

*The World's
Leading Lightweights*

Excelsior

MOTOR CYCLES & AUTOBYKS

ADVANCE LIST OF
1951 SEASON'S MODELS

THE EXCELSIOR
KINGS ROAD, TYSELEY



MOTOR CO. LTD.
BIRMINGHAM, England

THE UNIVERSAL

The UNIVERSAL—125 c.c. Model U.1.

ENGINE AND GEAR UNIT. Villiers 125 cc. Two-stroke, single port engine, 50 m/m. bore x 62 m/m. stroke. Petroil lubrication. 3 Speed Foot Change Gear. Villiers Carburettor with twist grip control.

IGNITION AND LIGHTING EQUIPMENT. Villiers flywheel magneto ignition. 30-watt direct lighting. Large Headlamp with parking light and Dipper.

FRAME. Excelsior SPRING FRAME of exceptional strength, incorporating Coil Spring Suspension. Built with weldless steel tubing. Spring-up Central Stand.

FRONT FORKS. Excelsior TELESCOPIC. Built with alloy steel tubing. Dual Double Action coil springs. Phosphor bronze bushes support the sliding members.

TANK. Saddle tank finished in maroon with cream side panels. Capacity 2½ gallons.

WHEELS AND TYRES. Brakes 5-in front and rear. Dunlop tyres, 19-in. x 2-75-in.

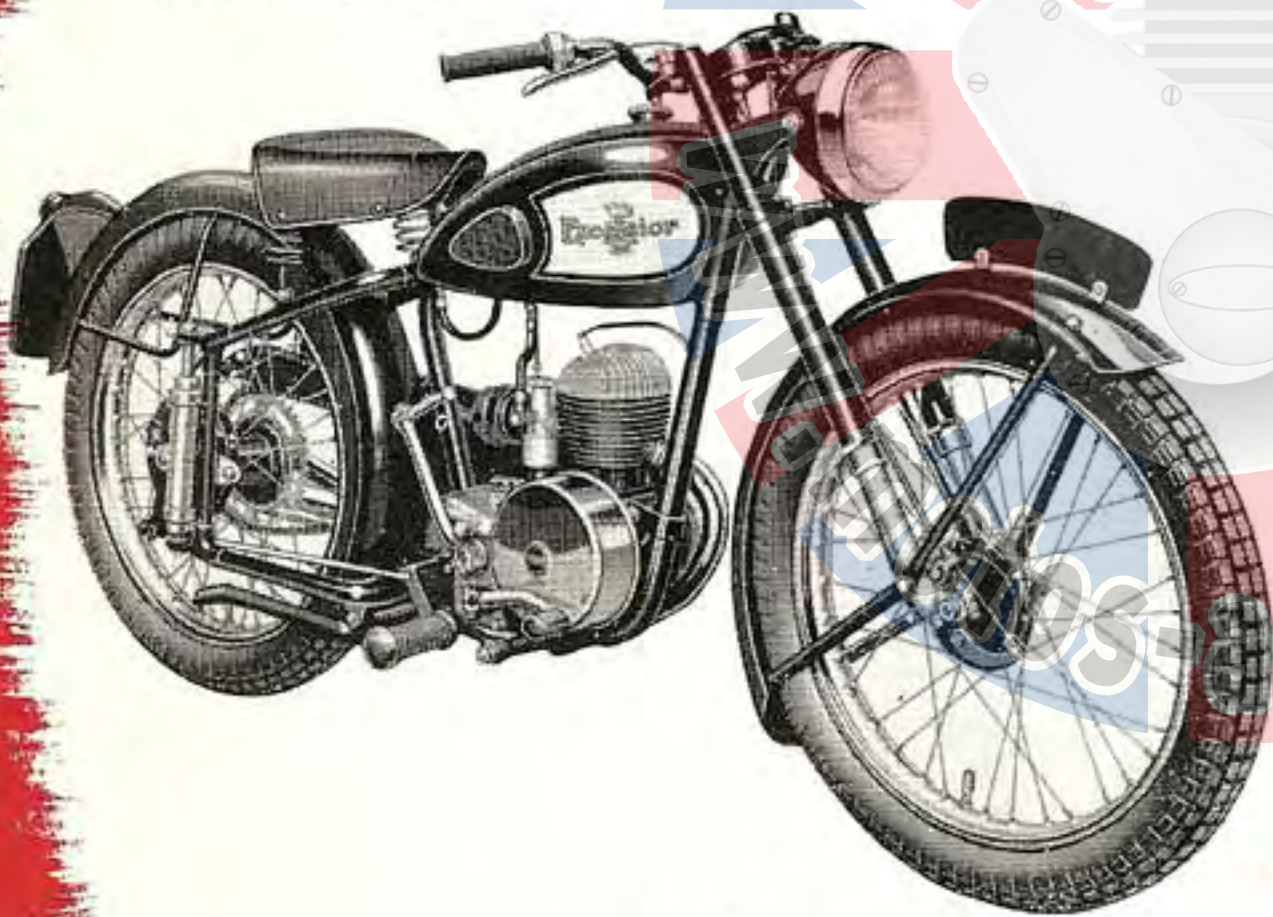
TOOLBOX AND EQUIPMENT. Triangular Tool box. Full set of tools. Bulb Horn, Licence Holder and Inflator.

