

The issue of this brochure does not constitute an offer and illustrations and specifications described herein will vary for different countries. In line with our policy of continuous research and development we reserve the right to alter or change specification at any time without notice.

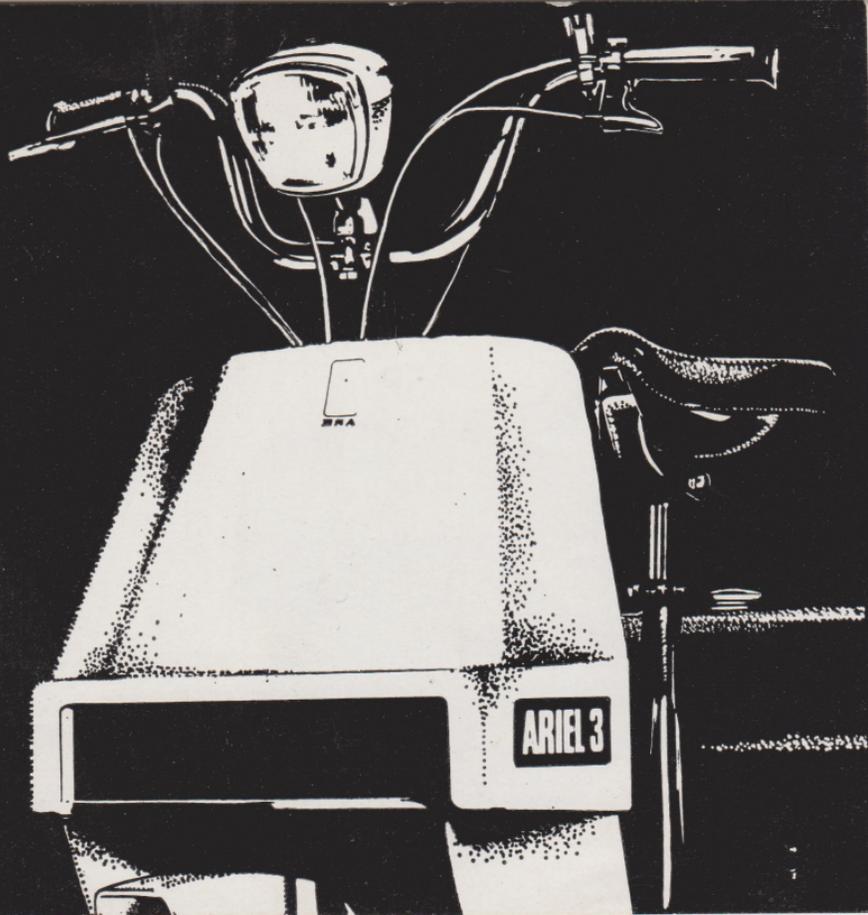
BSA
Motor Cycles Ltd.,
Armoury Road,
Birmingham B11 2PX
Telephone :
021-772 2381
Telegrams and Cables :
"Selmoto, Birmingham"
Telex : 33315

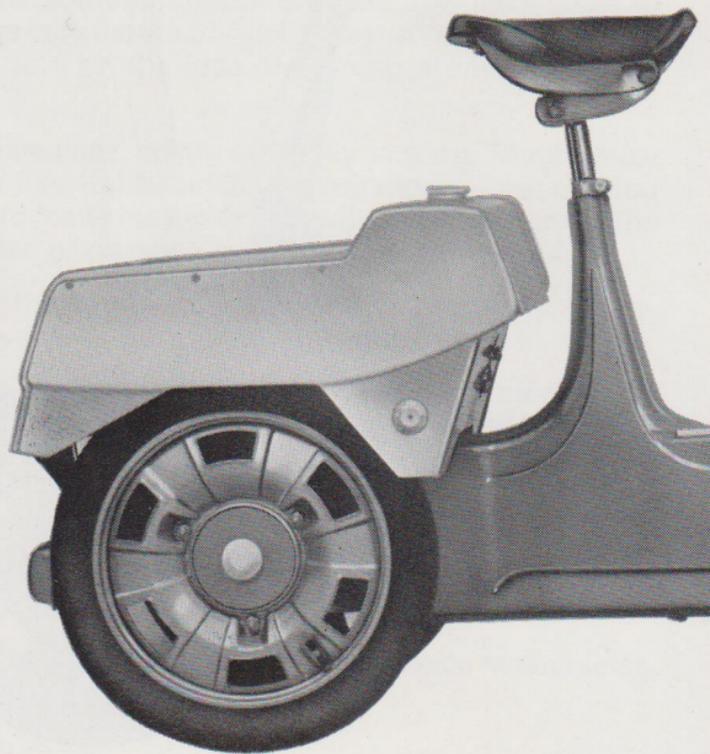


BSA

ARIEL 3

Ariel 3 Salesmans Guide





Introduction



Ariel 3 is an entirely new form of personal transport. It has attracted your prospect because it offers benefits which are not available from any other 2, 3 or 4 wheeler vehicle. Because your prospective customers feel that Ariel 3 has something to offer them, they have come to see you with a view to a possible purchase. The very nature of Ariel 3 means that in expressing interest they are already admitting to being sold on the idea of owning a unique form of personal transportation.

