

THE JAMES CYCLE CO., LTD., GREET, BIRMINGHAM, 11.

# AUTOBYK

## EXCLUSIVE FEATURES OF THE . . .

### ENGINE CUM LEG SHIELDS

Having a dual purpose they protect both the engine and the driver and are especially valuable in wet weather. In addition they enhance the appearance of the AUTOBYK.

The AUTOBYK is the cheapest means of motorised travel. It covers approximately 140 M.P.G. You will find one very useful and it will give you great pleasure too.

MODEL	DESCRIPTION	PRICE
48/VI	AUTOBYK 98 c.c. 2-stroke VILLIERS "Junior-de-Luxe" Engine	£45
48/SI	AUTOBYK-DE-LUXE 98 c.c. 2-stroke EXCELSIOR "Spryt" Engine. Single speed	£47 10
48/G2 (as illustrated)	SUPER - AUTOBYK 98 c.c. EXCELSIOR "Goblin" Engine. Gear Unit, 2-stroke, 2-speed	£55 (Purchase Tax extra to above prices)

NEW CATALOGUES are ready—illustrating the many outstanding features exclusive to EXCELSIOR. Write for your copy to-day.



# Excelsior

THE EXCELSIOR MOTOR CO. LTD.  
 KINGS ROAD · TYSELEY · BIRMINGHAM 11

**NO IRRITATING EXTRAS TO PAY!**

L.G.B

In answering these advertisements it is desirable to mention "The Motor Cycle."

MARCH 4TH, 1948

THE MOTOR CYCLE

14

**AUTOBYK**  
 Safe . simple  
 speedy—



**THE 48/VI AUTOBYK**

The cheapest mode of motorised travel, the Autobyk is as easy to ride as a bicycle. It is light in construction and handles well at all speeds. Complete with all accessories—ready to ride away.

MODEL	DESCRIPTION	PRICE
48 V1	Standard Autobyk Villiers Engine (as illustrated).	£45
48 S1	Autobyk de Luxe, Excelsior "Spryt" Engine ...	£47-10
48 G2	Super Autobyk, Excelsior "Goblin" Engine— 2-speed gear unit ... ..	£55

(Purchase Tax extra to above prices.)

The Excelsior 125 c.c. Universal Model Lightweight Motor Cycle is available in very limited quantities.

**Excelsior**

THE EXCELSIOR MOTOR COMPANY LIMITED, KINGS ROAD, TYSELEY, BIRMINGHAM II



APRIL 1ST, 1948

MOTOR <sup>TRADE</sup> CYCLE

Advertisements iii

# Excelsior

**LIGHT—IN WEIGHT  
 EASY—TO HANDLE  
 ECONOMICAL—TO RUN**

## AUTOBYK

The Autobyk is a light, reliable mount, capable of approximately 140 m.p.g. Built of Reynolds high tensile steel tubing it is of great mechanical strength. Of clean design, finished in a pleasing cream and black motif. Complete with all accessories.

MODEL	DESCRIPTION	PRICE
48/Vi.	Standard Autobyk, Villiers Engine <i>(as illustrated)</i>	£45
48/Si.	Autobyk de Luxe, Excelsior "Spryt" Engine	£47 10
48/G2.	Super Autobyk, Excelsior "Goblin" Engine— 2-speed gear unit <i>(Purchase Tax extra to above prices)</i>	£55

The Excelsior 125 c.c. Universal Model Lightweight Motor Cycle is available in very limited quantities



*Catalogues are available—illustrating the many outstanding features exclusive to Excelsior. Write for your copy to-day.*

**THE EXCELSIOR MOTOR COMPANY LIMITED, KINGS ROAD, TYSELEY, BIRMINGHAM 11**

L.G.B.

ii Advertisements

MOTOR<sup>THE</sup> CYCLE

APRIL 29TH, 1948

AS EASY TO RIDE AS A BICYCLE

## AUTOBYK

*Easy* to handle, the Autobyk presents the cheapest means of travel, covering 140 m.p.g. It is of strong construction and attractive appearance. Finished in a pleasing motif of cream and black.

*Access* to the back wheel, for tyre repairs, cleaning, etc., is simplified by the easy removal of the rear portion of the mudguard, carrier and number plate.

