



BSA Company Limited

Bannerley Road, Garretts Green, Birmingham. B.33 OSH
Telephone 021-784 1233 Telex 339478 NVTMCS

PRESS RELEASE

BSA COMPANY LIMITED INTRODUCE TWO NEW 'BIG BIKE' SPORTS MOPEDS

Two new 50cc sports mopeds, specifically designed to introduce 16 year olds to the joys of safe motorcycling are announced today (Thursday April 19th 1979) by BSA Company Limited.

Called the BSA BRIGAND and the BSA BEAVER, both machines conform to the moped legislation of 1977 but incorporate many features that are normally found on larger and more expensive motorcycles; both models have the same basic technical specifications, although they differ inasmuch as the BSA BRIGAND is intended for on and off road use whilst the BSA BEAVER is purely road-going.

Amongst the 'Big Bike' features of each model are hydraulically damped front forks and load adjustable monoshock rear suspension, sealed long-life lead acid battery that requires no distilled water, directional indicators, parking light, headlight flasher and a tuned exhaust that ensures easy starting in both summer and winter; for added safety there is a large rear lamp/stop light that incorporates both side and rear reflectors in addition to a 6½" reflector strip that is fitted to the rear number plate carrier. The bikes are powered by a 50cc single cylinder two-stroke engine and have a 4-speed multiplate clutch gearbox.

To cope with off-road conditions, the BSA BRIGAND has a rigid duplex frame with cantilever swinging arm, a 19" (instead of 17") front wheel for extra ground clearance, lightweight 'hi-level' mudguards and special Michelin trials tyres front and rear. As with all trials bikes the tuned exhaust is also 'hi-level' thus keeping it clear of deep mud or water, and the bike is fitted with a strong, braced handlebar and Moto-cross style folding footrests.

Intended for road use only the BSA BEAVER is equipped with small-studded, low profile Michelin tyres that give excellent handling and close fitting stainless steel mudguards for maximum protection. All electrical functions, except for the engine 'kill' switch which is on the right, are controlled from a 'big bike' main switch on the left hand bar grip. The BSA BEAVER also has a low level chrome exhaust system and other bright plated components which enhance the colour selected.

The new sports mopeds are available in a choice of Red, Blue or White. Recommended retail prices including VAT are: BSA BRIGAND - £379.00:
BSA BEAVER - £365.00.

For further information please contact W.B. Colquhoun, BSA Company Limited, Bannerley Road, Garretts Green, Birmingham B33 OSH, or Jeremy Fraser Associates, 31 Redburn Street, Chelsea, London SW3 4DA.

The **NEW**
BSA 50cc



The **BRIGAND**

The **BSA range** has been revived by the introduction of the **BRIGAND** and the **BEAVER**, two new models of 50cc, designed specifically to introduce the 16-year-old to motor cycling. While complying with the latest regulations many features are included usually found only on larger and more expensive machines.

These include front forks and load adjustable mono shock rear suspension (both hydraulically damped), a new completely sealed long life lead acid battery that requires no water, recharged through two diodes, a D.C. electrical system supplying power to direction indicators, stop light, horn, rear lamp and parking light and also incorporating a headlight beam flasher. Current is taken direct from the high output 23 watt generator to supply the speedometer light and headlamp in normal operation. A tuned exhaust system that complies with noise regulations ensures easy starting summer and winter. A large safety rear lamp/stop light incorporates both side and rear reflectors whilst immediately beneath the lamp the number plate carrier is fitted with a 6½" long strip reflector. A cable operated rear brake eliminates foot pedal throbbing.

BRIGAND FOR ON OR OFF ROAD USE

While including all these features, the **BRIGAND** also has a rigid duplex frame with cantilever swinging arm. A larger 19" front wheel and trials tyres front and rear give extra ground clearance for off highway riding, combined with lightweight hi-level guards to prevent clogging up in muddy conditions. A tuned hi-level matt black exhaust system keeps clear of water splash and yet strikes a "get up and go" look. Outstanding acceleration in all gears gives extra performance and control in all on and off road conditions. A high strength, braced, handlebar, Moto X folding footrests and a sump shield complete the picture, with three available colours for the petrol tank and side covers relieved by modern contrasting flashes, whilst other cycle parts have bright chrome or polished aluminium finish.

ACCESSORIES

To be available with all models.

- Handlebar lever covers.
- Rear carrier.
- Sports windscreen.
- Mud flaps.

The BEAVER

BEAVER FOR ON ROAD USE

The BEAVER is an up-to-the-minute motor cycle intended primarily for road use. Most electrical switch functions are carried on the lefthand bar with a "big machine" switch, except for the engine kill switch on the righthand brake lever assembly. Close fitting stainless steel or chrome plated mudguards give maximum protection which, together with a low level chromium plated exhaust system and other bright plated components, enhances each of the three colour choices. Small studded low profile tyres ensure excellent handling. Outstanding acceleration in all gears enables you to keep station with in-town traffic. Folding footrest allow for optional two-up.