Possibly they find public transport inconvenient, costly or totally lacking. Maybe they simply wish to feel completely independent of time-tables and their limitations — car owning is too expensive, or the family man may wish to leave his car for his wife — or they prefer the freedom of a narrow track vehicle with its ease of passage through crowded streets.

All these are good and sound reasons for them to look at Ariel 3. It has so many advantages over and above the only other possible alternative — a conventional moped.

In today's environment Ariel 3 is cheap to purchase and maintain, but it is a mechanical appliance which will, from time to time, require service. In coming to you, therefore, your customers need to be confident in the product they are about to buy, and in the facilities you are able to offer in the form of after-sales support. It is your job to give them this confidence.

You must be sure that your product knowledge, your terms of business and your general facilities are such as to gain the complete confidence of your customer. Only in this way will you succeed in a highly competitive business.

This book will help you to gain your customer's confidence, and confidence means sales.

Ariel 3 for the easy life

- Easy to acquire
 - Car drivers and motor-cycle riders can use their licences to ride this machine
- Easy on the pocket
 - Low insurance and tax
 - Tremendous fuel economy
- Easy to start
 - Walk or pedal away
 - No kick start
- Easy to drive
 - Rides like a bicycle
 - 3 wheels and inbuilt stability
- Easy controls
 - Automatic clutch
- Easy to stop
 - 4" drum brakes
 - Parking brake for hills
- Easy to park
 - Twin torsion bars hold the machine upright and it stands on its own
 - No prop stand
- Easy to shop
 - Carries up to 50 lbs of goods
- Easy to adjust to your size
 - Seat and handlebar height adjustable like a bicycle
- Easy to maintain
 - Minimum service requirements
 - Thermoplastic mudguard and legshield — safe, easily replaceable and aids comfort
- Easy to change wheels around
 - 3 nuts release each wheel
- Easy to garage or transport in your caravan
 - Width 23" and therefore suitable for any doorway
- Easy on the neighbours
 - Quiet
 - Good for shift workers
- Easy to love
 - Cheaper and more convenient than public transport



Brief Description

Ariel 3 is a three wheeled, 50 cc two-stroke moped with automatic clutch. It has two wheels at the rear and is pivoted to allow it to bank into corners. The engine cover forms a platform at the rear and it can carry loads up to 50 lb in weight. It is 23" wide at the rear and therefore suitable for any doorway.

Features & Benefits

1. **Three Wheels**

Pressed steel car type, quickly detachable and interchangeable.

Tyres 12" x 2"

- Stability for cornering— safety
- Load carrying – 50 lbs weight
- 3 nuts only to be removed for wheel changing
- Well-known size of tyre – easily obtainable
- Spare wheel can be carried to enable quick

wheel change in event of puncture

2. **Tri-torque pivot action**

– situated between rear wheel and sprung with torsion bars running either side of the frame

- Stands on its own and returns to the upright position
- No need to prop up machine – just park and walk away
- Aids banking control and suspension
- Take corners as if on a bicycle

3. **Simple controls**

– nothing complicated and as easy as a bicycle

- Automatic clutch – twistgrip throttle – turn a little more and go faster; release and go slower
- Separate choke – for

easy cold starting

- Front and rear hand brakes – for ease and safety
- Parking brake – quick release latch on rear brake lever for safe parking
- Twistgrip Decompressor – start and stop engine easily on the same twistgrip as the throttle
- Combined lights switch and horn button – easy to reach and use

4. **Economy**

- Runs on 2-stroke petrol/oil mixture 1 :24 (1 :20 for running in)
- Most garages can supply fuel
- Capacity 6 pints
- Capable of 125 miles per gallon
- Moped insurance £2.00 – covers all eligible

members of the family

- Car, motorcycle and moped licence holders can ride Ariel 3 – no extra expense in taking another test
- Moped road tax £2.50
- Very little service needed and at minimum cost

