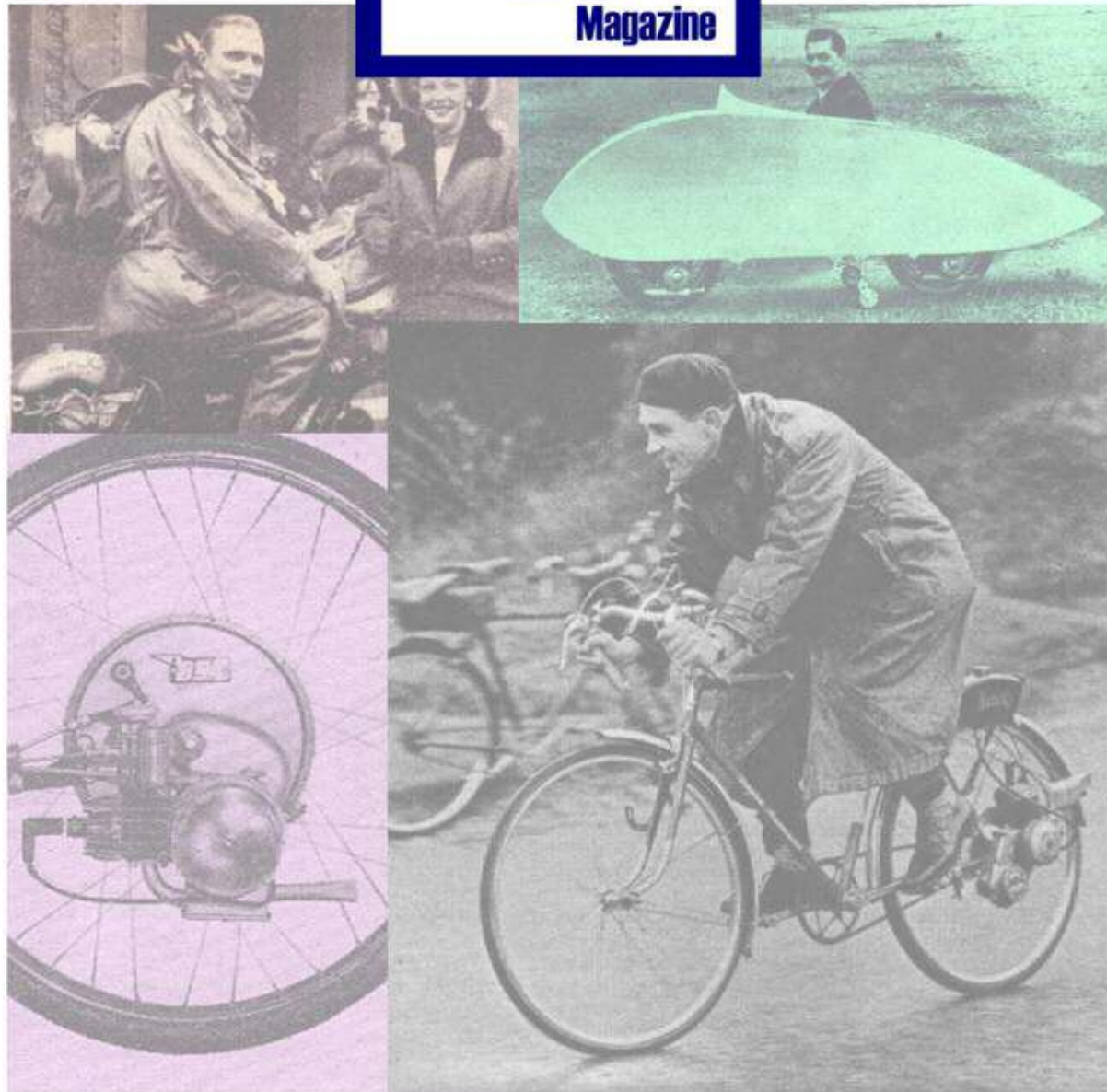


IceniCAM Information Service



Excelsior

GUARANTEE GIVEN TO EXCELSIOR DEALER Covering MOTOR CYCLES & MOTOR ASSISTED CYCLES

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.

