

1904

Ariel

(ALL-BRITISH)

Motor Cycles.

**DISTINCTIVE
FEATURES
&
HOW TO
DRIVE.**

Ariel

No. 1 Motor Bicycles.

($2\frac{1}{2}$ and $3\frac{1}{2}$ h.p. All-British.)

WE have described details, and it now only remains for us to illustrate the finished machine.

We can specially recommend our $3\frac{1}{2}$ h.p. model for use with forecarriage, sidecarriage, cycle attachment, or for very hilly districts.

The $2\frac{1}{2}$ h.p. model is an ideal touring mount, capable of averaging from twenty-five to thirty miles per hour if necessary, and of climbing any hill found on the main roads.

SPECIFICATION.

27in. frame; Dunlop or Liberty tyres, 26in. x 26in. (other makes to order); plated rims; special strong tree-wheel clutch with detachable cover (as illustrated); Crabbe front rim brake and back-peddalling rear disc with cut-out, enabling the machine to be whirled backwards; spray carburetter; "Ariel" engine, m.o.v.; combined exhaust valve lifter and switch, operated by inverted lever, giving perfect control from the handle-bar; two accumulators and two-way switch, with detachable switch lever; patent valve for releasing exhaust gases without passing through silencer, operated from saddle by small kn; built three-ply V (topper seven), one inch wide; mudguards, extra wide (both front and back made in two halves and easily movable in case of puncture); 27in. cranks; Brooks' Race saddle; felt handle ends.

FINISH.—Enamelled black, with usual parts plated, frame tank enamelled aluminium and lined.

Nett Cash Price, $3\frac{1}{2}$ h.p. .. 50 Guineas.

" " " $2\frac{1}{2}$ h.p. .. 45 "

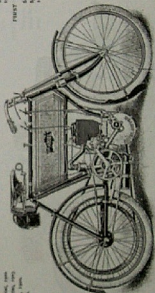
(Easy Payment Prices, see page 20.)

Mr. T. W. Wilson, writes:

"The motor bicycle goes like a train and is something I can't get on."

GOLD MEDALS
Milford
Exhibition,
1903.
FIRST AWARD
Southport
Speed Trials,
1903.

Ariel



FIRST AWARD
Lynn Motor Show, 1904
Lynn Motor Show, 1905
Crystal Palace, 1906
Reading, 1906.

Mr. C. H. Brown, Cambridge, writes:

"I have used the motor bicycle, it is a treat. I can get about 40 miles an hour out of her on the level, and so far hill-climbing she will easily do up. I put her up most of her energy like the other day, and went up without pedalling like a wheel out of a gun."

No. 1, $3\frac{1}{2}$ h.p. (All-British)

" " $2\frac{1}{2}$ h.p.

50 Guineas.
45

Ariel

No. 1 Tricar, 3½ h.p.

(All-British.)

THE "Ariel" No. 1 Tricar is a two-seated vehicle de luxe combining all the advantages of a small voiturette at half the initial cost, and a quarter the cost of upkeep. Power of the engine is ample, thus dispensing with all the attendant trouble of water-cooling, or having the additional complication of a two-speed gear. Our great aim in designing this model has been simplicity, reliability, and ease of control. We can without fear of contradiction say that we have had more experience in building motor vehicles of this description than any other firm. We are the Pioneer Manufacturers of all-British built Motor Cycles, and the No. 1 "Ariel" Tricar contains all the good points of the well-known "Ariel" Quad, with the advantage of being a far lighter and a more easily manipulated machine.

SPECIFICATION.

2½ in. frame; Dunlop or Liberty tyres, 2½ in. x 2½ in. (other makes to order); front seat well sprung on two and elliptical springs, giving perfect suspension; best quality cane basket, beautifully upholstered, with waterproof apron; rear rim brake and hand brakes to each of the front wheels, operated by pedal on footboard, as illustrated; jacks for raising back wheel off ground.

