

A FOURTEEN-MODEL EXCELSIOR RANGE

A New Spring Frame for Larger Machines Introduced Into an Extensive Programme of Two-stroke Singles and Twins

FOURTEEN models make up the Excelsior range for 1954 which, varying in capacity from 98 c.c. in auto- and motorcycle form to the 244 c.c. parallel-twin, two-stroke "Talisman," offers a wide choice to the lightweight user. A 122 c.c. model, claimed to be the cheapest in its class at present obtainable; a variation of the 150 c.c. "Courier," having direct lighting; and a new frame featuring swinging-fork rear suspension are all additions supplementing the current models which are continued unchanged.

The Spring Frame

Available on the 197 c.c. "Roadmaster" and the standard and sports versions of the "Talisman Twin," the new spring frame is of the cradle pattern brazed up in malleable cast lugs. The rear-fork hinge is exceptionally wide and swings about lugs brazed to the two supporting members for the suspension units, thus providing commendable lateral rigidity. The fork itself ovalizes to the rear, being trapped and welded to accommodate the wheel spindle. The bottom loop, or cradle, is cross-braced at the base of the seat tube and at the footrest lugs. These, incidentally, are serrated to provide 180-degree adjustment. A lifting handle is formed at the rear by an extension of the frame which also serves to support the dual seat and rear mudguard. M.D.A. type Girling units having almost 4 in. of total movement provide the suspension media.

The "Roadmaster" and "Talisman" models featuring this new frame will include taper valanced mudguards front and rear, a new pattern dual seat having a Latex foam interior on a pressed steel base, a

A pioneer of British 250 c.c. two-stroke twins. It is the Sports Model "Talisman," provided with the new swinging-fork rear suspension.

3-gal. fuel tank and either direct or rectified lighting in their specification.

Introduced as a companion model to the 98 c.c. "Consort," the 122 c.c. "Condor" is of a similar design having been produced to appeal to the utility rider. The 13D Villiers unit is carried within a sturdy loop frame and single-strut link forks, controlled by a central spring, are fitted. The wheels are shod with Dunlop tyres of 2.25 in. by 19 in. dimensions and the brake drums are 4 in. in diameter on the front and 4½ in. at the rear. The fuel tank holds 2 gallons of petrol mixture giving adequate cruising range compatible with gear ratios of 17.84, 9.38 and 7 to 1, and an all up weight of 146 lb. A full set of tools, contained within a separate tubular tool box, a bulb horn, tyre inflater and licence holder are all included in the specification for a total price of £80 8s. 0d.

Autocycles

The current range, to continue unchanged, includes two autocycles. Featuring a 98 c.c. Excelsior engine, the De-Luxe model has an open frame of weldless steel tube, rubber-controlled spring forks and is equipped with pedals for occasional use. For those desir-