TECHNICAL DATA	BRIGAND	BEAVER
Overall length	72.05" (1830mm)	70.87" (1800mm)
Overall width	28.50" (724mm)	28.50" (724mm)
Overall height	37.40" (950mm)	37.40" (950mm)
Saddle height	29.92" (760mm)	29.92" (760mm)
Dry weight	134 lb (60.78 Kg)	133 lb (60.33 Kg)
Tyres - Front	2 1/4" x 19	2 1/4" x 17
- Rear	2 1/4" x 17	2 1/4" x 17
	(both tyres Trials)	(both tyres Road)
Colours - Tanks/Side Panels	Red, Blue, White	Red, Blue, White
- Frame	Black	Black
- Mudguards	White	Bright chrome or polished stainless steel



BOTH MODELS	
Engine type	Single cylinder two-stroke 49.93cc 39mm bore x 41.8mm stroke Compression ratio 7.5 : 1
Transmission type	Four-speed gearbox with foot operated gear shift and hand operated clutch.
Gear Box	4-speed
Clutch	Multiplate
Suspension type	
- Front	Telescopic fork hydraulic damping.
- Rear	Adjustable spring unit hydraulic damping.
Total fuel tank capacity	1 Imp. gallon (4.6 litres) including reserve of 3/4 pt. (0.43 litres).
Lubrication	Pre-mix 20 : 1
Electrical	6v 2.5 amp sealed battery



NVT Motorcycles Limited including all associated companies reserve the right to vary the specification of all motorcycles and spare parts without notice and the information in this leaflet does not therefore constitute a term of any sale. All descriptions and claims are given and

made in good faith but are intended to apply generally. Variations in performance and construction on individual machines may occur. Performance on any particular occasion will also be affected by the conditions, circumstances and the rider.



BSA Company Limited

Bannerley Road, Garretts Green, Birmingham. B.33 OSH
Telephone 021-784 1233 Telex 339478 NVTMCS

SALES/79/3

19 April 1979

ADDRESS OF MR. DENNIS POORE AT THE BELFRY HOTEL,
19TH APRIL 1979 launching the re-introduction
of BSA Company Limited and the new BSA BRIGAND
and the BSA BEAVER

Statement by Dennis Poore, Chairman

I am pleased to be able to announce that arrangements have now been concluded with the Liquidator of Norton Villiers Triumph Manufacturing Limited whereby the ongoing NVT Group can now use the BSA rights and trademarks. A royalty will be paid to the Liquidator in respect of any products which are so sold. These royalties will augment the Liquidator's payments to the creditors.

You experts from the Press will need no reminder of the history of BSA in the motorcycle field. However, the younger of you may not remember the early days and may like to be reminded that the name first began in 1860 but in the gun business. Bicycle manufacture began in 1881; the first motorcycle appeared in 1909 and was a 500cc single which was offered to the public at fifty pounds a time. Some of the models which followed are on show today as a background to our introduction. No doubt, you will have the statistics over the intervening years but it is confidently believed that the number of BSA motorcycles made and sold is more than double the whole of the rest of the other British manufacturers put together.

As a result of these new arrangements, the Garretts Green light motorcycle division of NVT Motorcycles Limited will now trade under the style "BSA Company Limited, and all new motorcycle products offered will carry the BSA name and mark.

Today, I am glad to be able to announce the first machine under this heading - a sports moped with particular appeal to the younger generation and available in two styles. These machines have been conceived and designed by Bertie Goodman, long associated with Velocette, who has returned to the fold in NVT nearly 12 months ago. They comply with the moped regulations on cylinder capacity and maximum speed but are based on a higher output engine with four-speed gearbox, de-tuned by fitting a smaller carburetter. This configuration provides a lively

19 April 1979

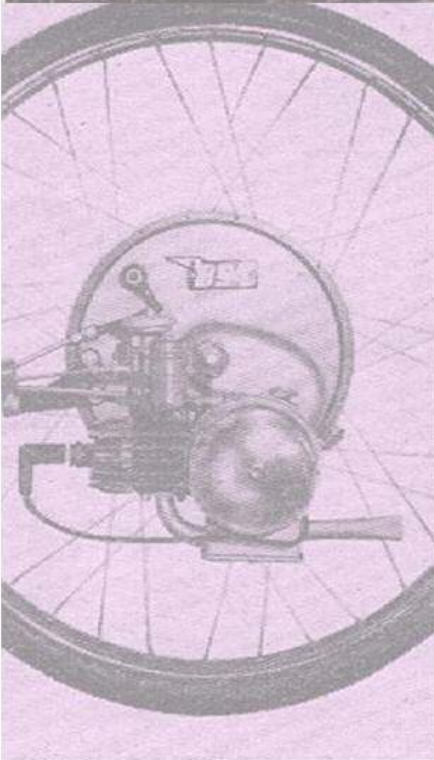
performance up to the permitted 50 miles an hour speed and is an extra aid to safety, particularly if the machine is to be used in urban areas where it enables the rider more easily to keep up with the traffic.

Although the design is exclusively English, most of the components come from other Common Market countries. As production builds up, it is our intention to manufacture an increasing proportion in this country. Over the past year or so, home demand for mopeds has fallen but we hope that these new machines will help reverse the trend and popularise a method of mechanical transport which is the cheapest known to mankind, both in terms of money and of energy consumption.

This introduction represents one more step in the rehabilitation of the NVT Group and our efforts to recreate a motorcycle industry after the catastrophic actions of the present Government in 1975, from which we have not yet fully recovered.

BSA COMPANY LIMITED

IceniCAM Information Service



www.icenicam.org.uk