*Excelsior* are giving good service in every part of the world where motor cycles are ridden.

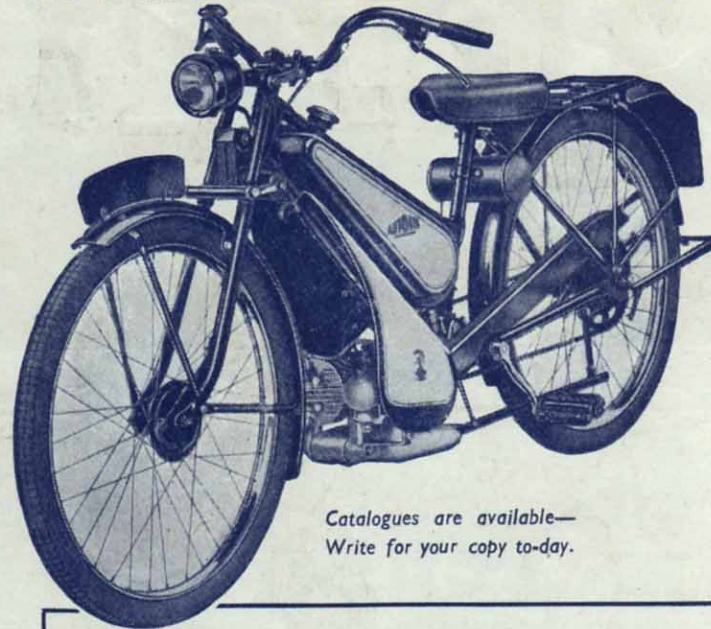
The Excelsior 125cc. Universal Model Lightweight Motor Cycle is available in very limited quantities.

MODEL 48/V1. Standard Autobyk (as illustrated) Villiers Engine, £45.

MODEL 48/S1. Autobyk de Luxe. Excelsior "Spryt" Engine, £47.10.0.

MODEL 48/G2. Super Autobyk Excelsior "Goblin" Engine, 2-speed gear unit, £55

(Purchase Tax additional to above prices.)



Catalogues are available—  
Write for your copy to-day.

THE EXCELSIOR MOTOR CO. LTD.

KINGS RD., TYSELEY, B'HAM, 11

# Excelsior

L.G.B.

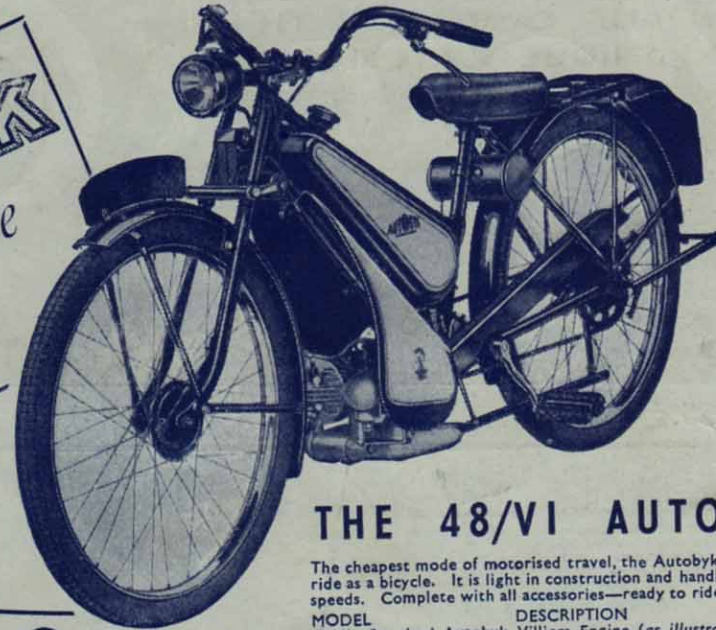


ii Advertisements

MOTOR <sup>THE</sup> CYCLE

MAY 27TH, 1948

**AUTOBYK**  
 Safe • simple  
 speedy—



**THE 48/VI AUTOBYK**

The cheapest mode of motorised travel, the Autobyk is as easy to ride as a bicycle. It is light in construction and handles well at all speeds. Complete with all accessories—ready to ride away.

