

PRELIMINARY ISSUE

Your Motor Cycle



for

1930.

ARIEL
Selly Oak
BIRMINGHAM

Barnstormers

FOREWORD

IT is the constant endeavour of Ariel Works Ltd., to make a Motor Cycle which is in every way modern—the last word in efficiency. This season 1930, the wise buyer will purchase an Ariel, and in doing so, quickly realise that he owns the most reliable machine on the road.

GENERAL SPECIFICATION—

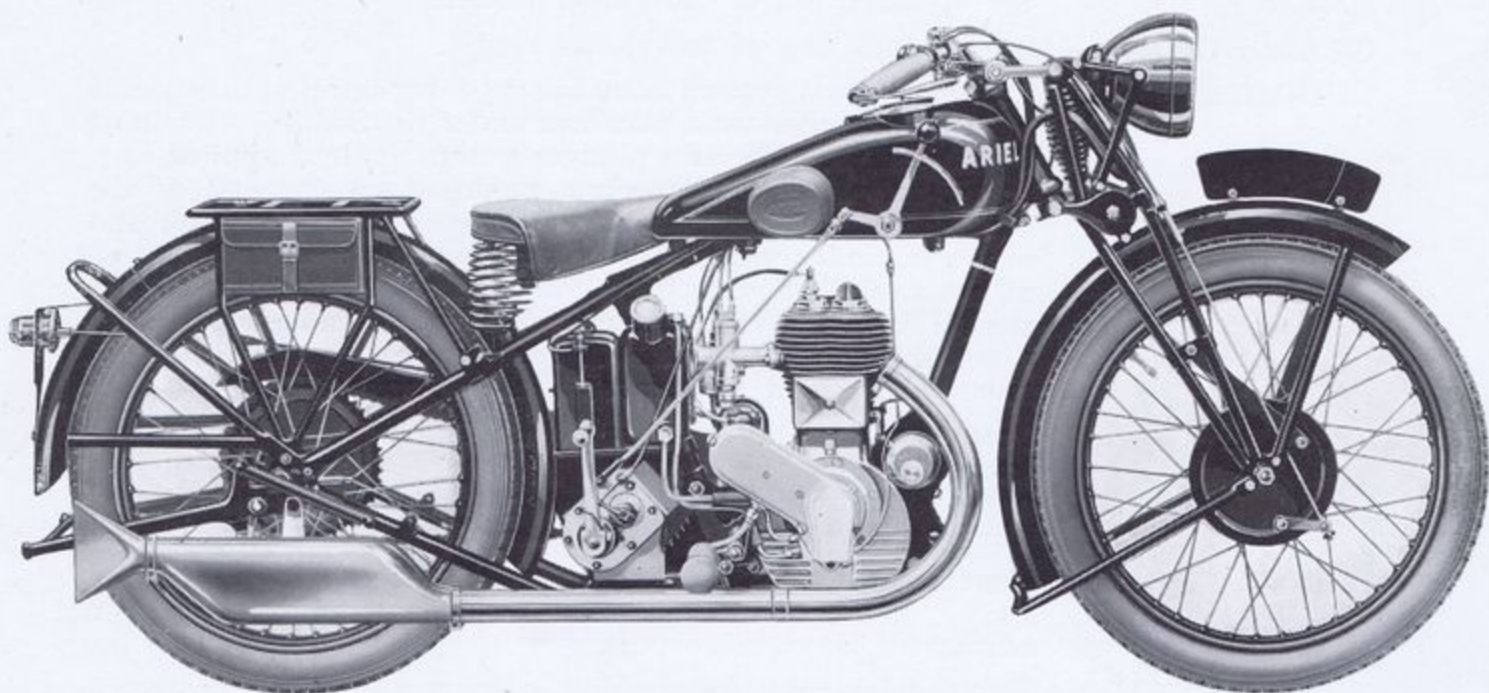
550 c.c. and 500 c.c.

*Models A & B 550 c.c. Side Valve, and
Models E, F & G 500 c.c. Overhead Valve*

- ENGINE.** See specification of individual model.
- GEAR BOX.** See specification of individual model.
- LUBRICATION.** The lubrication system is by car type dry sump with separate oil tank, mounted on a platform under the Saddle, containing 3 pints of oil. The two plunger pumps (patent applied for), are operated by an eccentric mounted on the end of the camshaft. The supply pump draws oil from the tank and forces it, under pressure, to the big end bearing from which oil reaches all moving parts. The scavenging pump returns the oil from the engine sump to the tank and so maintains a continuous circulation. A car type oil pressure gauge is mounted flush in the centre of the petrol tank.
- FRAME.** Cradle type, of immense strength. The head lug is machined from a solid steel forging. All main tubes are "Aero" quality, the front down tube being no less than 1½" in diameter. The engine is rigidly fixed in the Frame at four points.
- FRONT FORK.** Neat and strong of girder design with large central tension spring giving excellent road holding qualities. Built-in adjustable shock absorbers.
- TRANSMISSION.** Front and rear chains running over large sprockets protected by efficient chain covers. Both chains efficiently lubricated by crankcase release.
- BRAKES.** 7" diameter internal expanding car type brakes to both wheels. Very powerful. Special provision is made for the exclusion of mud and water.
- WHEELS.** Well base Dunlop Rims and heavy gauge spokes. Taper roller bearings fitted to both wheels.
- STANDS.** Spring up rear stand, specially designed so that minimum of effort is required to lift machine on to the stand. Strong tubular front stand.
- FOOT RESTS.** Solid steel forgings, fitted with rubber pads. Quickly adjustable.
- HANDLEBAR.** Attractive in appearance and comfortable in use. Adjustable over wide range, giving sporting or touring position.
- PETROL TANK.** All steel welded Saddle Tank. Capacity 2½ gallons. Fitted with Petrol strainer and two level cork seated petrol tap giving reserve supply. Large leak-proof quick release filler cap.
- KNEE GRIPS.** Adjustable pneumatic type.
- SADDLE.** Spring seat 3-point suspension. Very low riding position. Adjustable for height at rear.
- EQUIPMENT.** Tool boxes as illustrated, with complete set of tools, grease gun and tyre inflator.
- LIGHTING SET.** Lucas 6 volt. Powerful head lamp with small bulb for use when machine is parked, and Handlebar controlled dimmer. Tail lamp insulated against vibration and mounted on rear number plate. Separate Dynamo mounted in front of the Engine, and driven by adjustable chain. Chain lubricated by crankcase release. Accumulator mounted on platform under Saddle.
- NOTE.** The Lighting Set is not part of the standard specification, but is supplied as an Extra
We wish to point out that, whilst Chromium plating is non-tarnishable, it is not absolutely rust-proof.

ARIEL

550 c.c. STANDARD SIDE VALVE MODEL A



SPECIFICATION

Engine. Bore: 86.4mm. Stroke: 95mm. Capacity 557 c.c.s. Heavily finned cylinder and finned crankcase, ensuring cool running. Enclosed valve springs. Double roller bearing big end. Ball bearing on driving side of main shaft. Heat treated aluminium alloy piston. Fully floating gudgeon pin. Ground timing gears. Efficient shock absorber fitted to engine shaft. Dry sump lubrication as described in General Specification.

