol capacity 2 galls. Separate oil tank, capacity 2 pints. Quick release filler caps.
- CARBURETTER. "Binks" two lever carburetter is standard.
- WHEELS AND TYRES. Well base rims built up with 10 gauge spokes, 26 × 3.25 Avon Heavy Cord tyres.

SADDLE. Best quality supple top.

- BRAKES. Powerful 7 in. internal expanding front and rear, fabric lined.
- TRANSMISSION. By heavy "Coventry" motor cycle chains, § in. × § in.
- HUBS. Front and rear hubs with internal expanding brakes, incorporated and fitted with nickel chrome steel cones.
- MUDGUARDS. Large "D" shape guards, extra wide and well stayed with flat steel stays.
- FOOTRESTS. Excelsior rubber adjustable footrests.
- HANDLEBARS. These are fitted by a special clip to the steering head, are adjustable and fitted with rubber grips and inverted levers.
- STEERING DAMPER. This is of approved design and easily adjustable.
- KNEE GRIPS. These are permanently fitted as standard, and are adjustable to suit riders' convenience.
- TOOL BOX. A strong enamelled metal tool box is fitted, fixed between the seat tube and rear mudguard.
- ACCESSORIES. Kit of tools, inflator, chain punch, a tin of Castrol XL oil, a Tecalemit grease gun and Excelsior Mascot for front number plate.

EXTRAS. Leg Guards,

Electric Lighting,

Twist Grip Controls,

Model No. 9 Code Word 500 c.c. O.H.V. "Fivo."

500 c.c. O.H.V. "Fivolite," with lighting set.

Initial Payment

Monthly Instalment ...

Insurance Included in these Amounts.

H. P. TERMS

N B. -Electric Charging Set, listed as extra for above machine, is built in during manufacture, and if required should be ordered with machine.

ELECTRIC HORN. Clear hooter with swivel clip, Electric vibrator type with handlebar fitment,

LEG GUARDS. To lightweight models, per pair; to heavyweight models. per pair.

SPEEDOMETER. O.S. trip. non-trip, Calibration 80 or 100 m.p.h. as desired.

STEERING DAMPERS. When not fitted as standard, can be supplied at extra.

FRONT STAND. Fitted to any model not included in standard specification at extra.

KNEE GRIPS. When not fitted as standard per pair. TWIST GRIP CONTROLS. To any model, extra.

ELECTRIC LIGHTING. On solo machines (four-stroke models), Combination B.T.H. complete Electric Lighting Set. Set.

MASCOT. Excelsior Mascot for front number plate,

PENNANT. Excelsior Pennant for front mudguard,

TYRES. Extra for 26 × 3.25 tyres on 247 c.c. Standard Two-stroke, 300 c.c. 3 h.p. Jap and 250 c.c. O.H.V. Two-port Standard Models, On 350 c.c. Standard Model, Extra for 3.50 Tyres on 500 c.c. Models per pair.

CARRIER. When not fitted as standard.

TERMS OF BUSINESS

HOME TRADE

PAYMENT. Net cash against invoice at our Works.

CARRIAGE. All Motor Cycles sent Carriage Paid. Upon receipt of goods customers are advised to examine before signing, and, if any damage, to sign as such, giving an immediate notification to the Company delivering; also advise us. Sidecars are sent Carriage Paid per Goods Train. Should we be instructed to send Sidecars Passenger Train, the difference in carriage will be charged on invoice.

REPAIRS. All parts to be sent Carriage Paid, with the Sender's name on the back of the label advising us at the time of despatch.

FOREIGN AND COLONIAL

All orders from Abroad, unless received through Established Agencies or Shipping Houses, must be accompanied by a deposit of not less and credit opened with English Bank or first-class firm who will pay balance on receipt of shipping documents.

DELIVERY. F.O.B. convenient English Port.

PACKING. Open Crate, Lightweight, Heavyweight or Sidecar,

Closed Cases for Two Lightweights,

One Heavyweight, or Sidecar,

alteration without notice. PRICES AND SPECIFIC

SEASON 1928

SOME OF THE SUCCESSES GAINED BY EXCELSIOR MACHINES.

EXCELSIOR—The first 250 c.c. Machine to gain a WORLD'S RECORD at over 90 miles an hour.

BROOKLANDS.—April 11th, 1928. 81 miles Scratch Race. 350 c.c. C. S. STANILAND-FIRST. Speed 93.27 m.p.h.

BROOKLANDS.-April 21st, 1928. Scratch Race (about 81 miles).

350 c.c. C. S. STANILAND-FIRST. Speed 91.22 m.p.h. Handicap Race (about 81 miles).

350 c.c. G. GROSE-FIRST, 42 secs. 83.99 m.p.h.

BROOKLANDS.-April 24th, 1928. Mr. C. S. STANILAND. WORLD'S RECORDS.

Class 6

5 kilos, f.s., 73.70 m.p.h.

10 kilos, s.s., 71.95 m.p.h.

5 miles, f.s., 73.50 m.p.h. 10 miles, s.s., 72.47 m.p.h.

175 c.c. EXCELSIOR JAP.

BROOKLANDS.-April 27th, 1928. Mr. C. S. STANILAND. WORLD'S RECORDS.

50 kilos, s.s., 25 minutes 47.75 seconds . . 72.26 m.p.h.

50 ,, s.s., 41 ,, 35.69 .. 72.12 ,, 17 100 .. s.s., 53 .. 70.18 ...

7.34 ,,, 175 c.c. EXCELSIOR.

BROOKLANDS .- 200 miles Race. June 23rd, 1928.

250 c.c. class. Mr. C. S. STANILAND-FIRST, 74.34 m.p.h. Mr. E. FERNIHOUGH-SECOND.

