



ARIEL

The modern motor
cycle



Foreword

Over 35 years experience of motor engineering has taught us that our policy of confining all the energies of our highly-skilled personnel to the production of high-class Motor Cycles is the correct one.

Our aim has always been to produce the most reliable Motor Cycle and to offer the best possible value for money. That we have been successful is proved by the fact that over a long period of years Ariels have won a Premier Award in almost every Trial, culminating during the past Season by an unparalleled success in the International Six Days' trial, winning the Colmore Cup outright, and the Manufacturer's Team Prize in the Scottish Six Days' Trial for the third successive year.

For 1936 we offer from Ariel's Modern Factory a range of machines unequalled for appearance, performance and design. No drastic alterations have been found necessary although many important improvements have been incorporated, and all models are now equipped with every feature demanded by the practical Motor Cyclist.

Telephone :
SELLY OAK (381 (5 lines))
Telegram : ARIEL, SELLY OAK

ARIEL MOTORS (J.S.) LTD.
SELLY OAK, BIRMINGHAM, ENGLAND

Range and Prices for 1936

SQUARE FOUR

600 c.c. ... Model 4F ... £80 0 0

RED HUNTER

500 c.c. ... Model VH ... £65 10 0

RED HUNTER

350 c.c. ... Model NH ... £57 10 0

RED HUNTER

250 c.c. ... Model LH ... £54 10 0

O.H.V. DE LUXE

500 c.c. ... Model VG ... £60 10 0

O.H.V. DE LUXE

350 c.c. ... Model NG ... £53 10 0

O.H.V. DE LUXE

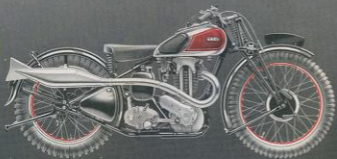
250 c.c. ... Model LG ... £50 10 0

S.V. DE LUXE

600 c.c. ... Model VB ... £57 10 0

*Prices include Lucas Magdyno Electric Lighting
and Electric Horn*

Codes :
A.B.C. 5th Edition.
BENTLEY'S & MARCONI



The 500 c.c. Red Hunter in Competition Form.

PRICES WITHOUT LIGHTING SET AND HORN

500 c.c.	..	VHI.	..	£66 : 0 : 0
350 c.c.	..	NHI.	..	£58 : 0 : 0
250 c.c.	..	LHI.	..	£55 : 0 : 0

If a Lucas Magdyno Lighting Set and Electric Horn are required instead of the B.T.H. Magneto, the above prices are increased by £3 10 0.

THE
ARIEL
RED HUNTER
*is the World's
Finest Competition
Machine*

All single Port Red Hunters are available in Competition Form. They are identical in every respect to the Standard Red Hunters except for equipment which is as follows —

Crankcase Undershield.
27 x 3 Front Competition Tyre.
27 x 4 Rear Competition Tyre.
Nail Catchers.
Fabric Clutch.
Detachable Rear Wheel.
Special high clearance Mudguards.
Aluminium Chain Guard instead of Oilbath.
2½ instead of 3½ gallon Tank on 500 c.c. Model.
B.T.H. Magneto.

Extras

	£	s.	d.
Detachable Rear Wheel	2	0	0
Licence Holder	2	6	
Smith Trip Type Speedometer, 80 m.p.h.	2	5	0
Smith Trip Type Speedometer, 100 m.p.h.	2	11	0
Smith 8-day Clock	1	10	0
Dunlop Tyres, 26×3.25 Fort Pair	15	0	
Dunlop Tyres, 26×3.5	15	0	
Dunlop Tyres, 26×3.5 Fort	1	0	0
Dunlop Tyres, 27×3 Competition Each	7	6	
Dunlop Tyres, 27×4 Competition Each	15	0	
Lucas Stop instead of Tail Light ...	7	6	
Pillion Footrests	7	6	
Pillion Seat	10	0	
Pillion Exhaust Pipe Leg Guards Pair	7	6	
Carrier	10	0	
Backrest on Red Hunters	5	0	
Front Valanced Guards (where not standard)	7	6	
Rear Valanced Guards (where not standard)	7	6	
Chromium Plated Rims (where not standard) Pair	15	0	
Special Prop Stand	10	0	
Leg Shields	1	10	0
Crankcase Undershield	10	0	
Colonial Sidecar Handlebars	10	0	

NOTE.—Hand-control instead of foot-control can be fitted to special order on any Model without extra charge.