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

CONDITIONS OF SALE AND GUARANTEE

We give the following guarantee with our motor cycles, motor cycle combinations and sidecars including all accessories and component parts other than tyres, saddles, chains and lighting and electrical equipment, and other than accessories and component parts supplied to the order of the Purchaser and differing from those comprised in the standard specifications supplied with our motor cycles, motor cycle combinations and sidecars, but including accessories and parts supplied by way of exchange as hereinafter provided. This guarantee is given in place of any implied conditions or warranties or any liabilities whatsoever statutory or otherwise; no guarantee except that hereinafter contained and no condition or warranty whatsoever statutory or otherwise is given or is to be implied, nor are we to be under any liability whatsoever except under the guarantee hereinafter contained. Any statement, description, condition or representation contained in any catalogue, advertisement, leaflet or other publication shall not be construed as enlarging, varying or overriding anything herein contained. 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 altered or removed or (d) any machines in which parts have been used not supplied by or approved by the motor cycle manufacturer, or (e) any machine from which the silencing system as fitted by the manufacturer has been partially or wholly removed or interfered with, no guarantee, condition or warranty of any kind statutory or otherwise is given or is to be implied nor are we to be under any liability whatsoever in respect of any such machine.

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, or date of exchange in case of any accessory or part supplied by way of exchange as hereinafter provided, and damages for which we make ourselves responsible under this guarantee are limited to the free repair of or supply of a new part or accessory in exchange for the part of the motor cycle, motor cycle combination or sidecar or accessory which may have proved defective. We undertake, subject to the conditions mentioned below, to make good in manner aforesaid any part or accessory covered by

this guarantee which has proved defective within the said period of six months. We do not undertake to replace or refix, or bear the cost of replacing or refixing any such new part or accessory in the motor cycle, motor cycle combination or sidecar. As motor cycle, 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 the manufacturers, or to a motor cycle which is not designed for such use.

We do not guarantee tyres, saddles, chains or lighting and electrical equipment or any accessories or component parts supplied to the order of the Purchaser differing from those comprised in the standard specifications supplied with our motor cycles, motor cycle combinations or sidecars. As regards all such tyres, saddles, chains, lighting and electrical equipment, accessories and component parts, no guarantee, condition or warranty of any kind statutory or otherwise is given or is to be implied, and we are to be under no liability whatsoever in respect thereof.

CONDITIONS OF GUARANTEE

If a defective part or accessory should be found in our motor cycles, motor cycle combinations or sidecars or in any part or accessory supplied by way of exchange as before provided, 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 or accessory 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.

REPAIRS

Any 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 materials and workmanship, such guarantee to extend and be in force for three months only from the time such work shall have been executed, and this guarantee is in lieu and in exclusion of all conditions and warranties statutory or otherwise and all liabilities whatsoever 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.

