

Excelsior

Motor Cycles & Autobyks



Excelsior

More carefree Miles per Gallon



**The 98 c.c. De-Luxe
AUTOBYK Model S.I.**

TYRES AND WHEELS. Dunlop 26-in. x 2-in. Heavy Carrier Tyres fitted to chromium plated Steel rims of large section and built up with heavy gauge spokes.

TOOLS AND EQUIPMENT. Steel Tool Box, full kit of tools, tyre inflator, horn and licence holder.

FINISH. All Frame parts rustproofed and stove enamelled black with cream panels to tank and engine shields. All Chromium plated parts heavily plated.

WEIGHT. 118-lb. approx.

De Luxe AUTOBYK

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

ENGINE UNIT. Excelsior "Spryt" Two Stroke Engine, 50 m/m. Bore x 50 m/m. Stroke — 98 cc. Petroil Lubrication. Special features in design provide increased power with perfect two-stroking at all speeds. Detachable cylinder head. Alloy piston. Ball bearing mainshaft. Oil retaining seals in crankcase. Roller Bearing bigend. AMAL Carburetter with single lever handlebar control.

FRAME AND FRONT FORKS. Weldless Steel Tubes, patented bottom bracket with separate adjustment for cycle chain. New type Fork, of Excelsior design and manufacture throughout produced from Reynolds No. 531 steel tubing and incorporating rubber suspension.

IGNITION AND LIGHTING. Ignition by Flywheel Magneto. 21-watt Electric Lighting. Large 5-in. Head lamp with independent parking light.

TANK. All steel welded tank, stove enamel black finish, with cream panels. Capacity, 11 pints.

BRAKES. Large 4-in. diameter internal Expanding Hub Brakes fitted to both wheels.

SADDLE. Special large Soft Top Saddle.

HANDLEBARS. Raised bars fitted with rubber grips and adjustable for position. Chromium plated finish.

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, operated by lever. Exclusive features in the modern design of this engine provide increased power output, coupled with perfect two stroking at all speeds. Detachable cylinder head. Alloy piston. Ball bearings to mainshaft. Petroil lubrication.

FRAME AND SPRING FORKS. Weldless Steel Tubes, patented bottom bracket with separate adjustment for cycle chain. New type Fork, of Excelsior design and manufacture throughout produced from Reynolds No. 531 steel tubing and incorporating rubber suspension.

IGNITION AND LIGHTING. Ignition by Magneto flywheel. 21-watt electric lighting. Large 5-in. Head lamp with dipper control and independent parking light.

TANK. All steel welded tank, stove enamel black finish, with cream panels. Capacity, 11 pints.

BRAKES. Large section 4-in. diameter internal Expanding Hub Brakes fitted to both wheels.

SADDLE. Large Luxurious Soft Top Saddle, with Aero cord elastic mattress top covered with weatherproofed double texture leather cloth.

TYRES AND WHEELS. Dunlop 21-in. x 2.25-in. Autocycle Tyres are fitted to Chromium plated steel rims of large section and built up with heavy gauge spokes.



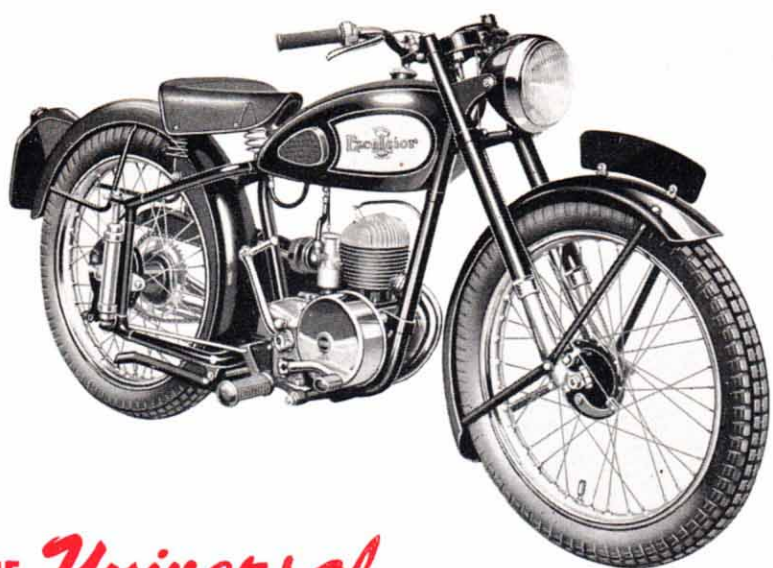
**The 98 c.c. Super
AUTOBYK Model G.2.**

