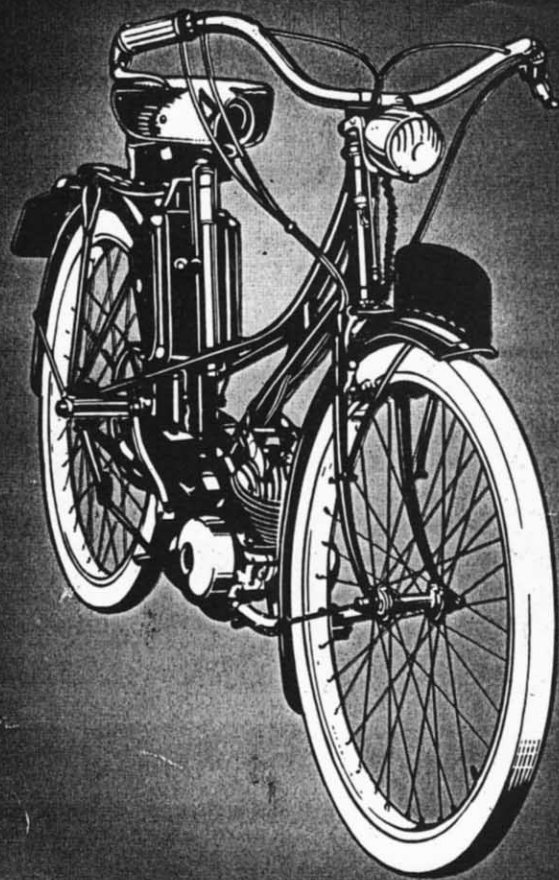


MOBYLETTE

THE MOTOR CYCLE

praises Mobylette



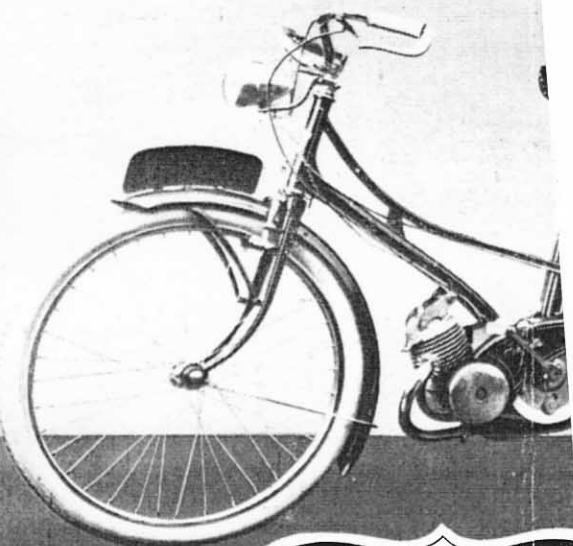
THE MASTER
AUTO CYCLE

. . . Mobylette is as controllable and easy to ride as any cycle The Engine was not spared during the Test . . . Full throttle was used continuously silencing was commendable at all times . The Mobylette could be pedalled away with ease an instant response from the little engine it would accelerate briskly to a happy cruising speed of 20 m.p.h. The Engine pulled well at low revs and would propel the machine smoothly at a walking pace Hill climbing ability was exceptionally good machine could easily keep up with the traffic . . . the riding position is comfortable . . . Brakes were very effective . . . lighting is provided by the flywheel generator, this gave illumination even with the machine moving at walking pace.

Three

nt

Mobylettes



IMPORTANT

We have been informed by the Manufacturers that the prices of the 1954 Standard and De Luxe Models have been revised as shown below.

| | |
|-----------------------------------|------------------------------------|
| De-Luxe £54:12s. Inc. P. T. | Standard £49:16s. Inc. P. T. |
|-----------------------------------|------------------------------------|

De Luxe
£ 55·11·8 INC. P.T.

Super De Luxe
£ 69·12·10 INC. P.T.

Standard
£ 49·16·8 INC. P.T.

THE 1953 "MOBYLETTE"

Acknowledged leader of autocycle design, offers extreme simplicity with robust construction and startling economy. It is not just another cyclemotor but a complete unit built to last.

GENERAL SPECIFICATION

TYRES Attractive oversize cushion tyres. **TRANSMISSION** Heavy Duty 1/8 x 10 1/2 chain.
IGNITION Flywheel magneto. **LIGHTING** Electric from Flywheel. **SADDLE** Large dimension soft top. **ENGINE** 49 c.c. high efficiency fitted aluminium cylinder with hard liner
FRAME Heavy gauge steel tubing. Patent duplex top tube construction giving extreme strength and rigidity with light weight. **EQUIPMENT** Tyre inflator. Comprehensive tool kit in leather bag mounted on saddle.