Carburettor. AMAL. Flange fixing. Lever control. Short induction pipe for easy running. Throttle stop for slow running.

Magneto. Lucas, mounted behind Engine.

Silencer. Large expansion chamber with baffles. Exceedingly quiet exhaust note. Certified by Automobile Association.

Gear Box. Specially designed and manufactured by Messrs. Sturmey Archer for the Ariel machine. 3-speeds with internal locking device for correct gear position. The gear wheels are made of nickel steel and are very silent in operation. Mounted with bottom fixing and top anchorage. Draw bolt for chain adjustment. The control lever is mounted on the side of the tank with a quadrant of special design

which makes it impossible to miss middle gear. Hand operated 3-plate cork clutch with shock absorber.

Gear Ratios.

	No of teeth on Engine Sprocket.			
	1st	2nd	3rd	
Solo—				
Standard	21	14.4	7.8	4.9
Hilly				
Country	19	16.0	8.7	5.4
Sidecar—				
Standard	17	18.0	9.7	6.1

Tyres. Dunlop 26×3 Wired-on.

Mudguards. Wide D section giving ample protection. The back portion of the rear mudguard is quickly detachable, permitting easy removal of the wheel.

Carrier. Strong one-piece steel pressing. Very suitable for pillion riding.

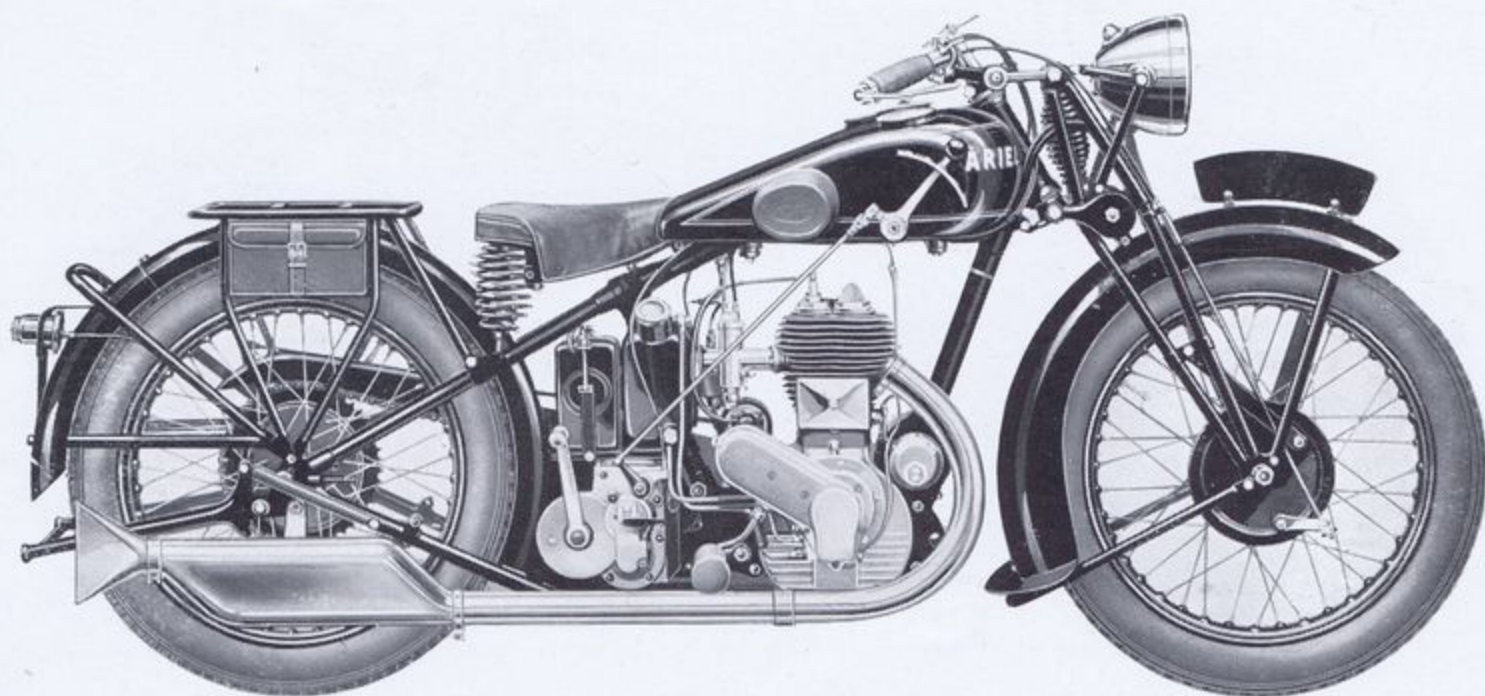
Speedometer (extra). Provision is made for a flush-fitting tank-mounted Speedometer driven from the Gear Box. Smith's Trip Type.

Finish. Cycle parts coslettised and highly finished in best black enamel. Tank high temperature stove enamelled in black, unaffected by petrol or benzol, and neatly lined in blue and gold. Bright parts heavily nickel plated.

Nickel Plated and Panelled Tank extra.

ARIEL

550 c.c. DE LUXE SIDE VALVE MODEL B



SPECIFICATION

Engine. Bore: 86.4mm. Stroke: 95mm. Capacity 557 c.c.s. Heavily finned cylinder and finned crankcase, ensuring cool running. Totally enclosed valve springs. Double roller bearing big end. Ball bearing on driving side of main shaft. Heat treated aluminium alloy piston. Fully floating gudgeon pin. Ground timing gears. Efficient shock absorber fitted to engine shaft. Dry sump lubrication as described in General Specification.

Carburettor. AMAL. Flange fixing. Lever control. Short induction pipe for easy running. Throttle stop for slow running.

Magneto. Lucas. Mounted behind Engine.

Silencer. Large expansion chamber with baffles. Exceedingly quiet exhaust note. Certified by Automobile Association.

Gear Box. Specially designed and manufactured by Messrs. Burman for the Ariel machine. 3-speeds with internal locking device for correct gear position. The gear wheels are made of finest quality nickel chrome alloy steel and are very robust in construction and silent in operation. Mounted with bottom fixing and top anchorage. Draw bolt chain adjustment. The control lever is mounted on the side of the tank with a quadrant of special

design which makes it impossible to miss middle gear. Hand operated 3-plate cork clutch with shock absorber.

Gear Ratios.

	No. of teeth on Engine Sprocket.	1st 2nd 3rd		
		1st	2nd	3rd
Solo—				
Standard ...	23	13.0	7.6	4.75
Hilly Country...	21	14.2	8.3	5.2
Sidecar—				
Standard ...	19	15.7	9.2	5.75

Tyres. Dunlop 26 x 3.25 Wired on.

Mudguards. Wide D section front and rear with large valance to front. The back portion of the rear mud-guard is quickly detachable, permitting easy removal of the wheel.