MODEL	DESCRIPTION	PRICE
48/VI	Standard Autobyk Villiers Engine (as illustrated).	£45
48/S1	Autobyk de Luxe, Excelsior "Spryt" Engine ...	£47-10
48/G2	Super Autobyk, Excelsior "Goblin" Engine— 2-speed gear unit ... ..	£55

(Purchase Tax extra to above prices.)

The Excelsior 125 c.c. Universal Model Lightweight Motor Cycle is available in very limited quantities.

**Excelsior**

THE EXCELSIOR MOTOR COMPANY LIMITED, KINGS ROAD, TYSELEY, BIRMINGHAM II



# Today and Tomorrow

**EXCELSIOR** *always a leader in its class*



**The Excelsior 125 c.c. Universal Model**

Internationally famed for reliability, stamina, and economical running, the 'Universal' model has exceptional strength and endurance, with "go anywhere" power. You can rely on Excelsior—The World's Leading Lightweight!

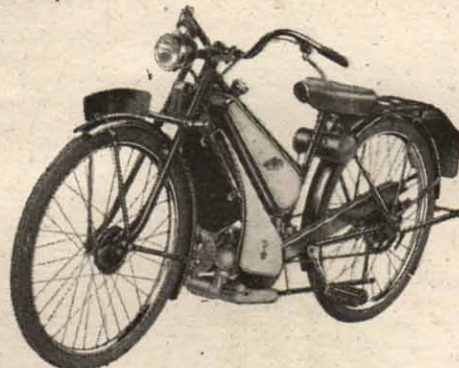
**The Super Autobyk**

The qualities that brought Excelsior to the forefront internationally, are embodied in the AUTOBYK—the leader of its class! There are three models, each with individual features, Model 48/VI, as illustrated, AUTOBYK 98 c.c.

- VILLIERS ENGINE ..... £45
  - Model 48/SI AUTOBYK 98 c.c. EXCELSIOR 'SPRYT' ENGINE ..... £45
  - Model 48/C2 SUPER AUTOBYK 98 c.c. EXCELSIOR 'GOBLIN' Engine Gear Unit, 2 speed ..... £55
- (Purchase Tax extra)

**LOOK AT RECENT RACING SUCCESSES**

- 1947 LIGHTWEIGHT T.T.—first British Machine Home, 3rd place and three first class replicas.
  - BELGIAN GRAND PRIX — (250 c.c.) 1st, 2nd and 3rd.
  - ULSTER GRAND PRIX — 3rd and 4th. (World's fastest road race)
  - 1948—LEINSTER 200—1st.
- All on machines over 8 years old and privately owned.



In every part of the world where Motor Cycles are ridden, EXCELSIORS are giving good service.

# Excelsior

THE EXCELSIOR MOTOR CO LTD · TYSELEY · BIRMINGHAM II



ii Advertisements

MOTOR<sup>THE</sup> CYCLE

JULY 15TH, 1948

# Excelsior

**LIGHT—IN WEIGHT  
 EASY—TO HANDLE  
 ECONOMICAL—TO RUN**

## AUTOBYK

The Autobyk is a light, reliable mount, capable of approximately 140 m.p.g. Built of Reynolds high tensile steel tubing it is of great mechanical strength. Of clean design, finished in a pleasing cream and black motif. Complete with all accessories.

MODEL	DESCRIPTION	PRICE
48 VI.	Standard Autobyk, Villiers Engine ... .. (as illustrated)	£45
48 SI.	Autobyk de Luxe, Excelsior "Spryt" Engine	£47 10
48 G2.	Super Autobyk, Excelsior "Goblin" Engine— 2-speed gear unit ... .. (Purchase Tax extra to above prices)	£55

The Excelsior 125 c.c. Universal Model Lightweight Motor Cycle is available in very limited quantities



*Catalogues are available—illustrating the many outstanding features exclusive to Excelsior. Write for your copy to-day.*

**THE EXCELSIOR MOTOR COMPANY LIMITED, KINGS ROAD, TYSELEY, BIRMINGHAM II**

L.G.B.

ii Advertisements

MOTOR CYCLE

AUGUST 12TH, 1948

AS EASY TO RIDE AS A BICYCLE

**AUTOBYK**

*Easy* to handle, the Autobyk presents the cheapest means of travel, covering 140 m.p.g. It is of strong construction and attractive appearance. Finished in a pleasing motif of cream and black.