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

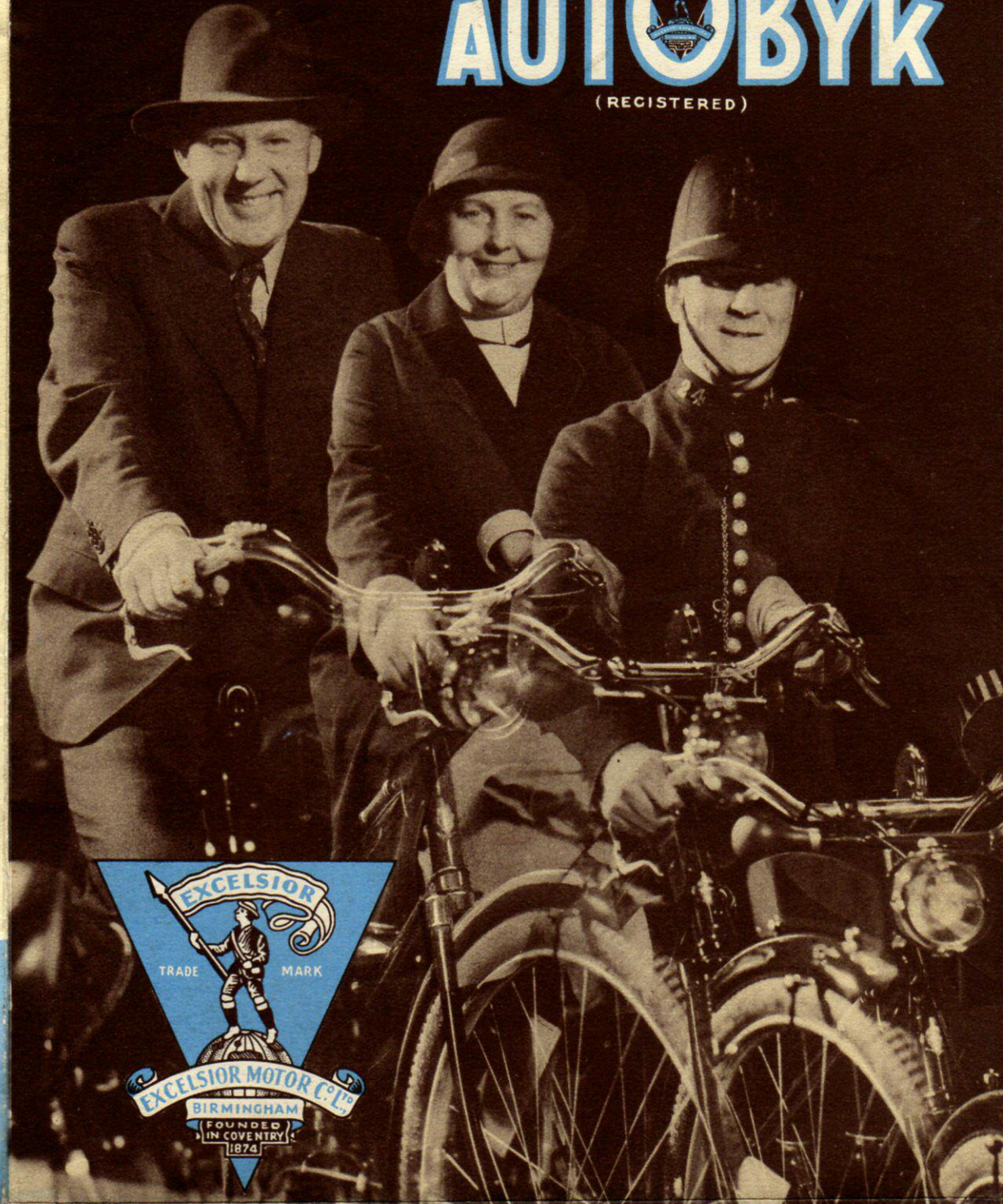
Directors:
R. WALKER
T. W. H. JONES

E. WALKER
E. M. HEAR

Code: A.B.C. 5th Edition
Telephone: Acocks Green 1677-8
Telegrams: "Monarch, Hay Mills"

Excelsior

AUTOBYK (REGISTERED)



HIRE PURCHASE TERMS AVAILABLE ON APPLICATION FROM 5/6 PER WEEK

- 1—It is based on sound engineering principles that have made the name "Excelsior" famous for 60 YEARS the world over.
- 2—The Excelsior AUTOBYK bridges the gap between the bicycle and motor cycle, providing the pleasures of both but eliminating their disadvantages. It can be pedalled along the flat and ree wheeled down hill just like any cycle, but the exertion and hard work of cycling is obviated by the powerful engine which can be brought into action whenever required.
- 3—It is simply itself—the average man or woman can learn to ride and thoroughly understand it in a few minutes.
- 4—Easy to start—a slight push does the trick.
- 5—Absolutely safe—the low riding position and powerful hub brakes impart confidence in the heaviest traffic.
- 6—Cleanliness—as clean to ride as an ordinary cycle.
- 7—Handsome appearance—not just a cycle with an engine attached, but a real workmanlike looking job. The sturdy frame, extra size tyres and compact lines make it a machine anyone would be proud to own.
- 8—Sound investment—From every point of view the Excelsior AUTOBYK is a sound investment. No longer need you be tied to a time table no longer need you depend upon crowded trains, trams and buses. Instead you travel in the fresh air when and where you will, in half the time, without any exertion and at a fraction of the cost.
- 9—Tax: 3/4 per quarter. Insurance from 10/- per year.
- 10—There are no irritating extras: it is supplied complete all-on ready for the road.
- 11—The machine for the Million: for nurses, doctors, collectors, clergymen, insurance agents and it is THE machine for YOU.
- 12—In a word "Autobyking" is ALL FREEWHEELING.

12 REASONS WHY YOU SHOULD BUY AN AUTOBYK

THE MOST ECONOMICAL CYCLING FOR BUSINESS & PLEASURE

Excelsior

AUTOBYK

Specification . .

FRAME AND FORKS—Extra strong, constructed on the most approved lines with weldless steel tubes, one piece head lug and special bottom bracket with ECCENTRIC adjustment for the cycle chain. Rustproofed and finished in THREE COATS of stove enamel.