Carrier. Strong one-piece steel pressing. Very suitable for pillion riding.

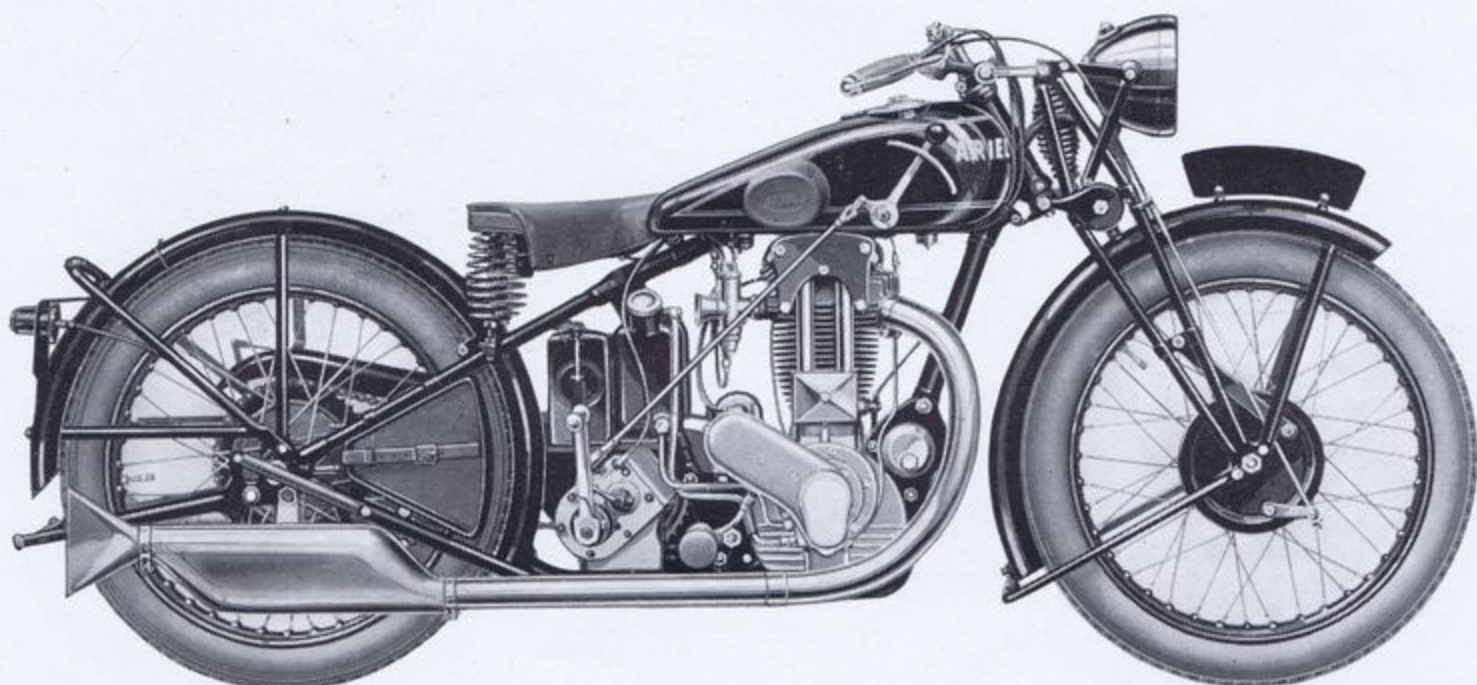
Steering Damper. Built-in type. Neat and efficient. Controlled from Handlebar.

Speedometer (extra). Provision is made for a flush-fitting tank-mounted Speedometer driven from the Gear Box. Smith's Trip Type.

Finish. Cycle parts coslettised and highly finished in best black enamel. Tank high temperature stove enamelled in black, unaffected by petrol or benzol, and neatly lined in blue and gold. Bright parts heavily nickel-plated. Nickel Plated and Panelled Tank extra.

ARIEL

500 c.c. STANDARD O.H.V. MODEL E



SPECIFICATION

Engine. Bore: 81.8mm. Stroke: 95mm. Capacity 497 c.cs. Two-port Cylinder head with exceptionally deep fins and finned crankcase ensuring cool running. Stream lined valve ports. Inlet valve guide lubricated by suction from the crankcase. Double valve springs. Totally enclosed rocker gear, lubricated by grease gun. Totally enclosed push rods and push rod return springs. Double roller bearing big end. Ball bearing on driving side of main shaft. Heat treated aluminium alloy piston. Fully floating gudgeon pin. Ground timing gears. Efficient shock absorber fitted to engine shaft. Dry sump lubrication as described in General Specification.

Carburettor. AMAL. Flange fixing. Twist grip or lever control optional. Throttle stop for slow running.

Magneto. Lucas. Mounted behind Engine.

Silencers. Two complete silencing systems. Large expansion chambers with baffles. Exceedingly quiet exhaust note. Certified by Automobile Association.

Gear Box. Specially designed and manufactured by Messrs. Sturmey Archer for the Ariel machine. 3-speeds with internal locking device for correct gear position. The gear wheels are made of nickel steel and are very silent in operation. Mounted with

bottom fixing and top anchorage. Draw bolt for chain adjustment. The control lever is mounted on the side of the tank with a quadrant of special design, which makes it impossible to miss middle gear. Hand operated 3-plate cork clutch with shock absorber.

Gear Ratios.

	No. of teeth on Engine Sprocket.	1st	2nd	3rd
Solo—				
Standard... ..	21	14.4	7.8	4.9
Hilly Country ..	19	16.0	8.7	5.4
Sidecar—				
Standard... ..	17	18.0	9.7	6.1

Tyres. Dunlop 26 x 3 Wired-on.

Mudguards. Wide D section giving ample protection. The back portion of the rear mudguard is quickly detachable, permitting easy removal of the wheel.