5. **Thermoplastic mud-guard and legshield in white**

- Safe and easy to see
- Prevents expensive damage in the event of accidents
- No paintwork to damage
- Easily replaceable

6. **Handlebar and seat adjustable**

- Just like a bicycle
- Handlebar height adjustable 38" to 40"
- Seat height adjustable

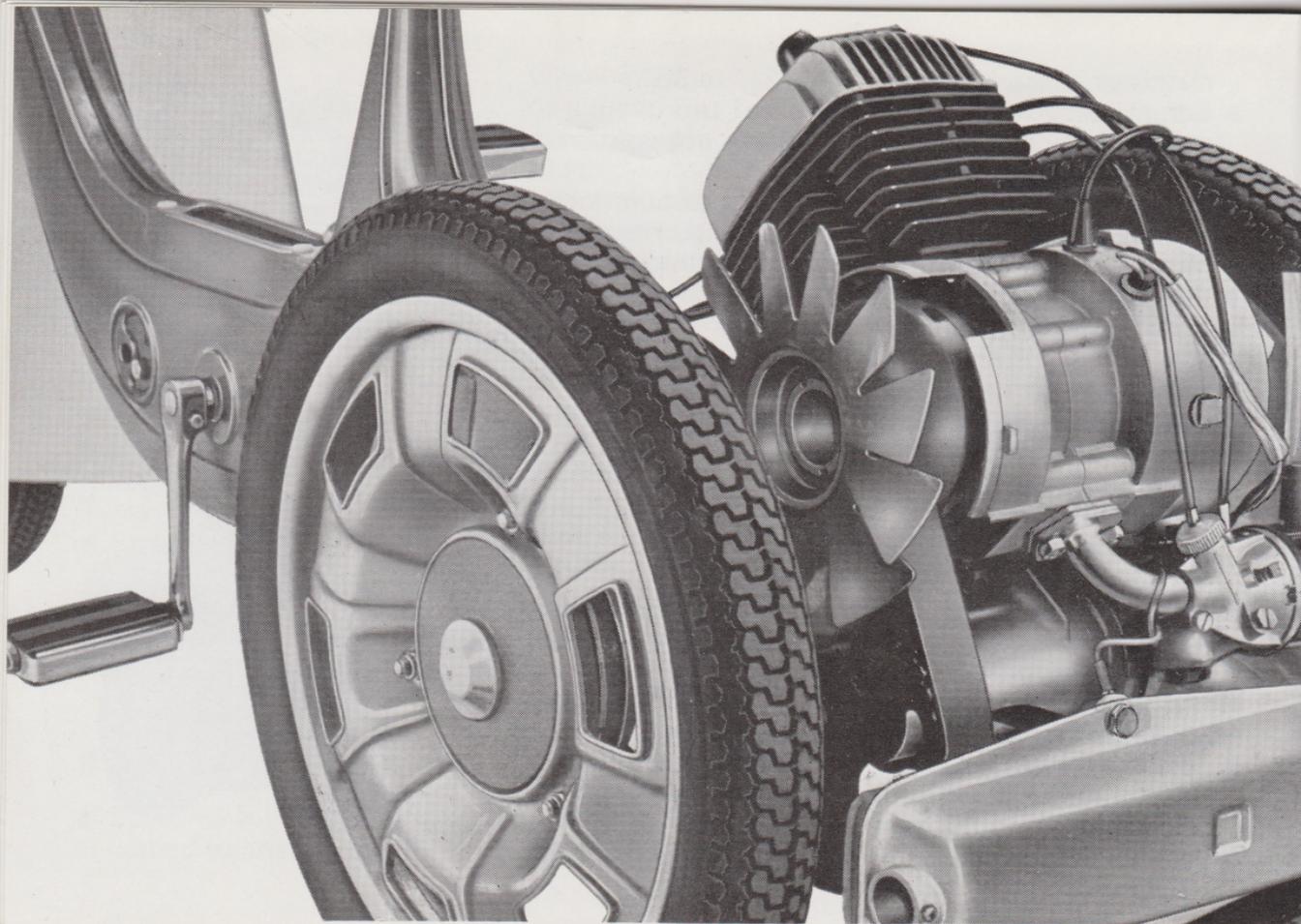
28½" to 36"

7. **Petrol tap**

- Easily accessible under seat
- Stops carburettor flooding when engine is not running

Note: Insurance from Devitt (D.A.) carries a service charge of £0.60 in addition to the insurance rate.