ENGINE UNIT (With Clutch) 98 c.c. Two Stroke VILLIERS Engine, Bore and Stroke 50 x 50 m/m, petrol lubrication, having the following sound engineering features which add to its efficiency and ensure long life:—

Ball bearing Mainshaft, Roller bearing big end, Aluminium alloy piston, two rings.

The Primary Drive Sprocket is supported rigidly between two ball bearings.

The countershaft clutch is housed in an extension of the crank case and is of large diameter, and is a two plate clutch running in oil and is adjustable.

LUBRICATION—By the petrol system (oil measure provided) to determine the correct amount of oil needed which is 1 in 20. We recommend the use of the correct grades of "Patent Castrol XXL", "Golden Shell (Extra Heavy)", "Mobiloil D", "Essolube Racer" and "Price's Motorine B de Luxe".

CARBURETTER—Villiers adjustable needle jet type with strangler for easy starting.

IGNITION—High tension ignition by Villiers magneto flywheel.

LIGHTING SET—Electric lighting from Villiers flywheel magneto.

HEAD LAMP—Large shock-proof lamp with independent parking lights operated instantly by replaceable dry battery in head lamp.

DECOMPRESSOR—Arranged for easy starting by trigger control on handlebar.

TRANSMISSION—By chain throughout, final drive from clutch to rear wheel being by heavy carrier chain.

BRAKES—Large diameter internal expanding hub brakes fitted to both front and rear wheels, operated by inverted levers on handlebar with independent adjustment provided to each wheel.

FUEL TANK—Capacity 9 pints and arranged with a reserve supply and control tap. Oil measure in filler cap and a compartment arranged to carry an ADDITIONAL reserved supply of oil.

SADDLE—Special SOFT TOP SUPPLE SADDLE, flexible, easy riding and weatherproof.

CARRIER—Strong Pressed Steel Carrier, built in and rigidly attached to mudguard and rear number plate.

REAR STAND—For the easy removal of rear wheel, held in position by spring clip when not in use.

SILENCER—A studied feature of the machine has been silence, a large aluminium expansion chamber is provided beneath the engine with a secondary steel silencer of tubular construction, which is detachable, with easily removable baffles for cleaning purposes.

The exhaust gases are arranged to blow out sideways.

CHAIN GUARD—Heavy Steel Chain Guard fitted to driving chain, which completely covers the top run of the rear chain.

MUDGUARDS—Exceptionally wide steel guards fitted with over-size double steel stays to both front and rear wheels. TROUBLE and RATTLE PROOF. Oversize mudguards.

HANDLEBARS—Comfortable raised chromium plated Bars fitted with rubber grips. Clutch control lever fitted with ratchet, holding clutch out of operation when not required. All controls come readily to the rider's hands.

TYRES and WHEELS—DUNLOP 2 in. Tyres are fitted to chromium plated steel rims of large section, and the spokes in the rear wheel are of heavy gauge to withstand the driving power of the engine.

TOOLBOX—A steel toolbox is provided beneath the saddle, with a hinged lever lid fastened by spring button, weatherproof and unbreakable.

FINISH—All Black Parts are rustproofed and stove enamelled, THREE COATS. All chromium plated parts are heavily plated.

EQUIPMENT—Tyre Inflator, kit of tools, bulb horn, license holder and number plates.

WEIGHT—The total weight of the AUTOBYK fully equipped, ready for the road as supplied is approximately 90 lbs.

N.B.—This Machine has been designed for SOLO use only and if used for pillion riding it invalidates the Guarantee.



TERMS OF BUSINESS

HOME TRADE

PAYMENT—Nett cash against invoice at our Works.

CARRIAGE—All AUTOBYKS are sent Carriage Paid to the nearest Railway Station in England and Wales, Scotland excepted.

IRELAND—Delivery free, English Port.
FOREIGN and COLONIAL—All orders from abroad, unless received through Established Agencies or Shipping Houses, must be accompanied by a deposit of not less than 25 per cent.,

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—Extra according to requirements.

PRICES and SPECIFICATIONS—All Prices and Specifications shown are subject to alteration without notice. All our motor cycles are sold subject only to the conditions of the limited guarantee printed above.

THE BIKE THAT *Free-wheels* UP-HILL

25 Miles per Hour

120 Miles per Gallon

PRICE 18 GNS.

COMPLETE