CARRIER

Provision is made on all Models for the new ARIEL quickly detachable carrier which can be supplied at an extra charge of 10/-.



PROP STAND

The ARIEL Prop Stand spoken of so enthusiastically by "IXION," is standardised on the Square Four and can be fitted to any other Model at an extra charge of 10/-.



DETACHABLE WHEEL

The new ARIEL detachable rear wheel can be removed by the aid of one spanner in less than one minute. The brake drum and sprocket remain intact. The drive is transmitted to the wheel by twelve 1/2 in. hardened pegs. The wheel itself is mounted on two self-contained journal bearings, requiring no adjustment. Available for all Models, at £2 extra. The illustration also shows the standard hinged rear guard in use.



1936 ARIEL SIDE VALVE ENGINE

The smooth and reliable Ariel Side Valve Engine has been increased from 550 c.c. to 600 c.c. for 1936, the new Bore and Stroke being 86.4 x 102 mm. This will give increased power and will improve top gear performance retaining the present smoothness and mechanical silence.

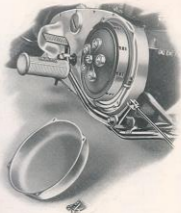
Notable

ARIEL

Features

PETROL TANK

The graceful lines of the welded steel petrol tank are enhanced by the permanent enamel ARIEL name badges. A similar badge is now fitted to the rear mudguard.



THE NEW PATENTED ARIEL CLUTCH

The new Clutch fitted to all single cylinder models removes all the disadvantages hitherto associated with primary Chainbath transmission. The Clutch is now situated outside the Chainbath and runs dry, thereby removing all possibility of clutch drag. It is protected by a chromium plated steel cover and is instantly accessible without recourse to dismantling the Chainbath proper. Furthermore it has been increased in size by 40% additional load capacity. The picture also illustrates the new Ariel Brake Pedal fitted to all single cylinder models. This Brake Pedal and mounting, in conjunction with the improved brake plate anchorage, vastly improves the effectiveness of braking, and will tend to increase the confidence of the rider when travelling over greasy surfaces.

Notes of Interest



INSTRUMENT PANEL

As fitted to all Models, showing the oil gauge, filler cap and panel light. The Speedometer and Clock are extras. The ignition switch is fitted to the Square Four only.

RESILIENT HANDLEBAR



All models are fitted with the patent "ARIEL" rubber insulated handlebar mounting, which entirely absorbs all engine vibration and road shocks, so reducing the fatigue factor to a minimum. Introduced by Ariel and acclaimed by the Press as one of the most important improvements in motor cycle design of recent years.

Wheel Base	54½ in.
Length overall	86 in.
Ground Clearance	4½ in.
Saddle Height	26½ in.
Width of Handlebar	30 in.

GEAR RATIOS

	Engine Sprocket	Top	3rd	2nd	1st
Square Four					
Solo ...	21T	5.2	6.6	8.8	13.8
Sidecar...	19T	5.7	7.2	9.7	15.3
500c.c. Models					
Solo ...	23T	4.7	6.0	8.0	12.6
Sidecar...	21T	5.2	6.6	8.8	13.8
350c.c. Models	20T	5.7	7.3	10.1	15.3
250c.c. Models	18T	6.4	8.2	11.2	17.0

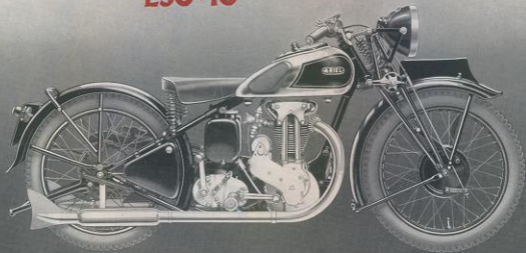
OIL CONSUMPTION. By following our recommendation with regard to draining the oil tank, consumption will approximate to 2,000 m.p.g. on all Models.