HANDLEBARS. Comfortable raised bars, Chromium plated, fitted with rubber grips and adjustable for position.

TOOLS AND EQUIPMENT. Large capacity Steel Tool Box. Full kit of tools, tyre inflator, Chromium plated horn and licence holder.

FINISH. All Frame parts are rustproofed and stove enamelled black with cream panels to tank and engine shields. All Chromium plated parts heavily plated.

WEIGHT. 120-lb. approx.



THE Universal
125 c.c. Model U.I.

IGNITION AND LIGHTING EQUIPMENT. Villiers high tension flywheel magneto ignition. 24-watt direct lighting from flywheel dynamo and cobalt steel magneto. Large Headlamp with independent parking light and Dipper Switch Operated From Handlebar.
WEIGHT. 145-lb. approx.
FINISH. Attractively finished in maroon colour with all Chromium plated parts heavily plated.
SPEEDOMETER. A Smith illuminated chronometer non-trip speedometer is supplied at an extra charge.

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

TANK & STEERING

Large capacity, all-steel welded tank, attractively finished in maroon with cream side panels. Strongly built steering head with large bearing areas provides easy and comfortable steering.

TELESCOPIC FORKS

The EXCELSIOR Telescopic Fork is designed and constructed to give absolute perfect control and comfort. The sliding members are supported with deep phosphor bronze bushes protected with oil and dirt seals.

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. Alloy cylinder heads, ball bearing Mainshaft, roller bearing big ends. 4-SPEED footchange unit construction gearbox. Amal Carburettor with Twist Grip Control.

IGNITION AND LIGHTING. Wico-Pacy high tension flywheel magneto ignition with 30 watt electric lighting and charging set. Large headlamp with independent parking light and dipper switch operated from handlebars.

FRAME. Excelsior design SPRING FRAME of Exceptional strength, incorporating coil spring suspension absorbing all road shocks. Built with cold drawn weldless steel tubing and scientifically constructed to provide maximum comfort with perfect steering control. Spring-up central stand.

for 1950 **Excelsior** introduces an entirely **NEW 250 c.c. VERTICAL TWIN** and **SPRING FRAMES** to all motor cycles

"Famous since 1874" — applied to motorcycles means "EXCELSIOR" — and is your guarantee of Satisfaction. The Hall mark of 76 years of Experience is reflected in the Excelsior product. EXCELSIOR — always the Leader in the Lightweight class—proudly presents for 1950 a range of machines outstanding in design, construction and quality coupled with value and performance,

The UNIVERSAL—125 c.c. Model U.I.

ENGINE AND GEAR UNIT. Villiers 125 cc. Two-stroke, single port engine, 50 m/m. bore x 62 m/m. stroke. Flat Top Piston. Petroil lubrication. 3 Speed Foot Change, Gear integral with Engine Unit. Aluminium Oil Bath Case. Villiers Automatic Carburettor with twist grip control and air strangler.

FRAME. Excelsior design SPRING FRAME of exceptional strength, incorporating Coil Spring Suspension absorbing all road shocks. Built with cold drawn weldless steel tubing and scientifically constructed to provide maximum comfort with perfect steering control. Spring-up Central Stand.

FRONT FORKS. Excelsior design TELESCOPIC. Built with alloy steel tubing. Dual Double Action coil springs absorb all road shocks and provide perfect control under all conditions. Deep phosphor bronze bushes support the sliding members protected by oil seals.

TANK. All steel welded saddle tank attractively finished in maroon with cream side panels. Capacity, 2½ gallons.