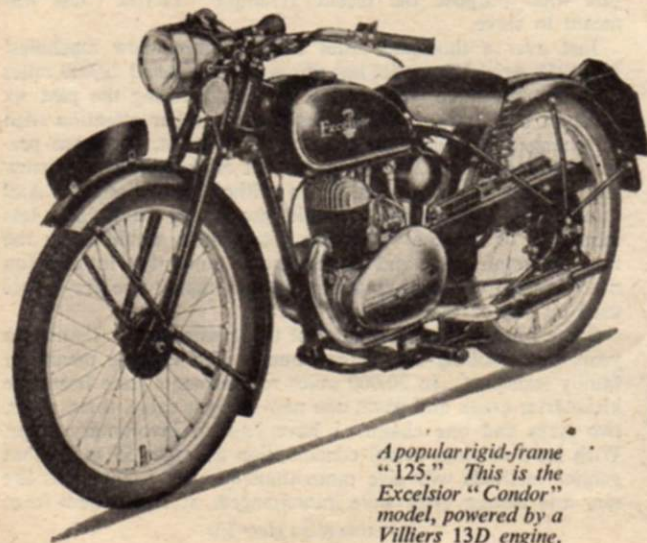
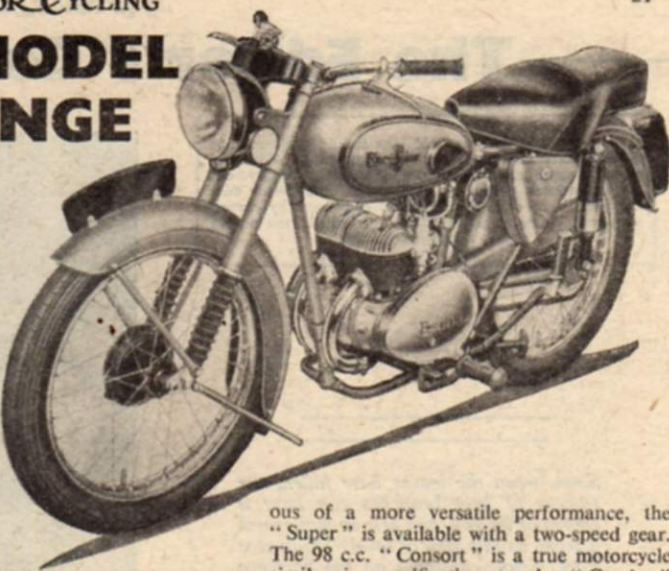
ous of a more versatile performance, the "Super" is available with a two-speed gear. The 98 c.c. "Consort" is a true motorcycle similar in specification to the "Condor," already described, whilst the 150 c.c. "Courier" is the smallest Excelsior to be offered with a spring frame. Obtainable with either direct or rectified lighting equipment, it features a three-speed gearbox with foot-change control, telescopic front forks, a 2½-gallon fuel tank and a spring-up central stand and is finished in lustrous maroon enamel.

The "200s"

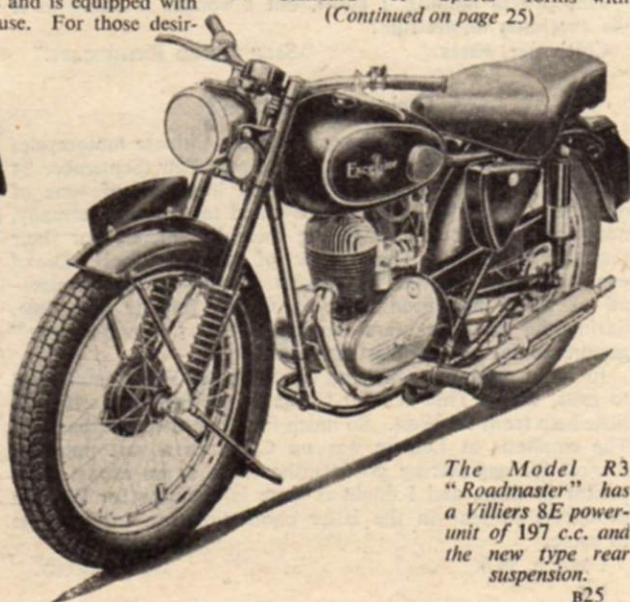
The "Roadmaster" models are available in four variants, with plunger or swinging-fork suspension with either direct or rectified lighting: 197 c.c. Villiers Mk. 8E engines are fitted, and three- or four-speed gearboxes are optional. The weights vary between 193 and 210 lb. Fuel capacity is again 2½ gallons and 5-in. brakes are fitted front and rear. Tyre sizes are 3.00 in. by 19 in. Deep C-section mudguards give adequate weather protection and riding comfort is ensured by a spring saddle or a foam rubber twinseat on the plunger and swinging-fork models.

Finally, the "Talisman," is manufactured in "Standard" or "Sports" forms with

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A popular rigid-frame "125." This is the Excelsior "Condor" model, powered by a Villiers 13D engine.



The Model R3 "Roadmaster" has a Villiers 8E power-unit of 197 c.c. and the new type rear suspension.

Spencer-Moulton bonded-rubber units carrying trailing arms upon which are mounted overhung wheel spindles. As there is no rear axle, as such, fully independent springing all round is thus achieved. Interconnected internal expanding brakes fore and aft are provided and, for 1954, increased ground clearance has been obtained by rearranging the linkage to bring the control rods, etc. close to the floor of the body.

The interior of the Bond is planned on car lines and provides comfortable seating for two adults and a child on the bench-type seat in front of which is a curved safety glass windscreen and behind which is a capacious boot, the whole being adequately protected, when required, by a folding hood and rigid side curtains.