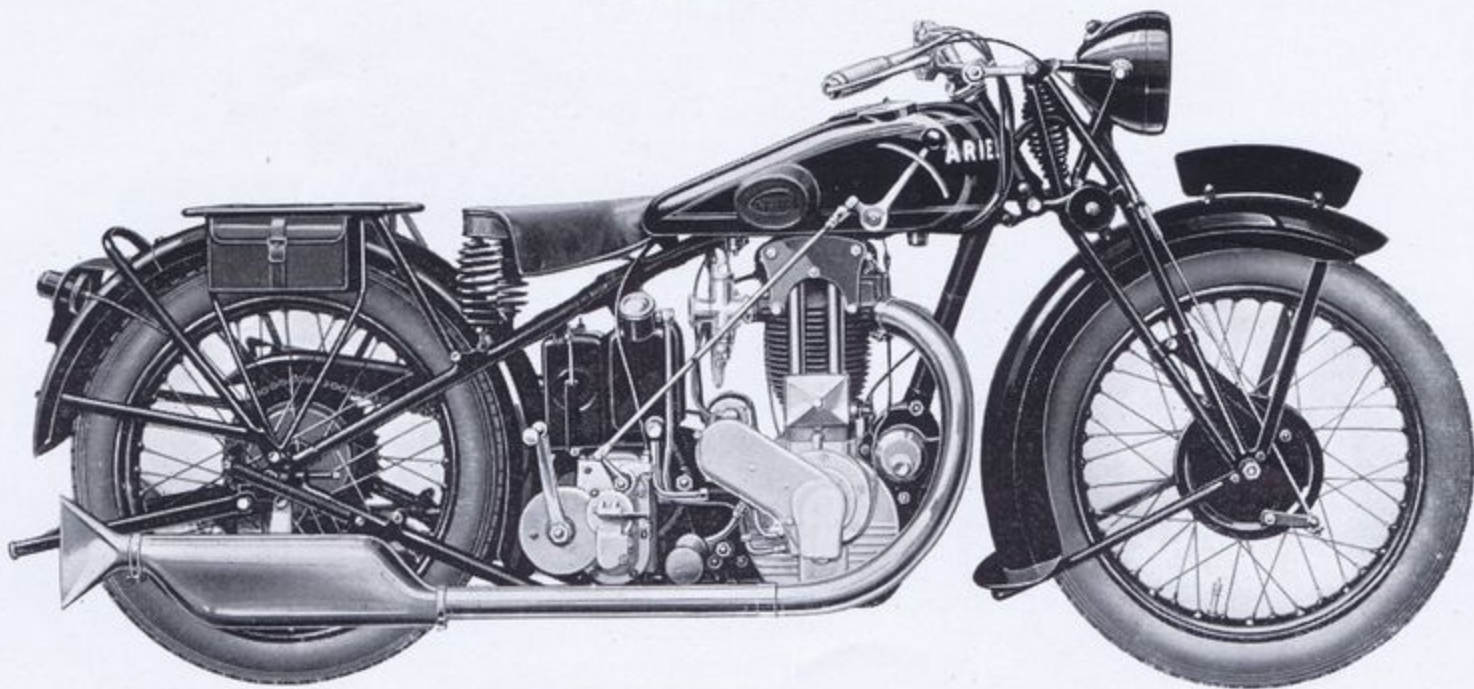
Steering Damper. Built-in type. Neat and efficient. Controlled from Handlebar.

Speedometer (extra). Provision is made for a flush-fitting tank-mounted Speedometer, driven from the Gear Box. Smith Trip Type.

Finish. Cycle parts coslettised and highly finished in best black enamel. Tank high temperature stove enamelled in black, unaffected by petrol or benzol, and neatly lined in blue and gold. Bright parts heavily nickel plated. Nickel Plated and Panelled Tank extra

ARIEL

500 c.c. DE LUXE O.H.V.
MODEL F



SPECIFICATION

Engine. Bore: 81.8mm. Stroke: 95mm. Capacity 497 c.cs. Two-port Cylinder head with exceptionally deep fins and finned crankcase ensuring cool running. Stream lined valve ports. Inlet valve guide lubricated by suction from the crankcase. Double valve springs. Totally enclosed rocker gear, lubricated by grease gun. Totally enclosed push rods and push rod return springs. Double roller bearing big end. Ball bearing on driving side of main shaft. Heat treated aluminium alloy piston. Fully floating gudgeon pin. Ground timing gears. Efficient shock absorber fitted to engine shaft. Dry sump lubrication, as described in General Specification.

Carburetter. AMAL. Flange fixing. Twist grip or lever control optional. Throttle stop for slowrunning.

Magneto. Lucas. Mounted behind Engine.

Silencers. Two complete silencing systems. Large expansion chambers with baffles. Exceedingly quiet exhaust note. Certified by Automobile Association.

Gear Box. Specially designed and manufactured by Messrs. Burman for the Ariel machine. 3-speeds with internal locking device for correct gear position. The gear wheels are made of finest quality nickel chrome alloy steel and are very robust in construction and silent in operation. Mounted with bottom fixing and top anchorage. Draw bolt chain adjustment. The

control lever is mounted on the side of the tank with a quadrant of special design which makes it impossible to miss middle gear. Hand operated 3-plate cork clutch with shock absorber.

Gear Ratios.

	No. of teeth on Engine Sprocket.	1st	2nd.	3rd
Solo—				
Standard	23	13.0	7.6	4.75
Hilly				
Country	21	14.2	8.3	5.2
Sidecar—				
Standard	19	15.7	9.2	5.75

A close ratio gear box, as fitted to Model G can be supplied to special order without extra charge.

Tyres. Dunlop 26 x 3.25 Wired-on.

Mudguards. Wide D section front and rear, with large valance to front. The back portion of the rear mudguard is quickly detachable, permitting easy removal of the wheel.

Carrier. Strong one-piece steel pressing. Very suitable for pillion riding.

Steering Damper. Built-in type. Neat and efficient. Controlled from handlebar.

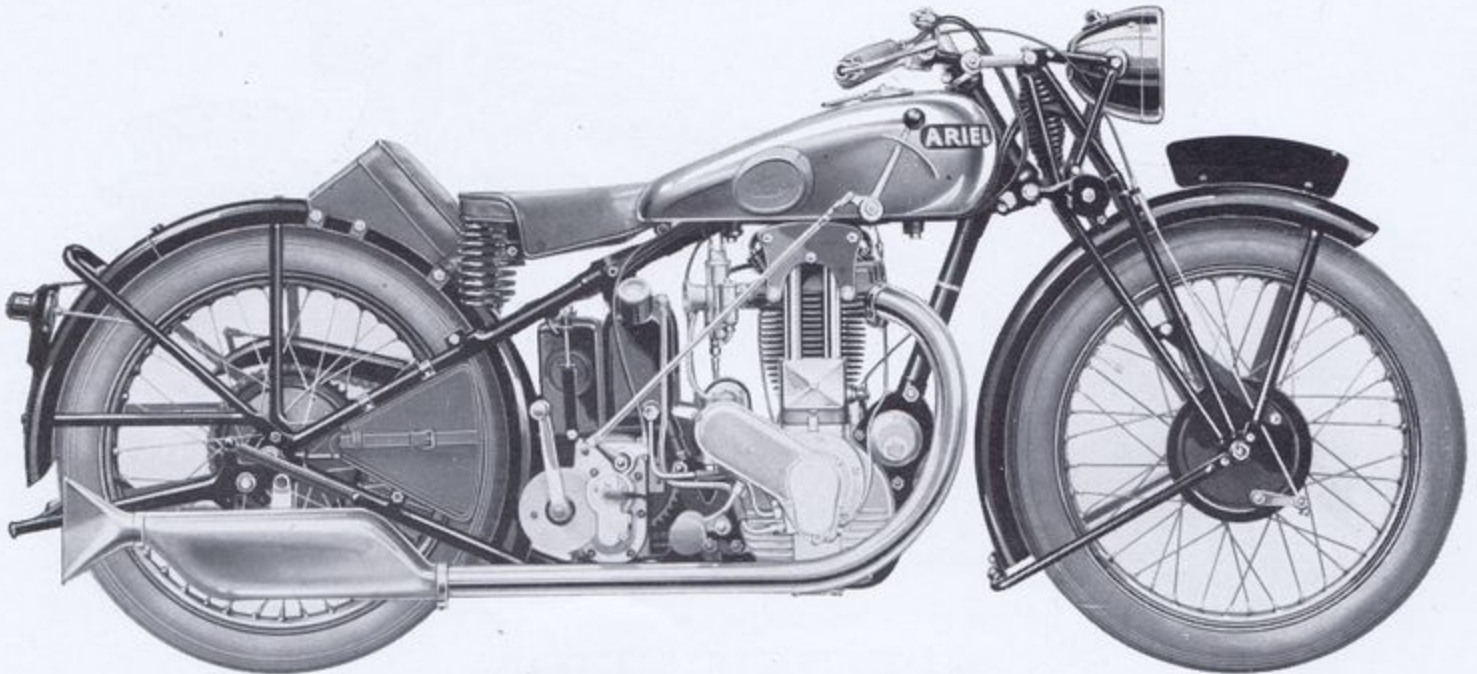
Speedometer (extra). Provision is made for a flush-fitting tank-mounted Speedometer, driven from the Gear Box. Smith Trip Type.