WHEELS AND TYRES. Brakes 5-in. internal expanding front and rear. Dunlop tyres, 19-in. x 2.75-in. fitted to wide section Chrome Plated Rims.

SADDLE. Supple top saddle of large size and extreme comfort.

HANDLEBARS. "Clean" type, adjustable, fitted with twist grip control. Chromium plated finish.

TOOL BOX AND EQUIPMENT. Steel Triangular Tool box large capacity. Full set of tools. Bulb Horn, Licence Holder and Inflator.

The ROADMASTER—197 c.c. Model R.I.

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 integral with engine unit. Endless primary drive chain in cast Aluminium oil bath case. Detachable cylinder head. Ball bearing mainshaft. Roller bearings big end. Petroil lubrication. Villiers carburettor with twist grip control and variable jet control.

IGNITION AND LIGHTING. Villiers high tension flywheel magneto ignition with 30-watt direct lighting from flywheel dynamo. Large headlamp with independent parking light and dipper switch.

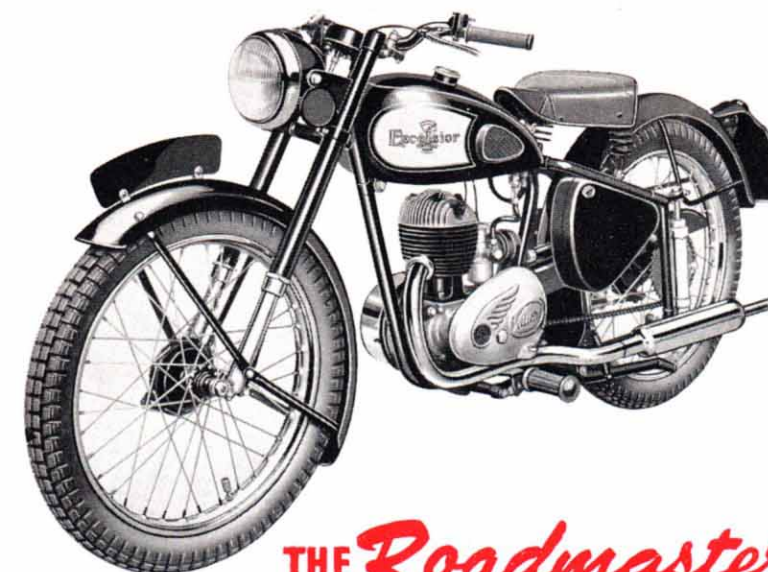
FRAME. Excelsior design SPRING FRAME of exceptional strength, incorporating Coil Spring Suspension absorbing all road shocks. Built with cold drawn weldless steel tubing and scientifically constructed to provide maximum comfort with perfect steering control. Spring-up Central Stand.

FRONT FORKS. Excelsior design TELESCOPIC. Built with heavy gauge alloy steel tubing. Dual double action coil springs absorb all road shocks and provide perfect control under all conditions. Deep phosphor bronze bushes support the sliding members protected by double oil seals.

TANK. All steel welded saddle tank, finished in maroon enamel with cream side panels. Capacity, 2½ gallons.

WHEELS AND TYRES. Wide section chrome-plated rims built up with heavy gauge spokes and 5-in. diameter internal expanding front and rear brakes. Dunlop tyres, 19-in. x 3-in.

SADDLE. Large supple top, padded with thick wool felt and covered with double texture leather cloth.



THE Roadmaster
197 c.c. Model R.I.

TOOLBOX AND EQUIPMENT. Steel triangular tool box large capacity. Full kit of tools with tyre inflator, bulb horn and licence holder.

FINISH. All frame parts rust-proofed and stove enamelled in maroon. All chromium plated parts are heavily plated.

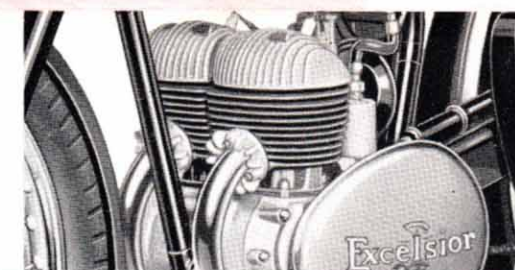
WEIGHT. 160-lb. approx.