SPEEDOMETER. Smith speedometer is supplied at extra charge.

FINISH. Maroon enamel with all Chromium plated parts heavily plated.

WEIGHT. 180-lb. approx.

MODEL U.2. Fitted with Rectified Lighting and Charging Set including Accumulator and Electric Horn.



THE TALIS



250

ENGINE AND GEAR UNIT. Excelsior 250 cc. Two stroke Vertical Twin Engine, 50 m/m. Bore x 62 m/m. Stroke—246 cc. Petroil lubrication. Ball bearing Mainshaft, roller bearing big ends. 4-SPEED footchange gearbox. Amal Carburettor with Twist Grip Control.

IGNITION AND LIGHTING. Wico-Pacy flywheel magneto ignition with 30-watt lighting and charging set. Large Headlamp with parking light and Dipper.

FRAME. Excelsior SPRING FRAME of exceptional strength, incorporating Coil Spring Suspension. Built with weldless steel tubing. Spring-up Central Stand.

FRONT FORKS. Excelsior TELESCOPIC. Built with alloy steel tubing. Dual Double Action coil springs. Phosphor bronze bushes support the sliding members.

DE-LUXE AUTOBYK

98 c.c. De-Luxe AUTOBYK Model S.1

ENGINE UNIT. Excelsior "Spryt" Two Stroke Engine, 50 m/m. bore x 50 m/m. stroke—98 cc. Petroil lubrication. Detachable cylinder head. Roller Bearing big end. AMAL Carburettor with lever control.

IGNITION AND LIGHTING. Flywheel magneto. 21-watt lighting. Large Head lamp with independent parking light.

FRAME AND FRONT FORKS. Weldless steel tubes, patented bottom bracket. New type Excelsior fork produced from Reynolds No. 531 steel tubing.

TANK. Welded steel, stove enamel black, with cream panels. Capacity, 11 pints.

TYRES AND WHEELS. Dunlop 26-in. x 2-in. Heavy Carrier Tyres fitted to chromium plated rims.

BRAKES. 4-in. diameter internal Expanding Hub Brakes.

