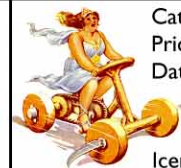


THE MOTOR CYCLE



Catalogue number E0260
 Price code B / 1 of 2/
 Date 23 August 2020
 IcenicAM Information Service

(197 D.A.W.), S. G. B. Martin (249 B...
 66, J. O. C. Watson (197 James); 67, E. H.
 Bentley (197 Norman); 68, J. H. Wade (498
 A.J.S.); 69, N. G. Job (347 Matchless).

P. J. M... (197 Ariel).
 130, T. H. Archer (490 Norton);
 Rees (348 B.S.A.); 132, M. J. Harrison (490

3, K. Th... (180... Brown 47
 Matchless); 187, D. Ross (347 Matchless); 188,
 G. O. McLaughlan (490 Norton).

Low-priced Lightweight

Addition to the Excelsior Range

A NEW 98 c.c. Excelsior lightweight model is the lowest-priced motor cycle on the home market. Designated the Consort (model 53/F4), the new machine is priced at £63 8s 9d inclusive of British purchase tax. The power unit is the sturdy Villiers Mark 4F two-stroke engine-gear unit with two-speed gear cable-operated from the handlebar. Gear ratios are 7.48 and 13.05 to 1. Fuel consumption at the rate of approximately 150 m.p.g. and a maximum speed of 40-45 m.p.h. are said to be possible.

Low though the price of the machine is, the model is attractive both in specification and in appearance. An entirely new cradle frame has been developed. This is of welded and brazed construction and employs a single, one-piece tank tube and seat

pillar. From the base of the single front-down tube, the cradle tubes extend rearward to form the chain stays and seat stays. Beneath the crankcase, the cradle tubes are braced by three transverse tubes. In the interests of light weight—the machine's weight is given as 126 lb—the rear fork ends are welded on. Three-point engine attachment is employed. A spring-up centre stand is fitted.

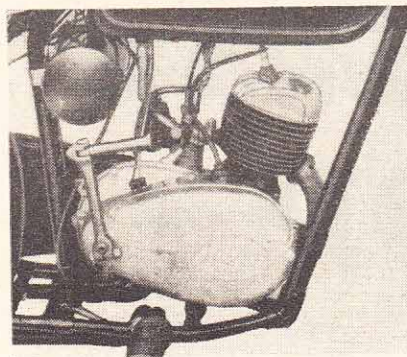
The link-action front fork is of taper steel tubing and employs a heavy duty single coil spring. Itself adjustable for the angle of the grips, the chromium-plated handlebar has adjustable control levers and twistgrip control for the throttle. Wheels are shod with 2.25 x 19in Dunlop Universal tyres; the rims have an aluminized finish. The front

and rear brakes, of 4in and 4½in diameter respectively, are readily adjustable. A deeply valanced rear chain guard is fitted. Mudguards are of C-section and of reasonably generous proportions.

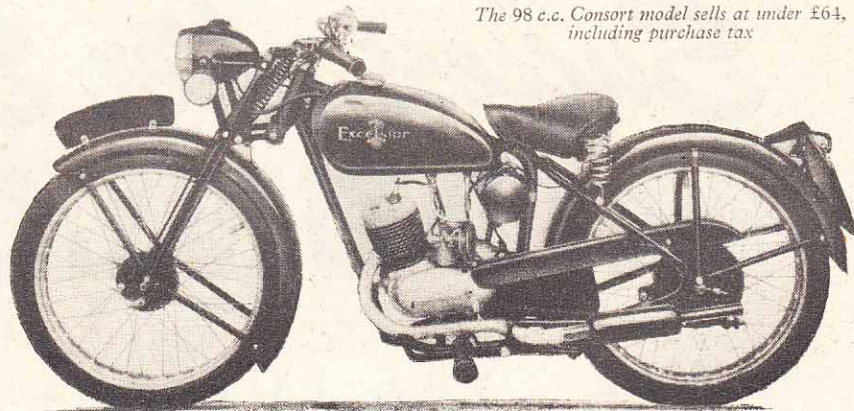
Fuel capacity is 1¼ gallons. The tank is of pressed steel with welded seams, and is provided with an oil measure inside the filler orifice. Ignition and lighting current is supplied by the Villiers flywheel mag-generator; a dry battery to provide parking lights is accommodated in the lightweight headlamp.