*Access* to the back wheel, for tyre repairs, cleaning, etc., is simplified by the easy removal of the rear portion of the mudguard, carrier and number plate.

*Excelsior* are giving good service in every part of the world where motor cycles are ridden.

There are three models—

Model 48/VI—Standard Model with Villiers engine.

Model 48/SI—De Luxe model with Excelsior "Spryt" engine.

Model 48/G2—Super model with Excelsior Goblin engine and 2-speed gear unit.

The Excelsior 125 c.c. Universal Model Lightweight Motor Cycle is available in very limited quantities.



There is an Excelsior dealer in your district; go and see him, or write to the address below for our illustrated catalogue.

L.G.B.

**THE EXCELSIOR MOTOR CO., LTD.**  
**KING'S ROAD, TYSELEY, BIRMINGHAM 11**

**Excelsior**



THE MOTOR CYCLE

SEPTEMBER 9TH, 1948

RECC THE RENOLD AND COVENTRY MANCHESTER

**AUTOBYK**  
Safe · simple  
speedy—



## THE 48/VI AUTOBYK

The cheapest mode of motorised travel, the Autobyk is as easy to ride as a bicycle. It is light in construction and handles well at all speeds. Complete with all accessories—ready to ride away.

There are three models—

Model 48/VI—Standard model with Villiers Engine.

Model 48/SI—De Luxe model with Excelsior "Spryt" Engine.

Model 48/G2—Super model with Excelsior "Goblin" Engine and 2-speed gear unit.

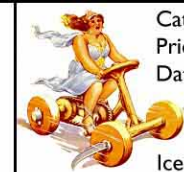
The Excelsior 125 c.c. Universal Model Lightweight Motor Cycle is available in very limited quantities.

There is an Excelsior dealer in your district; go and see him today, or write to the address below for our illustrated catalogue.

L.G.B.

# Excelsior

THE EXCELSIOR MOTOR COMPANY LIMITED, KINGS ROAD, TYSELEY, BIRMINGHAM II



OCTOBER 7TH, 1948

MOTOR CYCLE

Advertisements iii

# Excelsior

*LIGHT—IN WEIGHT  
EASY—TO HANDLE  
ECONOMICAL—TO RUN*

## AUTOBYK

The Autobyk is a light reliable mount, capable of approximately 140 M.P.G. Built of Reynolds high tensile steel tubing it is of great mechanical strength. Of clean design, finished in a pleasing cream and black motif. Complete with all accessories. There are three models—

Model 48/V1—Standard Model with Villiers Engine.

Model 48/S1—De Luxe Model with Excelsior "Spryt" Engine.

Model 48G/2—Super Model with Excelsior "Goblin" Engine and 2 speed gear unit.

The Excelsior 125 c.c. Universal Model Lightweight Motor Cycle is available in very limited quantities.

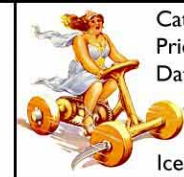


*There is an Excelsior dealer in your district; go and see him today, or write to the address below for our illustrated catalogue.*

THE EXCELSIOR MOTOR COMPANY LIMITED, KINGS ROAD, TYSELEY, BIRMINGHAM II

L.G.B.





NOVEMBER 4TH, 1948

MOTOR CYCLE

Advertisements iii

AS EASY TO RIDE AS A BICYCLE

# AUTOBYK

*Easy* to handle, the Autobyk presents the cheapest means of travel, covering 140 m.p.g. It is of strong construction and attractive appearance. Finished in a pleasing motif of cream and black.

*Access* to the back wheel, for tyre repairs, cleaning, etc., is simplified by the easy removal of the rear portion of the mudguard, carrier and number plate.

*Excelsior* are giving good service in every part of the world where motor cycles are ridden.

There are three models—

Model 48/VI—Standard Model with Villiers engine.

Model 48/SI—De Luxe model with Excelsior "Spryt" engine.

Model 48/G2—Super model with Excelsior Goblin engine and 2-speed gear unit.

The Excelsior 125 c.c. Universal Model Lightweight Motor Cycle is available in very limited quantities.



There is an Excelsior dealer in your district; go and see him, or write to the address below for our illustrated catalogue.

L.G.B.

THE EXCELSIOR MOTOR CO., LTD.