FINISH Attractively finished in gunmetal with chrome plated wheels, handle-bars, pedals, chainwheel etc.
CARRIER Large luggage carrier fitted as standard. **BRAKES** Calliper type fitted to each wheel operated by chromium plated handlebar levers. **EXHAUST** Heavy gauge chrome plated steel pipe to large capacity tubular silencer. **PEDALLING** By the movement of one simple control the engine can be disconnected and the machine pedalled as easily as an ordinary cycle.

De Luxe Model

Specification as above, but fitted with automatic centrifugal clutch and internal expanding brakes to rear wheel. Finished in gunmetal and chrome.

- ★ 200 MILES P.P.P. GALLON
- ★ TAX 17/6 PER ANNUM
- ★ SPEED 20 MILES PER HOUR
- ★ ONE SIMPLE ENGINE CONTROL
- ★ WEIGHT ONLY 65 lbs.

Super De Luxe Model

Specification as above, but fitted with automatic centrifugal clutch, internal expanding brakes to both wheels, and telescopic forks. Finished in beige and chrome.

The Simplicity of Cycling plus the Ease of Motoring!

MOTOR CYCLING

praises Mobylette

. . . a likeable little mount with a number of advantages not obtainable with an ordinary cycle motor hill - climbing was found to be good gradients scaled without undue pedal assistance could be held in the traffic stream on the average up-grade engine was smooth and free from four stroking

. . . . handling was good at all times . . . the large tyres tended to absorb much of the "sting" in cobbles engine control limited to a "two-way" handlebar twist-grip operation proved extremely simple

. . . . fuel consumption in the region of 220 miles to each gallon of petrol . . . brakes proved capable of pulling the model up in a quite creditable stopping distance . . . efficient mud-guarding and shielding

. . . strong parcel-carrier, attractive lighting set, comprehensive tool-kit.



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 to be in force for three months only from date of purchase. 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 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 three months. We do not undertake to replace or rehx, or bear the cost of replacing or refixing any such new part or accessory in the motor cycle.

This guarantee does not apply to defects caused by wear and tear, misuse or neglect.

CONDITIONS OF GUARANTEE

If a defective part or accessory should be found in a Mobylette or in any part or accessory thereof it must be sent to us CARRIAGE PAID accompanied by an intimation from the owner that he desires to have it repaired or exchanged free of charge under guarantee, such intimation must also furnish at the same time the number of machine and the date of purchase.

Failing compliance with these conditions, such articles will lie here at THE RISK OF THE OWNER and this guarantee and any implied guarantee warranty or condition shall not be enforced.

We do not appoint agents for the sale on our behalf of Mobylettes, but we assign to dealers areas in which we supply to such dealers exclusively for resale 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.

We reserve the right to alter specifications and / or prices without notice.



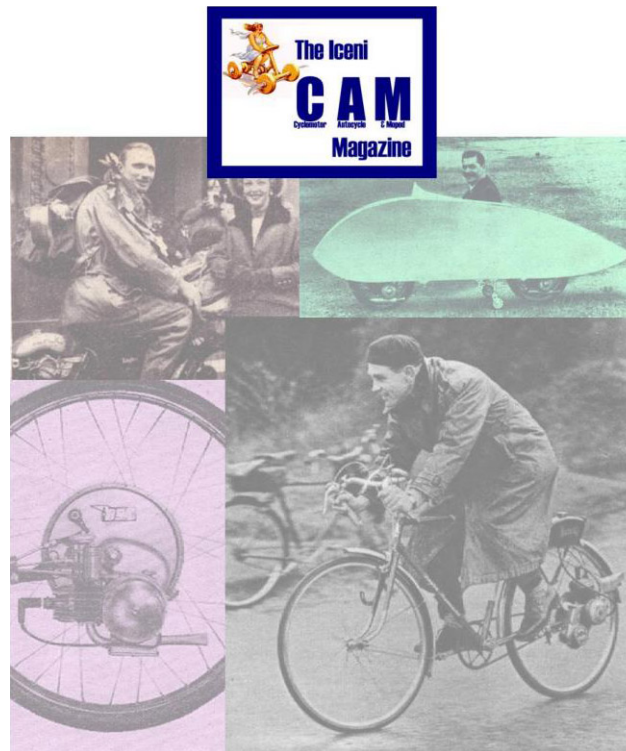
MOTOR IMPORTS

COMPANY LIMITED

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