Equipment includes a full set of tools packed in a large-capacity, cylindrical tool box located on the frame beneath the tank, an inflator, a bulb-horn, and a licence holder. A speedometer is not, of course, required by law on a machine of this capacity, but can be supplied as an extra.

Finish is in stoved black enamel, with dual gold lining on the fuel tank; the exhaust pipe is chromium plated. Makers are the Excelsior Motor Company, Ltd., King's Road, Tyseley, Birmingham.



Picture showing part of the new cradle frame



The 98 c.c. Consort model sells at under £64, including purchase tax

For **50 Gns.**

(PLUS PURCHASE TAX £10.18.9)

you can buy the

Excelsior

CONSORT **98 c.c.**

the lowest priced

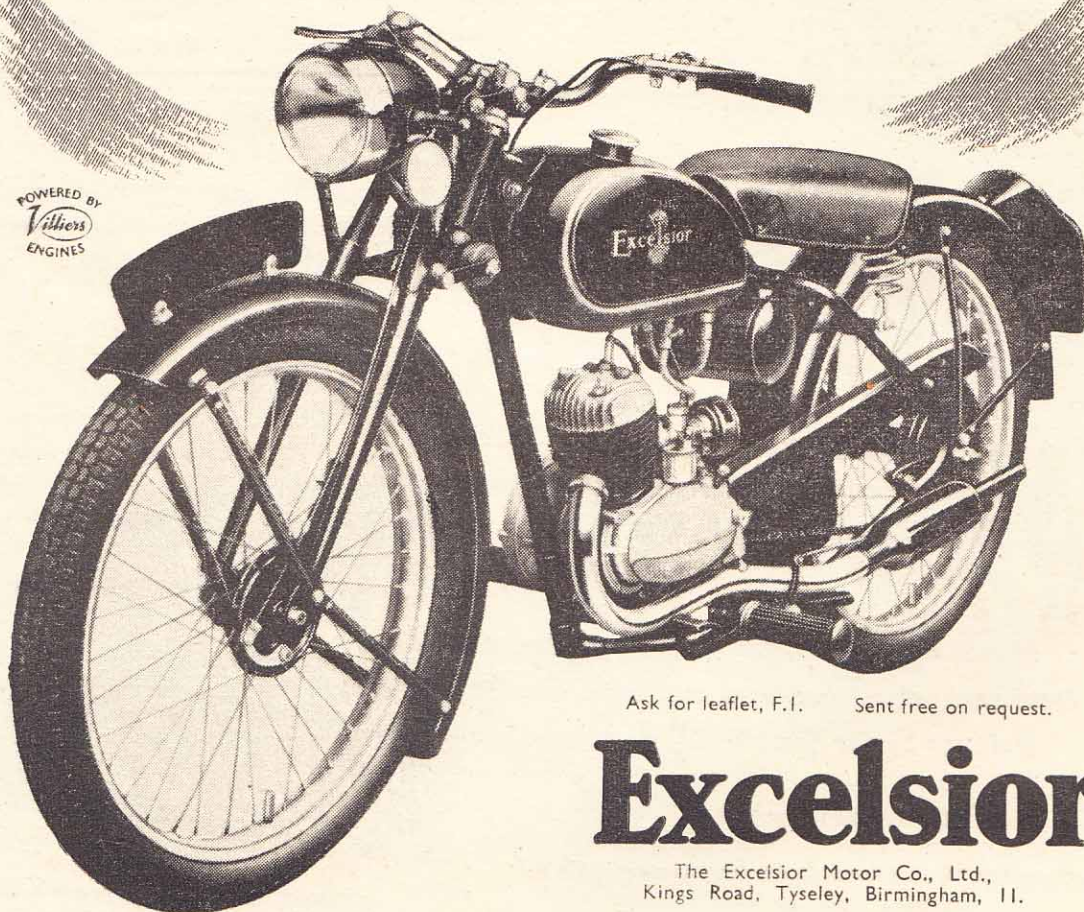
Lightweight Motorcycle!

The CONSORT is unrivalled for value and no other Lightweight will give you its equal in economy, service and utility. One gallon of petrol will carry you approximately

150 miles, with a performance that is really amazing.

The CONSORT is undoubtedly right out in front and an all-round winner.

POWERED BY
Villiers
ENGINES



Ask for leaflet, F.1. Sent free on request.

Excelsior

The Excelsior Motor Co., Ltd.,
Kings Road, Tyseley, Birmingham, 11.