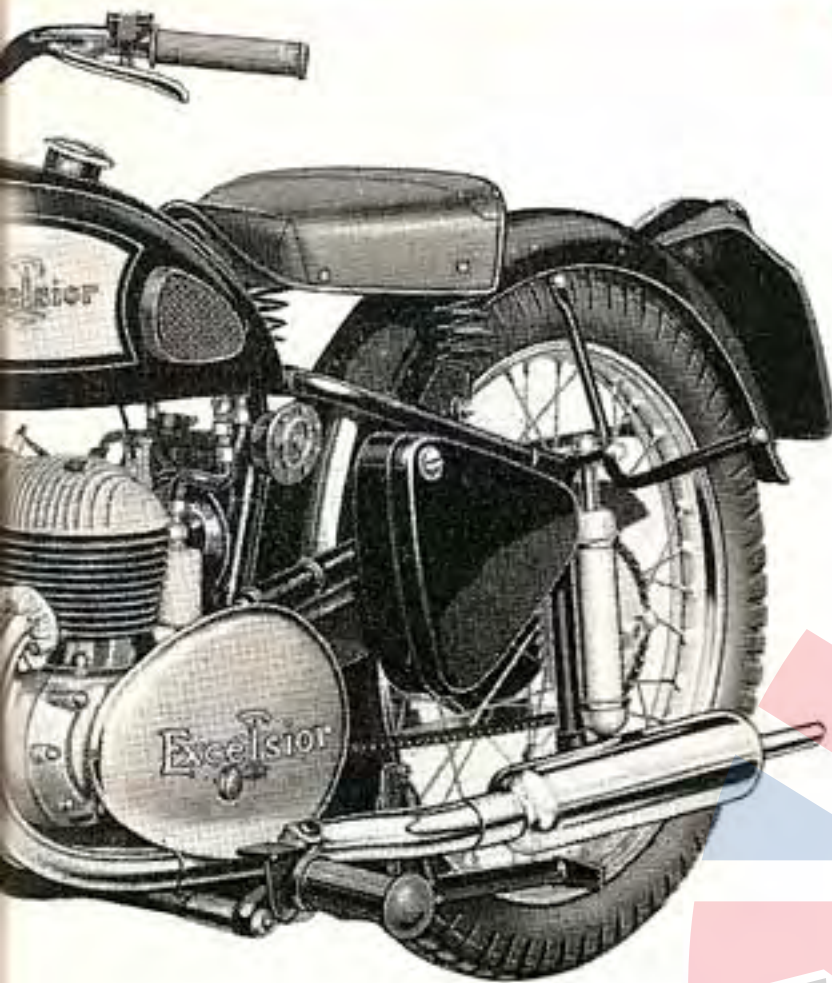
TOOLS AND EQUIPMENT. Tool Box, full kit of tools, Tyre Inflator, Horn and Licence Holder.

FINISH. Frame parts stove enamelled black. Cream panels to tank and engine shields.

WEIGHT. 120-lb. approx.