For other details of specification, see page 26.

Dimensions: Width, 35 in.; Height, 81 in.

Nett Cash Price, No. 1 Tricar, 3½ h.p. 68 Guineas.

Easy Payment Prices, see page 26.

Coach built body to order, extra 5 Guineas.

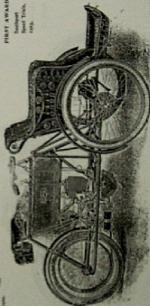
If fitted with No. 2 3½ h.p. Engine 5 Guineas less.

FIRST AWARDS.

1st and 2nd 1914, 1915, 1916
1st and 2nd 1917, 1918, 1919
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1st and 2nd 2016, 2017, 2018
1st and 2nd 2019, 2020, 2021
1st and 2nd 2022, 2023, 2024
1st and 2nd 2025, 2026, 2027
1st and 2nd 2028, 2029, 2030

GOLD MEDALS.
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Ariel

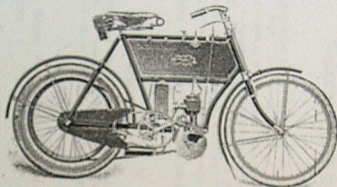


No. 1 Tricar, 3½ h.p. (All-British) 68 Guineas.

Front seat well sprung on two and elliptical springs, giving perfect suspension; best quality cane basket, beautifully upholstered with waterproof apron.

Ariel

No. 1.



2½ h.p.
(All-British.)

Nett Cash Price

42 Guineas.

Easy Payment Prices, see page 36.

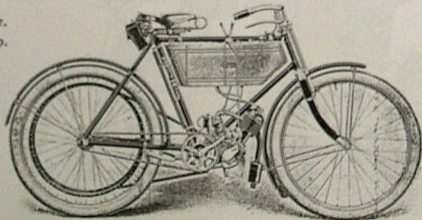
SPECIFICATION.

The frame is "Ariel" engine 2½ h.p.; alloy or surface carburized; diamond V. bar, copper work; Dunlop or Liberty tyres 26 x 2½; plated chain; Crater front rim brake and back-pulling rear rim, with reverse or clutch machine to be selected backwards; exhaust valve lifter to operate from handlebar; handle, 27in.; Brooks' River saddle; full handle caps.

Paints—Enamelled black with metal parts plated, tank enamelled aluminium with black lines.

Ariel

No. 2.
2 h.p.



Light.
Cheap.
Durable.
Reliable.

Nett Cash Price 35 Guineas.

Easy Payment Prices see page 36.

SPECIFICATION.

2 1/2 hp. frame; Liberty valves, 50 cc; plated steel, etc., etc., see page 36

Ariel

No. 2 Motor Bicycle and Sidecar, 3½ h.p.

AS an alternative to the Tricar, we can strongly recommend the "Ariel" Sidecar, as illustrated, which can be fitted to all models at the very reasonable price of twelve guineas, inclusive of best quality cane basket, beautifully upholstered in leather cloth, with waterproof apron. The great advantage of this attachment is its sociability, simplicity of attachment and detachment, and absolute freedom from side-slip.

If specified with wicker basket, an allowance of £1 can be made.

SPECIFICATION

21in. frame; Dunlop or Liberty tyres, 26in. x 2in.; cane basket beautifully upholstered; well sprung on one and elliptical springs; waterproof apron; engine, No. 2 "Ariel," 3½ h.p.; other details as per page 28.

Nett Cash Price, No. 2, 3½ h.p. and
Sidecar 57 Guineas.

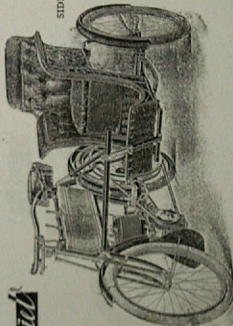
No. 2 Tricar, 3½ h.p. (similar to illustration, page 22) 63 ..

Easy Payment Prices, see page 26.