Finish. Cycle parts coslettised and highly finished in best black enamel. Tank high temperature stove enamelled in black, unaffected by petrol or benzol, and neatly lined in blue and gold. Bright parts heavily nickel plated. Nickel Plated and Panelled Tank extra.

ARIEL

500 c.c. SPECIAL O.H.V.
MODEL G

CHROMIUM
PLATED



SPECIFICATION

Engine. Specially tuned "Type 10." Bore: 81.8mm. Stroke: 95mm. Capacity 497 c.c.s. Two-port cylinder head, highly polished with exceptionally deep fins and finned crankcase, ensuring cool running. Stream lined and carefully polished valve ports. Polished flywheels. Inlet valve guide lubricated by suction from the crankcase. Extra strong double valve springs. Totally enclosed rocker gear, lubricated by grease gun. Totally enclosed push rods and push rod return springs. Double roller bearing big end. Ball bearing on driving side of main shaft. Heat treated high compression aluminium alloy piston. Fully floating gudgeon pin. Ground timing gears. Quick lift racing cams. Efficient shock absorber fitted to engine shaft. Dry sump lubrication as described in General Specification.

Carburettor. AMAL. Large bore. Flange fixing. Twist grip or lever control optional. Throttle stop for slow running.

Magneto. Lucas racing. Mounted behind Engine.

Silencers. Two complete silencing systems. Large expansion chambers with baffles. Exceedingly quiet exhaust note.

Gear Box. Specially designed and manufactured by Messrs. Burman for the Ariel machine. 3-speeds with internal locking device for correct gear position. The gear wheels are made of finest quality nickel chrome alloy steel and are very robust in

construction and silent in operation. Mounted with bottom fixing and top anchorage. Draw bolt chain adjustment. The control lever is mounted on the side of the tank with a quadrant of special design which makes it impossible to miss middle gear. Hand operated 3-plate cork clutch with shock absorber.

Gear Ratios.

	No. of teeth on Engine sprocket.	1st	2nd	3rd
Solo—				
Standard	23	9.4	6.9	4.75
Hilly Country	21	10.4	7.6	5.2
Sidecar				
Standard	19	11.4	8.4	5.75

A wider ratio gear box as fitted to Model F can be supplied to special order without extra charge.

Tyres. Dunlop 26×3 Wired-on. Ribbed front tyre.

Mudguards. Wide D section giving ample protection. The back portion of the rear wheel is quickly detachable, permitting easy removal of the wheel.

Back Rest. Fitted to rear mudguard as illustrated.

Steering Damper. Built-in type. Neat and efficient. Controlled from Handlebar.

Speedometer. Smith's Trip Type. Flush-fitting tank-mounted Speedometer, driven from the Gear Box.

Finish. Cycle parts coslettised and highly finished in best black enamel. Tank Chromium plated and panelled in black to prevent glare. All bright parts, including rims and nipples, Chromium plated.

ARIEL

GENERAL SPECIFICATION—250 c.c.

*Model LB, 250 c.c. Side Valve and
Models LF & LG 250 c.c. Overhead Valve*

ENGINE.—See specification of individual model.

GEAR BOX.—Specially designed and manufactured by Messrs. Burman for the Ariel machine. 3-speeds with internal locking device for correct gear position. The gear wheels are made of finest quality nickel chrome alloy steel, and are very robust in construction and silent in operation. Mounted by a top swivel and bottom clamp with draw bolt for chain adjustment. The gear operating lever on the gear box is so arranged that the adjustment of the primary chain does not upset the control. The control lever is mounted on the side of the tank with a quadrant of special design which makes it impossible to miss middle gear. Hand operated 3-plate cork clutch with shock absorber.

LUBRICATION.—The lubrication system is by car type dry sump with separate oil tank mounted on platform under the Saddle, containing 3 pints of oil. The two plunger pumps (patent applied for) are operated by an eccentric mounted at the end of the exhaust cam shaft. The supply pump draws oil from the tank and forces it, under pressure, to the big end bearing, from which oil reaches all moving parts. The scavenging pump returns the oil from the engine sump to the tank and so maintains a continuous circulation. A car type oil pressure gauge is mounted flush in the centre of the petrol tank.

FRAME.—Diamond pattern of immense strength. The head lug is machined from a solid steel forging. All main tubes are "Aero" quality. The rear portion of the frame consists of three pairs of tubes, namely, seat stays, chain stays and torque stays, which are bolted in position. Very rigid engine mounting with steady stay to head lug.

FRONT FORK.—Neat and strong, of girder design, with central tension spring giving excellent road holding qualities. The fork links do not make metallic contact with the forks, but are separated by friction discs at each of the eight points.

TRANSMISSION.—Front and rear chains running over large sprockets protected by efficient chain covers. Both Chains efficiently lubricated by crankcase release.

BRAKES.—5½" diameter, internal expanding car type brakes to both wheels. Very powerful. Special provision is made for the exclusion of mud and water.

WHEELS.—Well base Dunlop rims and heavy gauge spokes. Taper roller bearings fitted to both wheels.

STANDS.—Spring up rear stand, specially designed so that minimum of effort is required to lift machine on to the stand. Front stand secured to front of crankcase and hinged back neatly under engine.

FOOT RESTS.—Solid steel forgings fitted with rubber pads. Quickly adjustable.

MUDGUARDS.—5" D section front and rear, with large valance to front, except Model LG. The back portion of the rear mudguard is quickly detachable, permitting easy removal of the wheel.

CARRIER.—Strong one-piece steel pressing. Very suitable for pillion riding.

HANDLEBAR.—Attractive in appearance and comfortable in use. Adjustable over wide range, giving sporting or touring position.

PETROL TANK.—All steel welded Saddle Tank. Capacity 2 gallons. Fitted with petrol strainer and double petrol pipes, with cork seated petrol taps, giving reserve supply. Large leak-proof quick release filler cap.

KNEE GRIPS.—Adjustable pneumatic type.