KING'S ROAD, TYSELEY, BIRMINGHAM 11

# Excelsior



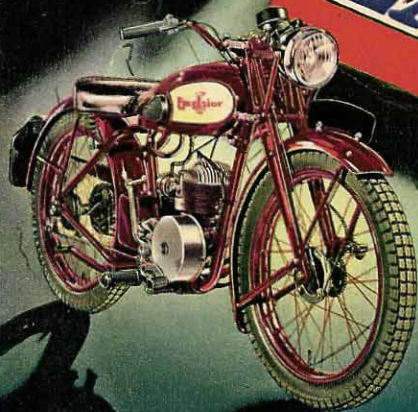
*Presenting*

**THE LIGHTWEIGHTS WITH AN INTERNATIONAL REPUTATION**

It is with justifiable pride that Excelsior presents its latest models—the products of 74 years' experience in the motorcycle industry.

The Excelsior Universal 125 c.c. and the Super Autobyk have already won honoured places in the hearts of lightweight motor-cycling enthusiasts all over the world. Their comfort, reliability, stamina and ease of handling make them leaders in their class.

See the Excelsiors on stand 53 at the exhibition and at your local dealers', or write to the address below for a fully illustrated catalogue.



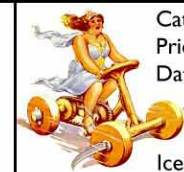
**Excelsior**

*New!*

THE EXCELSIOR MINOR  
A 98 c.c. motorcycle with many unique Excelsior features—a lightweight that you will be proud to own.

**THE EXCELSIOR MOTOR CO., LTD. · KINGS RD · TYSELEY · BIRMINGHAM 11 · ENGLAND**





DECEMBER 30TH, 1948

MOTOR CYCLE

Advertisements iii

# Excelsior

LIGHT—IN WEIGHT  
EASY—TO HANDLE  
ECONOMICAL—TO RUN

## AUTOBYK

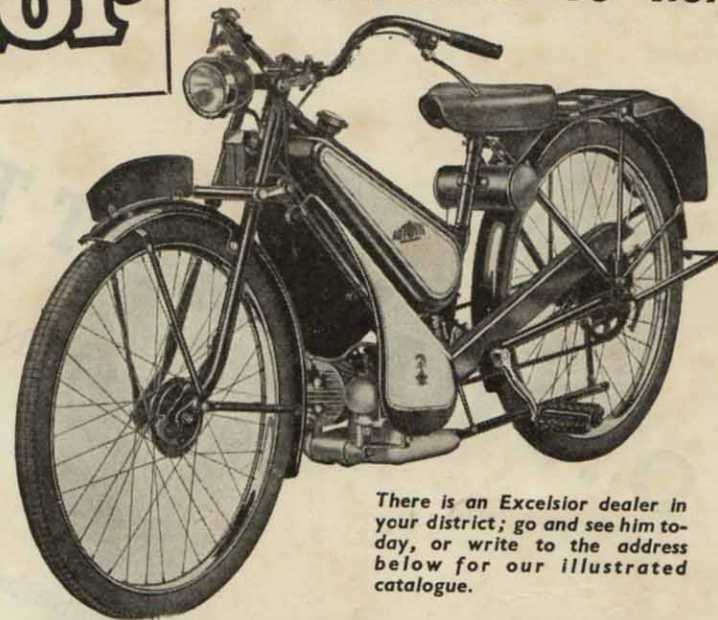
The Autobyk is a light reliable mount, capable of approximately 140 M.P.G. Built of Reynolds high tensile steel tubing it is of great mechanical strength. Of clean design, finished in a pleasing cream and black motif. Complete with all accessories. There are three models—

Model 48/V1—Standard Model with Villiers Engine.

Model 48/S1—De Luxe Model with Excelsior "Spryt" Engine.

Model 48G/2—Super Model with Excelsior "Goblin" Engine and 2 speed gear unit.

The Excelsior 125 c.c. Universal Model Lightweight Motor Cycle is available in very limited quantities.



*There is an Excelsior dealer in your district; go and see him today, or write to the address below for our illustrated catalogue.*

THE EXCELSIOR MOTOR COMPANY LIMITED, KINGS ROAD, TYSELEY, BIRMINGHAM II

L.G.B.