MAN TWIN



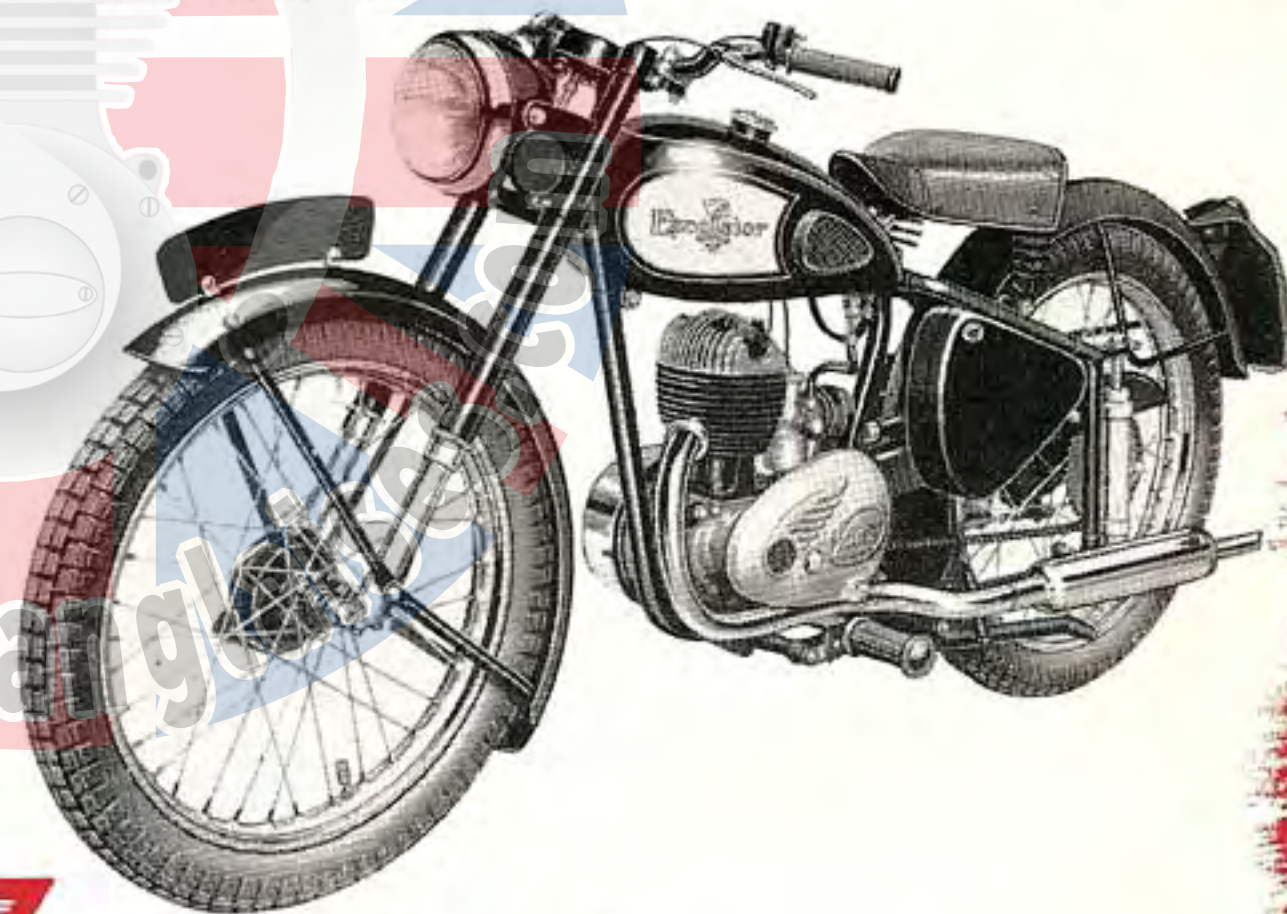
197 c.c. Model TT.1

TANK. Saddle tank. Finished in maroon enamel with cream side panels. Capacity, 2½ gallons.
WHEELS AND TYRES. Chrome plated rims, 5-in. front and 6-in. rear brakes. Dunlop "Universal" tyres, 19-in. x 3-in.
TOOLBOX AND EQUIPMENT. Triangular Tool box fitted on each side of machine. Full kit of tools with Tyre Inflator, Electric Horn and Licence Holder.
FINISH. Frame stove enamelled in maroon. All chromium plated parts are heavily plated.
WEIGHT. 330-lb. approx.
SPEEDOMETER. Smith's speedometer is supplied at extra charge.

THE ROADMASTER

The ROADMASTER—197 c.c. Model R.1.

ENGINE AND GEAR UNIT. Villiers 197 cc. Two-stroke single port engine, 59 m/m. bore x 72 m/m. stroke. 3 Speed Foot Change Gear. Petroil lubrication. Villiers carburettor with twist grip control.
IGNITION AND LIGHTING. Villiers flywheel magneto ignition with 30-watt direct lighting. Large Headlamp with parking light and Dipper.
FRAME. Excelsior SPRING FRAME of exceptional strength, incorporating Coil Spring Suspension. Built with weldless steel tubing. Spring-up Central Stand.
FRONT FORKS. Excelsior TELESCOPIC. Built with heavy gauge alloy steel tubing. Dual Double Action coil springs. Phosphor bronze bushes support the sliding members.
TANK. Saddle tank, finished in maroon with cream side panels. Capacity, 2½ gallons.
WHEELS AND TYRES. Chrome-plated rims and 5-in. diameter front and rear brakes. Dunlop tyres, 19-in. x 3-in.
TOOLBOX AND EQUIPMENT. Triangular Tool box. Full set of tools with Inflator, Bulb Horn and Licence Holder.
SPEEDOMETER. Smith speedometer is supplied at extra charge.
FINISH. Stove enamelled in maroon. All chromium plated parts heavily plated.
WEIGHT. 190-lb. approx.
MODEL R.2. Fitted with Rectified Lighting and Charging Set, including Accumulator and Electric Horn.