SADDLE.—Spring seat 3-point suspension. Very low riding position. Adjustable for height at rear.

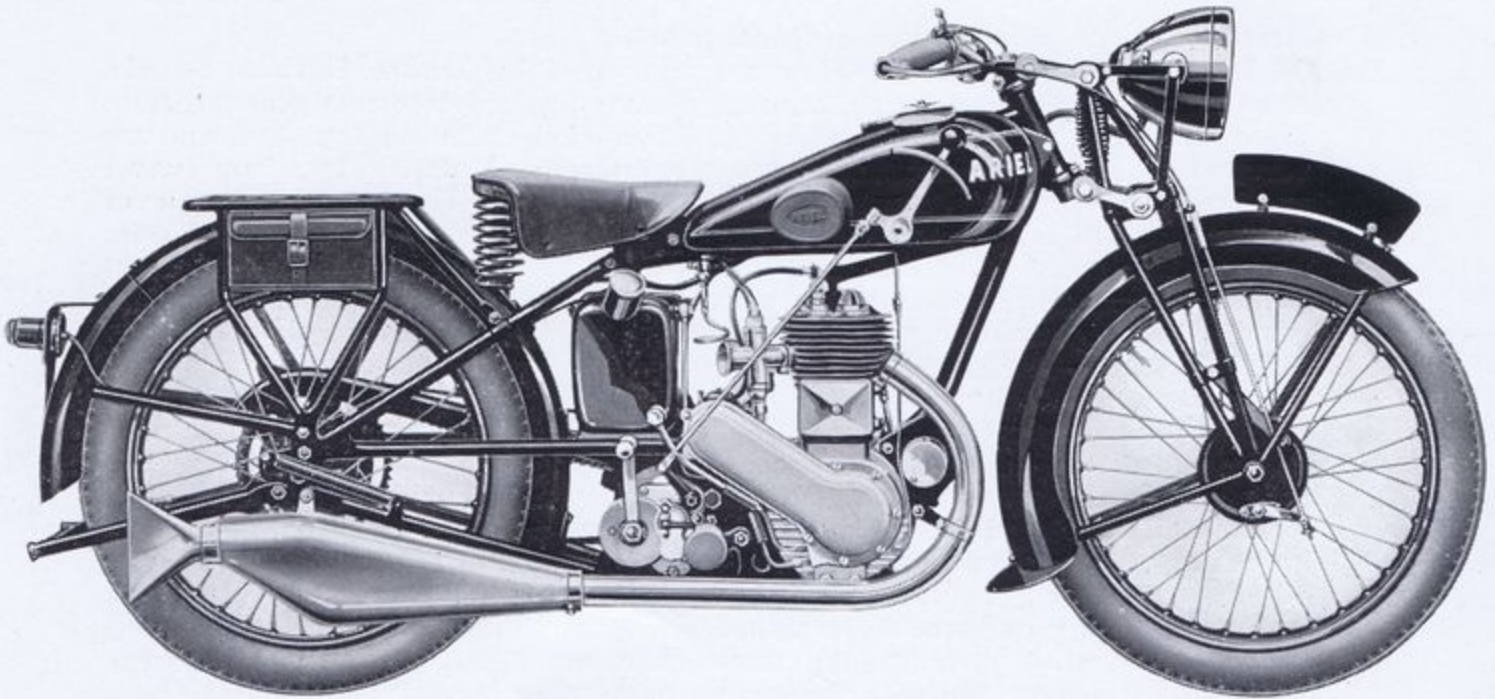
EQUIPMENT.—Tool boxes as illustrated, with complete set of tools, grease gun and tyre inflator.

LIGHTING SET.—Lucas 4 volt. Powerful head lamp with small bulb for use when machine is parked, and handlebar controlled dimmer. Tail lamp insulated against vibration, and mounted on rear number plate. Separate dynamo mounted in front of the engine, and driven by adjustable chain. Chain lubricated by crankcase release. Accumulator mounted on platform under saddle.

NOTE.—The Lighting Set is not part of the standard specification, but is supplied as an Extra.
We wish to point out that, whilst Chromium plating is non-tarnishable, it is not absolutely rust-proof.

ARIEL

250 c.c. DE LUXE SIDE VALVE
MODEL LB



SPECIFICATION

Engine. Bore : 65mm. Stroke : 75mm. Capacity 248 c.cs. Heavily finned cylinder and finned crankcase, ensuring cool running. Totally enclosed valve springs. Double roller bearing big end. Ball bearing on driving side of main shaft. Heat treated aluminium alloy piston. Efficient shock absorber fitted to Engine shaft. Dry sump lubrication as described in General Specification.

Carburetter. AMAL. Lever control. Throttle stop for slow running.

Magneto. Lucas. Mounted behind Engine.

Silencer. Large expansion chamber with baffles. Exceedingly quiet exhaust note. Certified by Automobile Association.

Gear Box. See General Specification.

Gear Ratios.

	No. of teeth on Engine Sprocket.			
	1st	2nd	3rd	
Standard	16	17	10.4	6.4

Tyres. Dunlop 25×3 Light Wired-on.

Speedometer (extra). Provision is made for flush-fitting tank-mounted Speedometer, driven from the Gear Box. Smith Trip Type.

Finish. Cycle parts coslettised and highly finished in best black enamel. Tank high temperature stove enamelled in black, unaffected by petrol or benzol, and neatly lined in blue and gold. Bright parts heavily nickel plated. Nickel Plated and Panelled Tank extra.

TESTIMONY.

Dear Sirs,

Harrow,
14/5/29

I would like to take this opportunity of telling you how tremendously pleased I am with my 248 Ariel. It is my first motor bike and I can assure you that when the time comes to change, my choice will be another 'Ariel' Colt.

Thanking you for the pleasure you have given me.