BROOKLANDS .- July 11th, 1928. Mr. C. S. STANILAND. WORLD'S RECORDS. (Riding 250 c.c. EXCELSIOR).

84.86 m.p.h. 50 kilos 85.15 m.p.h. 50 miles 100 kilos 85.04 m.p.h.

100 miles 84.98 m.p.h.

85.02 m.p.h. 85 miles, 33 yards. 1 hour

BROOKLANDS .- July 13th, 1928. Mr. C. S. STANILAND. WORLD'S RECORDS. Riding Mr. J. S. Worter's machine.

Class 6. 175 c.c. O.H.V.

73.36 m.n.h. 100 kilos 1 hour 73.10100 miles

2 hours 70.24

71.33

BROOKLANDS .- July 28th. 1928. GRAND PRIX.

Mr. C. S. STANILAND riding Mr. J. S. Worter's machine.

250 c.c. Class FIRST. 350 c.c. Class SECOND.

350 c.c. Class S/C .. SECOND.

BROOKLANDS.—September 8th, 1928. 250 c.c. Championship. C. S. STANILAND-FIRST. Speed 78.31 m.p.h.

BROOKLANDS.—September 4th, 1928. WORLD'S RECORDS.

Class A. 250 c.c.

5 kilos 95.84.

95.54. 5 miles

Mr. C. S. STANILAND, riding Mr. Worter's "Excelsior."

BROOKLANDS.—September 12th, 1928, WORLD'S RECORDS.

250 c.c. Class. Mr. C. S. STANILAND, riding Mr. J. S. Worter's 250 c.c. EXCELSIOR-JAP.

10 kilos, s.s., 91.19 m.p.h.

10 miles, s.s., 93.49 m.p.h.

During the above, Mr. Staniland broke his previous record and set up further records for the flying 5 kilo and flying 5 miles as under :-

5 kilos, f.s., 96.83 m.p.h. 5 miles, f.s., 96.64 m.p.h.

BROOKLANDS.-October 6th, 1928. CUP DAY. 350 c.c. Scratch Race for G. E. Tottev Cup.

Mr. C. S. STANILAND, 350 c.c. EXCELSIOR-FIRST, 88.62 m.p.h.

Harry Jay Silver Cup. 350 c.c. Sidecar, Scratch.

Mr. C. S. STANILAND, EXCELSIOR-FIRST, 72.39 m.p.h.

Sir Charles Wakefield Cup. 5 lap passenger Handicap. 350 c.c. Sidecar.

Mr. C. S. STANILAND, EXCELSIOR-FIRST. 77.45 m.p.h.

George Newman Silver Cup, 50 miles Handicap.

Exclair attributing at speeds above World's Record.

Best lap, 84.41.

SEASON 1928

SOME OF THE SUCCESSES GAINED BY EXCELSIOR MACHINES-Continued.

JUNIOR T.T. RACE.—June 5th, 1928.

Mr. S. A. CRABTREE—FOURTH, in the fastest T.T. (irrespective of class) ever run.

DUTCH T.T., ASSEN, HOLLAND.—June 23rd,

250 c.c. Class. EXCELSIOR—FIRST, rider S. A. CRABTREE. Average speed 100.37 k.p.h. Record for course. Record lap, 115.8 k.p.h.

175 c.c. Class, EXCELSIOR—FIRST, rider L. CRABTREE. Average speed 79.92 k.p.h. Record for course. Record lap 82.5 k.p.h.

FRENCH GRAND PRIX, BORDEAUX.—June 30th, 1928.

250 c.c. Class, EXCELSIOR—FIRST, rider S. A. CRABTREE. 295 kilometres, 2 hrs. 52 mins, 3-3/5 secs.

175 c.c. Class, EXCELSIOR—THIRD, rider L. CRABTREE. 270 kilometres.

GERMAN MOTOR CYCLE GRAND PRIX,

NUERBURG.-July 8th, 1928.

175 c.c. (over 330 kilometres), L. CRABTREE—SECOND, 4 hrs. 17 mins. 13 secs.

250 c.c. (over 367 kilometres), S. A. CRABTREE—FIRST, 4 hrs. 8 mins, 3 secs.

BELGIAN GRAND PRIX, FRANEORCHAMPS CIRCUIT.—July 15th, 1928.

250 c.c. Class, Mr. S. A. CRABTREE—FIRST. Distance 327 kilos 800 m. (203.7 miles), 3 hrs. 23 mins. 39 secs. (60 m.p.h.).

175 c.c. Class, Mr. L. C. CRABTREE—SECOND. Distance 168.7 miles., 3 hrs. 9 mins. 2 secs.

EUROPEAN GRAND PRIX MOTOR CYCLE RACES, MEYRIN TRACK, Nr. GENEVA. July 29th, 1928.

Sidecar Class, 350 c.c., Mr. S. A. CRABTREE, EXCELSIOR—FIRST. 143 kilos. 800 metres, time 1 hr. 43 mins. 29 secs.

ULSTER GRAND PRIX.—September 1st, 1928.

EXCELSIORS 2nd, 3rd, 4th, 6th and 8th, and Record Lap.

INTERNATIONAL SIX DAYS TRIALS.—

September 10th to 15th, 1928.

THREE GOLD MEDALS. Riders: Neville Hall, Norris Walker, Tim Robbins.

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 dealer exclusively for re-sale in such area. No such dealer is authorised to transact any business, give any warranty, make any representation or incur any liability on our behalf.

Every person purchasing one of our flotter Cycles will acquire the same from the dealer and no flatblitte will subsist in this Company to such person. This Company will sell its Motor Cycles to dealers on a limited form of guarantee only.

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