The Improvements

That, in general, is a brief description of the "Minicar," to which, for next season, sundry valuable improvements have been carried out. The windscreen is now supported in a single-piece steel frame, secured by six bolts, the glass being mounted in a single, moulded rubber insert, removal and fitting of which is easier than hitherto. Steering has been improved by eliminating the universal joints in the column and a similar modification to the finger-tip gear-lever spindle has resulted in more positive gear operation. Heavier springs in the seat and a "two-roll" type of rear squab, both upholstered in "Vynide," give greatly improved comfort. The top edge of the latter is now straight.

One of the greatest improvements lies in

1954 Bond Prices	Price	Purchase Tax	Total Price
	£ s. d.	£ s. d.	£ s. d.
197 c.c. Mark C	227 2 6	47 17 6	275 0 0
197 c.c. "Minitruck"	237 2 6	37 10 0	274 12 6
(Prices include speedometer)			
EXTRA			
Electric Starter, £21 0s. 0d.		Spare wheel and Tyre £5 5s. 0d.	

the use of a 7-amp. output Villiers a.c. generator, providing current via a rectifier, which ensures that maximum use may be made of the twin headlamp lighting set. A dipping switch is another new fitting, and the battery, when no electric starter is fitted, is now carried on the rear side in an angle of the front wing bracing member.

New Wheel Mounting

Instead of the round-section front trailing arm hitherto employed, a rectangular section tubular arm is now fitted, incorporating both the brake anchor-pin and camshaft bearing thus making for simplicity of construction and for strength. Adjustment of the final chain is now effected by moving the entire engine forward on its pivot by means of a simple thrust-screw, leaving the wheel spindle rigidly fixed.

The engine itself is fitted with a new Villiers carburettor in which is embodied a screw control for the slow-running mixture and a butterfly-type air control in the choke.

Better acceleration and hill-climbing is the

aim of the manufacturers in selecting new gear ratios for 1954. These are respectively, 4.9, 8.3 and 15.9 to one. It will be noted that lower second and bottom ratios are now employed. Detail improvements also include the stove enamelling of all metal parts including wheels, engine mountings, etc., and the provision of a spare wheel bracket in each vehicle. Body finish is available in red, gold-beige, green or grey with upholstery and hood and screen colours to tone.

Costing an additional £21, an electric starter is available and, included in this price, is a 55 a.h. car-type battery which is carried in the rear boot. The interior handle starter and the ingenious compression reduction device introduced last year are, of course, retained.

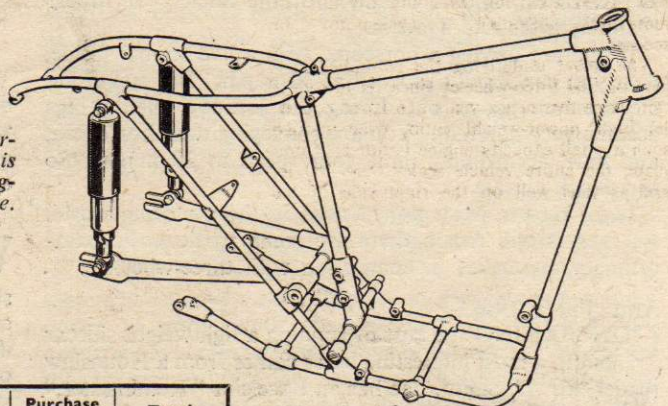
Capable of dealing with a payload of 3 cwt. the "Minitruck" which is a Mark C model specially adapted to the needs of those seeking an extremely economical commercial vehicle requiring the services of no highly skilled driver, is retained.

NEXT YEAR'S EXCELSIOR PROGRAMME

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either a plunger or swinging-fork spring frame. The engine, of 244 c.c., 50 mm. bore by 62 mm. stroke, has a built-up crankshaft carried in five ball and roller bearings, cast-iron cylinder barrels and light-alloy heads are each separate components, and flat-topped pistons are used. A four-speed gearbox is bolted up to the engine. Common equipment includes 5-in. front and 6-in. rear brakes, 3.00-in. by 19-in. tyres, Smiths 80 m.p.h. speedometer mounted on a neat fork-top instrument panel, foam-rubber twin-seats, rectified lighting from a 30-watt

On the new rear-sprung Excelsiors is featured this swinging-fork type frame.