Engine



8. **Engine** – single cylinder two-stroke – 49 cc
 - Made by Laura Anker in Holland
 - Many thousands already on the road in UK and the Continent
 - Simple
 - Economical
 - Minimum maintenance necessary
 - Cooling fan connected to clutch – only works when engine in motion
 - Engine cover secured by 4 easy release catches and propped open with rod or check strap – just like a car
9. **Carburettor** – Encarwi 8 mm reed induction type
 - Simple adjustment
 - Situated at rear of engine – easily accessible
 - Air cleaner – simple to maintain
10. **Clutch** – single plate centrifugal
 - Automatic
 - Drive taken up automatically from twistgrip throttle
 - Drive can be disconnected if engine fails – pedals can be used as with bicycle
11. **Electrics** – direct flywheel magneto, lighting 6V 17W
 - Made by Bosch in Germany – experience and quality
 - Simple and foolproof
 - No battery to maintain

Accessories



12. **Accessories** – styled especially by Motoplas for Ariel 3

- Deluxe windscreen – full size and clear for maximum comfort
- Flyscreens in colours to suit machines – adequate protection and attractive
- Rear view mirrors in matching coloured plastic – non rusting and essential for safety
- Shopping basket in plastic covered wire – capable of carrying 50 lbs of goods
- Attractive plastic cover for the above basket – weatherproof and protects shopping
- Spare wheel and attractive plastic cover – convenient in the event of a puncture
- Luggage rack – ideal for carrying suitcases and brief-cases
- Anti-theft lock with key for front wheel
- Drifix transfers – distinctive modern styling
- Cost of accessories can be added to machine cost and carried as a hire

purchase charge

- *Maximise your profits* with these accessories

13. **Attractive colours**

- Bushfire Orange
- Everglade Green
- Pacific Blue

14. **Easy to start**

- 1 Turn on petrol
- 2 Release parking brake
- 3 Operate the choke lever
- 4 Twist the right handlebar grip forward to operate the decompressor
- 5 Pedal the Ariel 3
- 6 Turn the throttle back and after the engine fires, release the choke lever
- 7 Ariel 3 will start by the user pushing it instead of pedalling

15. **Easy to stop**

- 1 Use handbrakes and throttle back
- 2 To stop engine, operate decompressor by turning throttle twistgrip forward to its limit
- 3 Apply parking brake
- 4 Turn off petrol

Data

Number of cylinders: 1

Type: Two-stroke

Cylinder arrangement: Inclined

Capacity: 49 cm³

Bore: 40 mm

Stroke: 38 mm

Lubrication system: Petroil

Compression Ratio: 6.9

Sparkplug: L81 (Champion) or W175 T1 (Bosch)

Ignition Timing (Crankshaft degrees): 2.1 mm

Contact point gap: .017" (0.42 mm)

Carburettor: Encawi Type S8

Choke size: 14 mm

Main Jet size: 58 (60 for running in)

Gear Ratio: 1:12.55

Primary Drive: Toothed belt. $\frac{3}{8}$ "P x 60 teeth

Secondary Drive: Chain $\frac{3}{8}$ "P x 56

Peddalling Chain: $\frac{1}{2}$ "P x 115

Sprocket Teeth:

Engine: 15

Gearbox: Layshaft 49/12

Rear Wheel: 46

Clutch: Automatic – single friction plate, centrifugal

Tyres:

Size: 12" x 2"

Inflation – front and rear: 28 p.s.i. (2 atm)

Rim size: FA 12

Front and Rear Brake:

Diameter: 4" (101.5 mm)

Brake Lining:

Width: $\frac{5}{8}$ " (15.8 mm)

Length: $\frac{1}{8}$ " (3.2 mm)

Area: 2.62 sq. in. (16.9 cm³)

Front Suspension: Trailing link

Rubber Block Springing

Petrol tank capacity:

6 pints ($7\frac{1}{4}$ US pints, 3.5 litres)

Mixture 1:24 (Running-in 1:20)

Ignition system :

Flywheel Magneto Bosch 0/212/112/053

Voltage : 6

Horn : CEV A6 A25

Headlamp : CEV 15 watts

Tail bulb : Alite A317 6 watts

Basic Dimensions :

Wheelbase : 46" (116.8 cm)

Overall length : 63" (160 cm)

Ground clearance : $4\frac{3}{4}$ " (11.9 cm)

Seat Height (adjustable) :

$28\frac{1}{2}$ " - 36" (83.9 - 91.4 cm)

Handlebar Height (adjustable) :

38" - 40" (96.5 - 101.6 cm)

Track (rear) : 15" (38 cm)

Weights :

Machine (unladen) : 126 lbs (57 Kg)

Engine unit : 15 lbs (7 Kg)