PETROL CONSUMPTION will vary according to running speed and road conditions, etc., but under average touring conditions (solo) should be approximately as follows in miles per gallon: LG, LH, 90; NG, NH, 85; VG, 80; VB, VH, 4F, 75.

The **O.H.V. de luxe**

250 c.c. MODEL LG

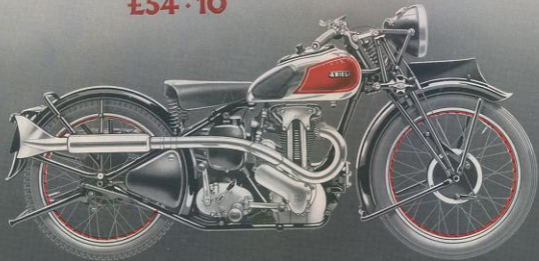
£50·10



The **Red Hunter**

250 c.c. MODEL LH

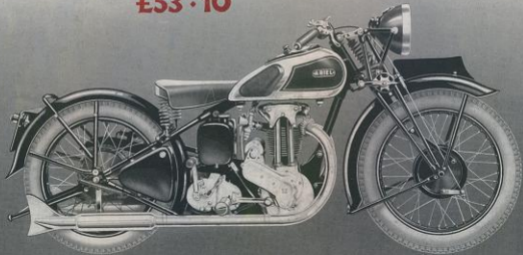
£54.10



The **O.H.V. de luxe**

350 c.c. MODEL NG

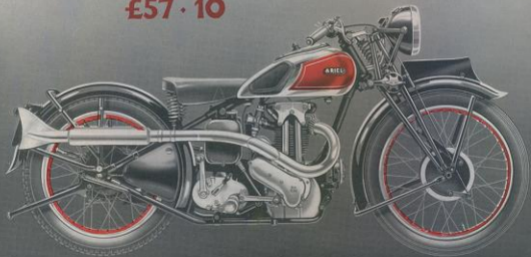
£53 · 10



The **Red Hunter**

350 c.c. MODEL NH

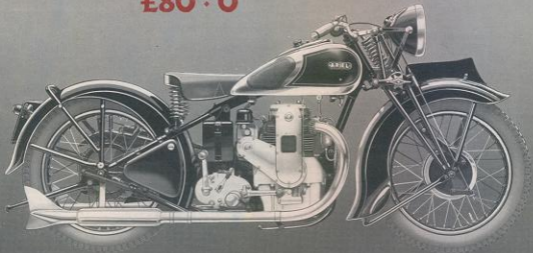
£57 · 10



The **Square Four**

600 c.c. MODEL 4F

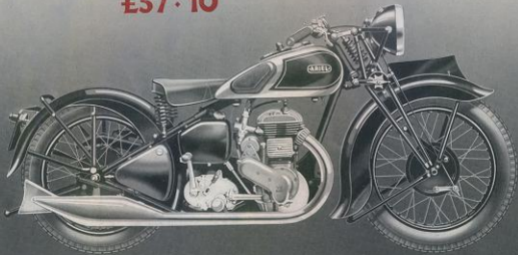
£80 · 0



The **S.V. de luxe**

600 c.c. MODEL VB

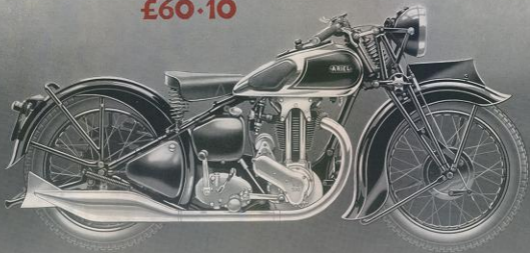
£57 · 10



The **O.H.V. de luxe**

500 c.c. MODEL VG

£60.10



The **Red Hunter**

500 c.c. MODEL VH

£65.10