SPEEDOMETER. A Smith's chronometric non-trip speedometer is supplied at an extra charge.

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

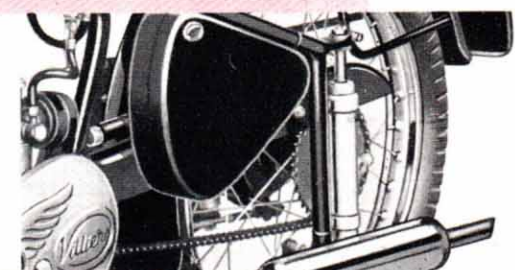
TWIN ENGINE

The new EXCELSIOR 250 c.c. Two-stroke Vertical Twin Engine is of advance design and soundly constructed. It has a very outstanding performance, coupled with exceedingly smooth running.



SPRING FRAME

The EXCELSIOR Spring Frame embodies the result of many years of research and development work. It is rigidly constructed with high tensile steel tubing with coil spring rear suspension, eliminating all road shocks.



SADDLE. Large supple top, padded with thick wool felt and covered with double texture leather cloth.

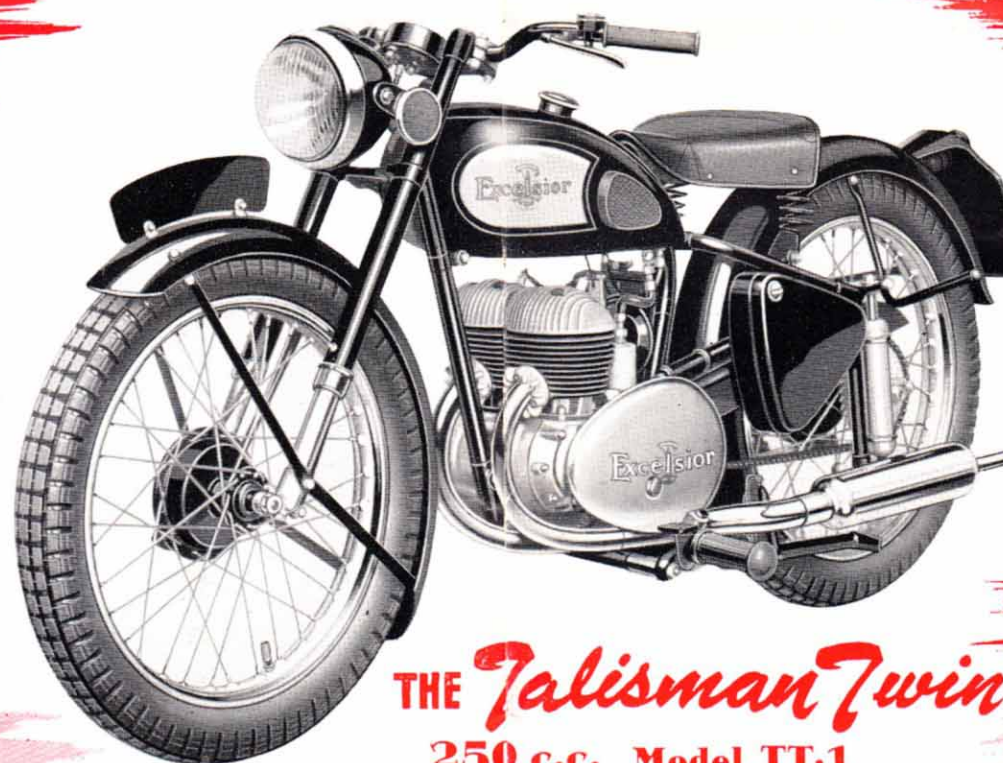
HANDLEBARS. Modern "clean" type, adjustable, fitted with twist grip control.

TOOLBOX AND EQUIPMENT. Steel triangular tool box fitted on each side of machine. Full kit of tools with tyre inflator, electric horn and licence holder.