1954 Excelsior Prices	Basic Price	Purchase Tax	Total
	£ s. d.	£ s. d.	£ s. d.
Model 54/S1 "De Luxe" single-speed autocycle	49 10 0	9 18 0	59 8 0
Model 54/G2 "Super" two-speed autocycle	59 0 0	11 16 0	70 16 0
Model 54/F4 (98 c.c.) "Consort"	55 0 0	11 0 0	66 0 0
Model 54/D12 (125 c.c.) "Condor"	67 0 0	13 8 0	80 8 0
Model 54/C1 (150 c.c.) "Courier" direct lighting ..	89 0 0	17 16 0	106 16 0
Model 54/C2 (150 c.c.) "Courier" rectified lighting ..	94 0 0	18 16 0	112 16 0
Model 54/R1 197 c.c. "Roadmaster," spring frame, direct lighting ..	97 10 0	19 10 0	117 0 0
Model 54/R2 197 c.c. "Roadmaster," spring frame, rectified lighting ..	102 10 0	20 10 0	123 0 0
Model 54/R3 197 c.c. "Roadmaster," swinging fork frame, direct lighting ..	103 0 0	20 12 0	123 12 0
Model 54/R4 197 c.c. "Roadmaster," swinging fork frame, rectified lighting ..	108 0 0	21 12 0	129 12 0
Model 54/TT1 250 c.c. "Talisman," spring frame ..	120 0 0	24 0 0	144 0 0
Model 54/TT2 250 c.c. "Talisman," swinging fork frame ..	130 0 0	26 0 0	156 0 0
Model 54/STT1 250 c.c. "Sports Talisman," spring frame ..	132 0 0	26 8 0	158 8 0
Model 54/STT2 250 c.c. "Sports Talisman," swinging fork frame ..	142 0 0	28 8 0	170 8 0
EXTRAS			
Prop Stand	18 0	3 8	1 1 8
Four-speed gearbox on Models R1, R2, R3, R4	5 10 0	1 2 0	6 12 0

generator contained within the flywheel and a 3-gallon fuel tank. The Sports model can be distinguished by the two Amal carburettors with a central float chamber and its distinctive beige finish.

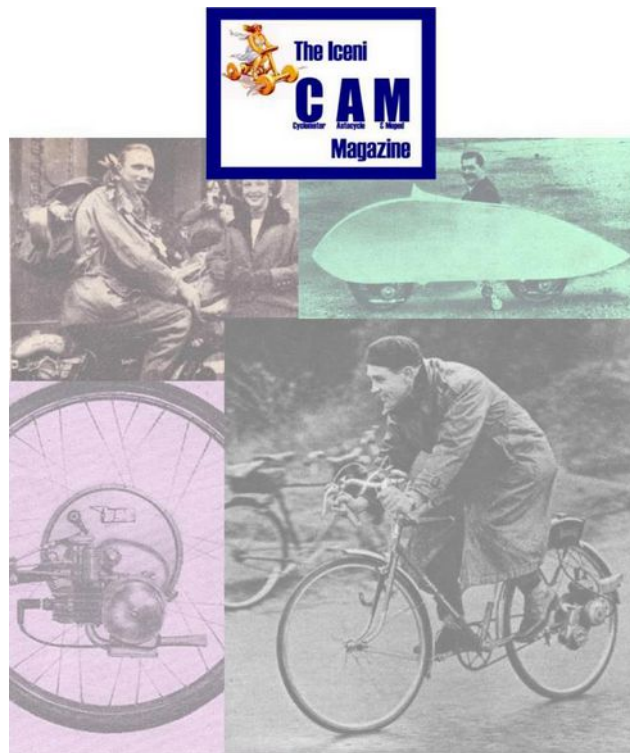
The address of the manufacturers, the Excelsior Motor Co., Ltd., is Kings Road, Tyseley, Birmingham, 11.

"THUNDERBIRDS" FOR ROYAL VISIT

THREE Triumph "Thunderbirds" have been supplied to the Commonwealth Government for police use at Canberra during the forthcoming Royal visit.

Triumph distributors, Hazell and Moore, of Sydney, have also recently supplied a further 40 machines to the New South Wales Police, who already have a considerable fleet of Triumph machines.

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