SUPER AUTOBYK

98 c.c. Super AUTOBYK Model G.2

ENGINE AND GEAR UNIT. 98 cc. Excelsior "Goblin" Two Stroke Engine, 50 m/m. bore x 50 m/m. stroke. Unit Construction with TWO SPEED GEAR. Detachable cylinder head. Petroil lubrication. AMAL Carburettor with lever control.
IGNITION AND LIGHTING. Magneto flywheel. 21-watt lighting. Large Head lamp with dipper control and independent parking light.
FRAME AND SPRING FORKS. Weldless steel tubes, patented bottom bracket. New type Excelsior Fork produced from No. 531 steel tubing.
TANK. Welded steel, stove enamel black, with cream panels. Capacity, 11 pints.
TYRES AND WHEELS. Dunlop 21-in. x 2-25-in. Autocycle Tyres fitted to chromium plated rims.
BRAKES. 4-in. diameter internal Expanding Hub Brakes.
TOOLS AND EQUIPMENT. Tool Box. Full kit of tools, Tyre Inflator, chromium plated Horn and Licence Holder.
FINISH. Frame parts stove enamelled black with cream panels to tank and engine shields.
WEIGHT. 130-lb. approx.



THE TALISMAN TWIN



250 c.c. Model TT.1

ENGINE AND GEAR UNIT. Excelsior 250 cc. Two stroke Vertical Twin Engine, 50 m/m. Bore x 62 m/m. Stroke—246 cc. Petroil lubrication. Ball bearing Mainshaft, roller bearing big ends. 4-SPEED footchange gearbox. Amal Carburettor with Twist Grip Control.

IGNITION AND LIGHTING. Wico-Pacy flywheel magneto ignition with 30-watt lighting and charging set. Large Headlamp with parking light and Dipper.

FRAME. Excelsior SPRING FRAME of exceptional strength, incorporating Coil Spring Suspension. Built with weldless steel tubing. Spring-up Central Stand.

FRONT FORKS. Excelsior TELESCOPIC. Built with alloy steel tubing. Dual Double Action coil springs. Phosphor bronze bushes support the sliding members.

TANK. Saddle tank. Finished in maroon enamel with cream side panels. Capacity, 2½ gallons.

WHEELS AND TYRES. Chrome plated rims, 5-in. front and 6-in. rear brakes. Dunlop "Universal" tyres, 19-in. x 3-in.

TOOLBOX AND EQUIPMENT. Triangular Tool box fitted on each side of machine. Full kit of tools with Tyre Inflator, Electric Horn and Licence Holder.

FINISH. Frame stove enamelled in maroon. All chromium plated parts are heavily plated.

WEIGHT. 330-lb. approx.

SPEEDOMETER. Smith's speedometer is supplied at extra charge.

Guarantee

NOTICE

We do appoint agents for the sale on our behalf of our Motor Cycle 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.

CONDITIONS OF SALE AND GUARANTEE

We give the following guarantee with our motor cycles, motor cycle combinations and side cars 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 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 over riding 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 machine 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 such machines.

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 cycles, 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 act — The use of a motor cycle when carrying more persons or a greater weight than that for which the machine was designed by the manufacturers.

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. All machines are despatched Carriage Paid to nearest Railway Station in Great Britain.

All Prices and Specifications are subject to alteration without notice.

Printed in England.

THE EXCELSIOR
KINGS ROAD, TYSELEY

Telephone: ACOcks Green 1677-8-9



MOTOR CO. LTD.

BIRMINGHAM, England

Telegrams: "MONARCH" HAYMILLS

Directors: R. Eric Walker, M.B.E.

Geoffrey E. Walker

Dennis A. Walker

Robert Grosier