FINISH. All frame parts rust-proofed and stove enamelled in maroon. All chromium plated parts, including wheel rims, exhaust pipes and silencer, are heavily plated.

WEIGHT. 228-lb. approx.

SPEEDOMETER. A Smith's chronometric non-trip speedometer is supplied at an extra charge.



THE Talisman Twin
250 c.c. Model TT.1

FRONT FORKS. Excelsior design TELESCOPIC Built with heavy gauge alloy steel tubing. Dual double action coil springs absorb all road shocks and provide perfect control under all conditions. Deep phosphor bronze bushes support the sliding members protected by double oil seals.

TANK. All steel welded saddle tank. Attractively finished in maroon enamel with cream side panels. Capacity, 2½ gallons.

WHEELS AND TYRES. Heavy gauge wide section chrome plated rims built up with heavy gauge spokes. Internal expanding 5-in. front and 6-in. rear brakes. Dunlop "Universal" tyres, 19-in. x 3-in.

Guarantee

NOTICE

We do not appoint agents for the sale on our behalf of our Motor Cycles 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 sidecars 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 to be 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.

THE EXCELSIOR
KINGS ROAD, TYSELEY

Telephone: **ACocks Green 1677-8-9**

Directors **R. Eric Walker M.B.E. Reginald Walker Geoffrey E. Walker D. A. Walker**

MOTOR CO. LTD.
BIRMINGHAM, England

Telegrams: **"MONARCH" HAYMILLS**

A series of five vertical red lines of varying thicknesses run down the left side of the page, passing behind the main title.

Excelsior

**Motorcycles
and
Autobys**

1950

*Models
and
Prices*

1st OCTOBER, 1949

“Excelsior”

MOTOR CYCLES

AND THE “AUTOBYK”

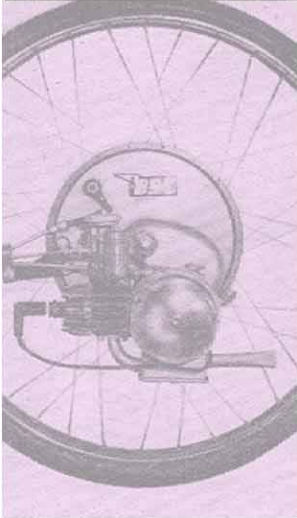
1950 Models and Prices

EXCELSIOR MOTOR CO. LTD.
KINGS ROAD, TYSELEY
BIRMINGHAM 11

MODEL No.	DESCRIPTION	CASH PRICE	PURCHASE TAX	TOTAL PRICE
50/S1	98 c.c. “ De-Luxe ” AUTOBYK Single Speed	£45 0 0	£12 3 0	£57 3 0
50/G2	98 c.c. “ Super ” AUTOBYK Two Speed	£55 0 0	£14 17 0	£69 17 0
<i>SPEEDOMETER is not compulsory or supplied, with any AUTOBYK or MOTOR CYCLE under 100 c.c. If required later it can be supplied and fitted by any EXCELSIOR Dealer.</i>				
50/U1	125 c.c. “ UNIVERSAL ” Spring Frame COMPLETE WITH SPEEDOMETER	£72 13 6	£19 12 6	£92 6 0
50/U2	125 c.c. “ UNIVERSAL ” Spring Frame Rectifier Lighting and Charging Set COMPLETE WITH SPEEDOMETER	£77 13 6	£20 19 6	£98 13 0
50/R1	197 c.c. “ ROADMASTER ” Spring Frame COMPLETE WITH SPEEDOMETER	£81 3 6	£21 18 4	£103 1 10
50/R2	197 c.c. “ ROADMASTER ” Spring Frame Rectifier Lighting and Charging Set COMPLETE WITH SPEEDOMETER	£86 3 6	£23 5 4	£109 8 10
50/TT1	250 c.c. “ TALISMAN TWIN ” 4-Speed Spring Frame Rectifier Lighting and Charging Set COMPLETE WITH 65 M.P.H. SPEEDOMETER	£113 3 6	£30 11 2	£143 14 8

All Prices and Specifications subject to alteration without notice

IceniCAM Information Service



www.icenicam.org.uk