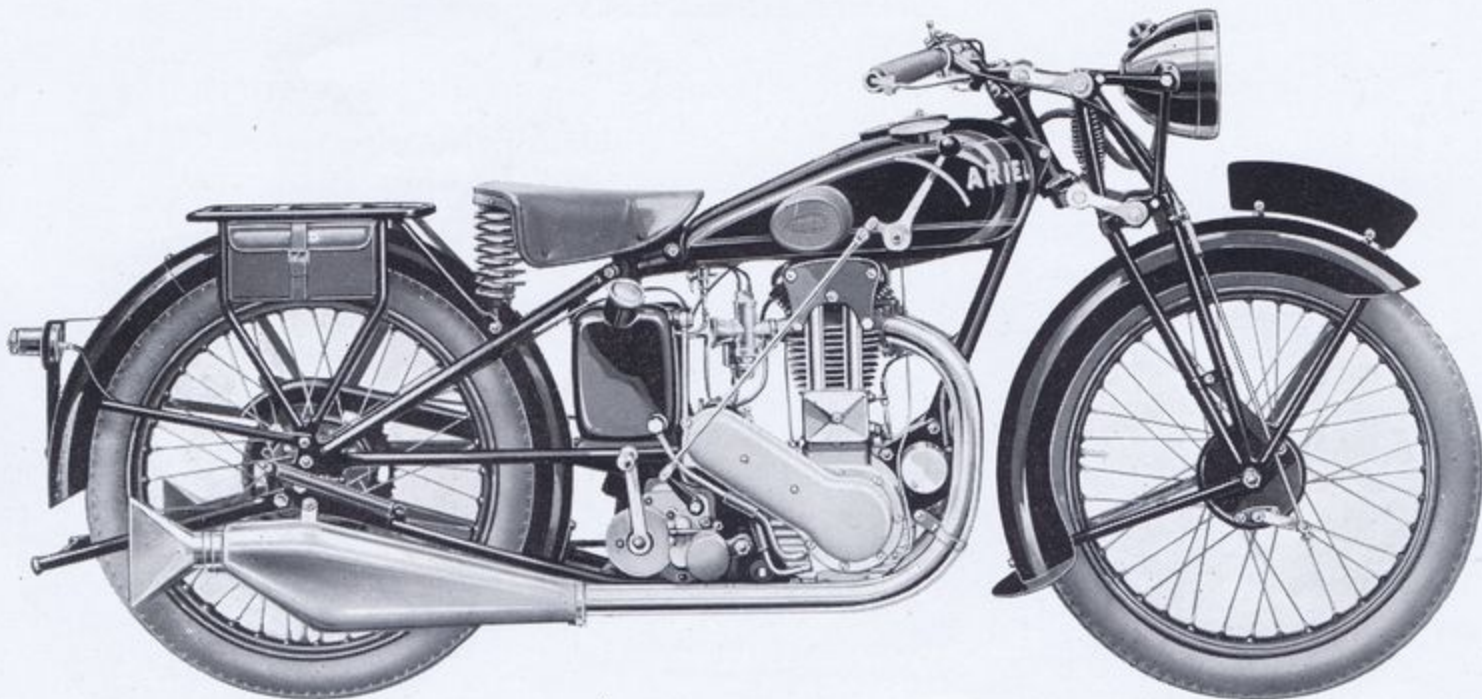
Yours sincerely,

(signed) L.K.

BARNSTORMERS.CO.NZ

ARIEL

250 c.c. DE LUXE O.H.V.
MODEL LF



SPECIFICATION

Engine. Bore : 65mm. Stroke : 75mm. Capacity 248 c.cs. Two-port cylinder head with exceptionally deep fins and finned crankcase, ensuring cool running. Stream lined valve ports. Inlet valve guide lubricated by suction from the crankcase. Double valve springs. Totally enclosed rocker gear, lubricated by grease gun. Totally enclosed push rods and push rod return springs. Double roller bearing big end. Ball bearing on driving side of main shaft. Heat treated aluminium alloy piston. Efficient shock absorber fitted to engine shaft. Dry sump lubrication as described in General Specification.

Carburetter. AMAL. Lever control. Throttle stop for slow running.
Magneto. Lucas. Mounted behind Engine.

Silencers. Two complete silencing systems. Large expansion chambers with baffles. Exceedingly quiet ex-

haust note. Certified by Automobile Association.

Gear Box. See General Specification.

Gear Ratios.

	No. of teeth on Engine			
	Sprocket.	1st	2nd	3rd
Standard	17	16.0	10.0	6.0
Hilly Country	16	17.0	10.4	6.4

Tyres. Dunlop 25 x 3 Wired-on.

Speedometer (extra). Provision is made for flush-fitting tank-mounted Speedometer, driven from the Gear Box. Smith Trip Type.

Finish. Cycle parts coslettised and highly finished in best black enamel. Tank high temperature stove enamelled in black, unaffected by petrol or benzol, and neatly lined in blue and gold. Bright parts heavily nickel plated. Nickel Plated and Panelled Tank extra.

TESTIMONY.

Glannamon, Carm.
24/4/29.

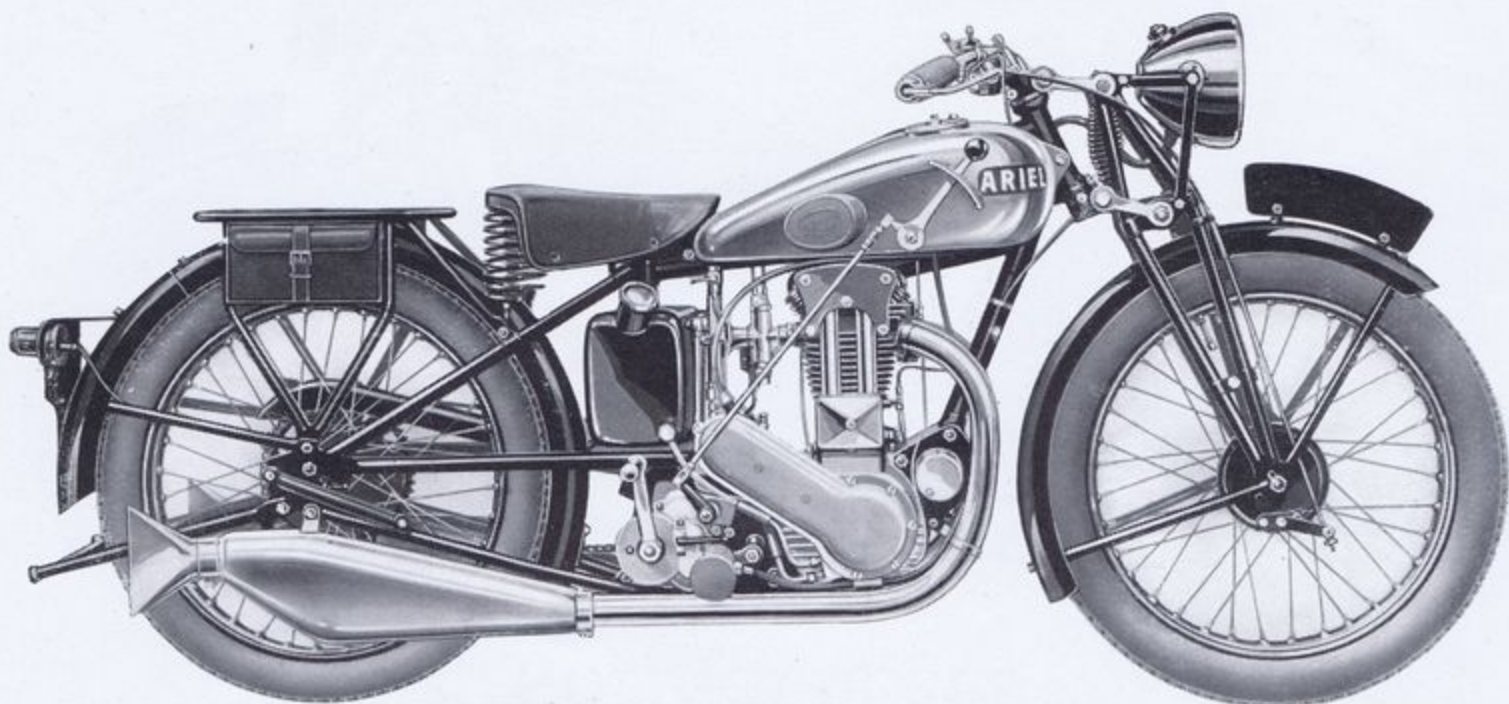
Dear Sirs,

I have to travel to and from work on such bad roads that I doubt if any other but an Ariel would have stood the test. True, I look after it, but the fact remains it's a great bike.