Special terms arranged to suit the convenience of customers.

"Ariel" Sidecar as illustrated supplied separately to fit any machine, 22 Guineas.

SIDECAR.



Ariel

Ariel

No. 2 Motor Bicycles.

IN the "Ariel" No. 2 models, we offer our clients high-class, well-finished, up-to-date, and reliable motor bicycles at very reasonable prices. We are confident that, value for value, these models stand unrivalled.

SPECIFICATION.

2 1/2 h.p. frame; Dunlop or Liberty tyres, 26 in. x 1 1/2 in.; plated rims; strong free-wheel clutch with detachable cover; duplex front forks; engine No. 2, "Ariel" 2, 2 1/2 or 3 1/2 h.p.; spray carburettor; combined exhaust valve lifter and sparking advance lever; air and throttle levers fitted to top of frame; mechanically operated valves; two accumulators with two-way switch; patent slide for releasing exhaust gases when hill-climbing; detachable oil chamber; belt, three-ply V (topper brown); mudguards, extra wide (both front and back made in two halves and easily movable in case of punctures); cranks, 2 1/2 in.; saddle, Brooks Bros.

FINISH.—Enamelled black with metal parts plated, frame tank enamelled aluminium and Enol.

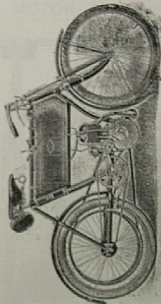
Nett Cash Price, No. 2 Motor Bicycle, 2 h.p. 38 Guineas.

"	"	"	"	2 1/2 h.p.	40	"
"	"	"	"	3 1/2 h.p.	45	"

Easy Payment Prices, see page 36.

Special terms arranged to suit the convenience of customers.

Ariel



No. 2 Motor Bicycle, 2 h.p.
 " " " " 2 1/2 h.p.
 " " " " 3 1/2 h.p.

38 Guineas.
 40 " "
 45 " "

Ariel

Cycle Attachment

FOR COUPLING ORDINARY CYCLES TO

Motor Bicycles.

THE "Ariel" Cycle Attachment, as illustrated on opposite page, has met with universal approval, is a proved success, and has adequately filled a long-felt want. By means of this attachment one motor bicycle, practically speaking, is converted into two—both riders sit side by side; and the steering, even when turning sharp corners, is not affected in any way whatever. The combination can be ridden with or without a passenger, can be fitted to lady's or gent's machine, any make, with 20in. or 25in. wheels, and renders a motor bicycle absolutely free from side-slip. The method of attachment is extremely simple; in the rear a flexible cross stay is fitted, which clips to the chain stay of the motor bicycle, and is secured to the back spindle of the cycle. The steering is connected, as shown in the illustration, with a tie-rod from the handle-bars and parallel rods fixed to both of the front wheel spindles, which admit of the wheels being turned parallel to any angle. All couplings are flexible. The device can be attached or detached in two minutes, and fitted to the right or left-hand side. PRICE 3 GUINEAS.

EXPERTS' OPINIONS.

"Morning Illustrated."

"The 'Ariel' attachment for coupling ordinary bicycle to motor bicycle should become popular."

"Lloyd's."

"A very ingenious device."

"Motor Cycle."

"The 'Ariel' attachment is a preventive of side-slip when ridden with or without additional passenger. It is a really good thing."

"Birmingham Post."

"A very ingenious arrangement."

"Sikh Cycle."

"This attachment should prove exceedingly popular."

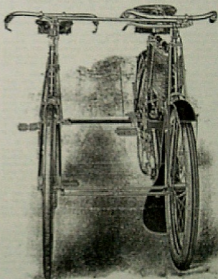
Dr. H. Kirk, The Elms, Marlford, writes:

"I think the cycle attachment is excellent."

1904

Ariel

MOTOR CYCLES.



CYCLE ATTACHMENT for coupling Cycles to Motor Bicycles.

THREE GUINEAS.