Yours sincerely,
(signed) W.H.G.

ARIEL

250 c.c. SPECIAL O.H.V. CHROMIUM
PLATED
MODEL LG



SPECIFICATION

Engine. Specially tuned "Type 10." Bore : 65mm. Stroke 75mm. Capacity 248 c.cs. Two-port cylinder head highly polished with exceptionally deep fins and finned crankcase, ensuring cool running. Stream lined and carefully polished valve ports. Polished flywheels. Inlet valve guide lubricated by suction from the crankcase. Extra strong double valve springs. Totally enclosed rocker gear, lubricated by grease gun. Totally enclosed push rods and push rod return springs. Double roller big end. Ball bearing on driving side of main shaft. Heat treated high compression aluminium alloy piston. Quick lift racing cams. Efficient shock absorber fitted to engine shaft. Dry sump lubrication, as described in general specification.

Carburettor. AMAL. Large bore. Twist grip control. Throttle stop for slow running.

Magneto. Lucas racing. Mounted behind Engine.

Silencers. Two complete silencing systems. Large expansion chambers with baffles. Exceedingly quiet exhaust note.

Gear Box. See General Specification.

Gear Ratios.

	No of teeth on Engine Sprocket.	1st	2nd	3rd
Standard	17	16.0	10.0	6.0
Hilly Country	16	17.0	10.4	6.4

Tyres. Dunlop 26 x 3 Wired-on.

Steering Damper. Built-in type. Neat and efficient. Controlled from Handlebar.

Speedometer. Smith's Trip Type. Flush-fitting tank-mounted Speedometer, driven from the Gear Box.

Finish. Cycle parts coslettised and highly finished in best black enamel. Tank Chromium plated and panelled in black to prevent glare. All bright parts, including rims and nipples, Chromium plated.

BARNSTORMERS.CO.NZ

ARIEL

NOTES OF INTEREST

WEIGHTS

MODEL A	-	280 lbs.	MODEL B	-	285 lbs.
MODEL E	-	295 lbs.	MODEL F	-	300 lbs.
MODEL G	-	300 lbs.	MODEL LB	-	195 lbs.
MODEL LF	-	200 lbs.	MODEL LG	-	200 lbs.

Combinations - 400 to 450 lbs. according to Model.

Note: All the 250 c.c. Models, fully equipped, are under 224 lbs., and therefore come under the 30/- tax from Jan. 1st, 1930.

Saddle height (all Models)	-	-	-	-	26½ ins.
Width of Handlebar (all Models)	-	-	-	-	30 ins.
Width of Combination (average)	-	-	-	-	60 ins.
Wheel base—					
550 and 500 c.c. Models	-	-	-	-	55 ins.
250 c.c. Models	-	-	-	-	50¾ ins.
Length (overall)—					
550 and 500 c.c. Models	-	-	-	-	86 ins.
250 c.c. Models	-	-	-	-	78 ins.
Ground clearance (all Models)	-	-	-	-	4½ ins.
Petrol consumption—					
550 S.V.	-	-	-	-	75/80 m.p.g.
500 O.H.V.	-	-	-	-	80/85 m.p.g.
250 Models	-	-	-	-	100 m.p.g.
Petrol capacity—					
550 and 500 c.c. Models	-	-	-	-	2½ gallons.
250 Models	-	-	-	-	2 gallons.
Oil capacity (all Models)	-	-	-	-	3 pints.
A.C.U. Rating—					
550 c.c.	-	-	-	-	5.50 h.p.
500 c.c.	-	-	-	-	5.00 h.p.
250 c.c.	-	-	-	-	2.50 h.p.
B.H.P. developed—					
550 c.c. S.V.	-	-	-	-	12
500 c.c. O.H.V.	-	-	-	-	20
250 c.c. SV.	-	-	-	-	7
250 c.c. O.H.V.	-	-	-	-	10

OUTSTANDING ARIEL SUCCESSES

5,000 Miles. A most severe test in which a standard 550 c.c. side valve machine and sidecar was driven for ten days and nights without once stopping the engine, in this respect creating a World's record.

10,000 Miles. Another astounding example of reliability in which two machines, a 250 c.c. O.H.V. and a 500 c.c. O.H.V. were driven side by side for 22 days and nights.; a mileage which to the average owner represents two years' riding.

Across Canada. Mr. Graham Oates on an Ariel Combination accomplished this feat of endurance. It was the first motor cycle to cross from ocean to ocean.

Round Australia. Yet another demonstration of reliability. A Solo Ariel ridden by Mr. Geoff Munro (who in spite of particularly trying conditions) made the journey without trouble. This was the first attempt by any vehicle to make a land circuit of this continent.

Ben Nevis, Ben Lomond, and Snowdon. Great Britain's highest mountains have been climbed by Ariel machines without trouble, each in record time.

ALTERNATIVE EQUIPMENT

Lucas 6-volt Dynamo Electric Lighting Set, with Tail Lamp, for Models A, B, E, F and G—Solo
Lucas 6-volt Dynamo Electric Lighting Set, with Tail Lamp, for Models A, B, E, F and G—Combination
Lucas 4-volt Dynamo Electric Lighting Set, with Tail Lamp, for Models LB, LF and LG
Lucas Acetylene Lighting Set (420S) for 550 and 500 c.c. Models
Lucas Acetylene Lighting Set (320S) for 250 c.c. Models
Lucas Spartan Electric Horn
Lucas No. 63 Bulb Horn
25×3 Dunlop Tyres on Model LB (instead of light)
25×3 Fort Dunlop Tyres on Model LB
25×3 Fort Dunlop Tyres on Model LF
26×3 Fort Dunlop Tyres on Models A, E, or G
26×3.25 Dunlop Tyres on Models A, E or G
26×3.25 Fort Dunlop Tyres on Models A, E, or G
26×3.25 Fort Dunlop Tyres on Models B or F
26×3.5 Fort Dunlop Tyres on Models A, E, or G
26×3.5 Fort Dunlop Tyres on Models B or F
Steering Damper on Models A, LB, or LF
Valanced Front Mudguard on Models A, E, G, or LG.
Carrier on Model E
Smith's Trip Type Speedometer, Flush Fitting, Tank- mounted Gearbox drive
Leg Shields. All Models
Footboards. All Models
Pillion Seat
Pillion Footrests. All Models
Twist Grip Control. Models A, B, LB and LF
Air Cleaners. All Models
Nickel-plated and panelled Petrol Tank

BARNSTORMERS.CO.NZ

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, supplied or approved 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 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, 1929.

ARIEL WORKS LTD.
SELLY OAK, BIRMINGHAM

