



ARIEL

THE MODERN
MOTORCYCLE

Extras

Detachable Rear Wheel (shown on Standard) ...	\$ 40
Luggage Holder ...	50
Seat: Trip Type Suspension, 18" High ...	\$ 150
Seat: Trip Type Suspension, 20" High ...	\$ 150
Seat: 4-44 Chair ...	\$ 150
Swing Type, 3.00 x 19" Tire ... per	\$ 10
Swing Type, 3.00 x 18" ...	10
Swing Type, 3.00 x 17" Tire ...	\$ 10
Swing Type, 3.00 x 16" Suspension ... each	\$ 20
Swing Type, 3.00 x 15" Suspension ... each	\$ 20
Lock Key instead of Tail Light ...	50
Wiper Assembly ...	20
Wiper Unit ...	10
Wiper Switch (New Log Switch) per ...	20
Carrier ...	10
Front Tailored Guards (shown on Standard) ...	20
Rear Tailored Guards (shown on Standard) ...	20
Chromed Fender and Skidplate (shown on Standard) ... per	\$ 10
Spring-Top Fender (shown on Standard) ...	10
Log Switch ...	\$ 10
Crutchcase Undermount ...	10
Cruise Control (shown on Standard) ...	10

NOTE—these optional items of your vehicle can be fitted in special order on any model without being charged.

All prices are subject to alteration without notice.



CARRIER

Provides a rack on all models for the ability to carry additional gear. Ideal for carrying all the extra stuff of life.

PROT STAND

The Kick Trip Stand (shown at an angle) normally fits "STANDARD" is constructed of the finest steel and is the best way to store your Road King on extra charge of life.



DETACHABLE REAR WHEEL

The kick stand allows you to lean the motorcycle on either side to be removed by the kick stand which is the rear side drive. The Kick Stand will provide more ease. The kick is constructed of the finest steel for maximum strength. The kick itself is covered by the kickstand guard. Available for all models on 1987. (Standard on the Standard Model.) The Standard also shows the kickstand being the kick stand.

FINEST COMPETITION MACHINE

Successes

WESTERN HAWKS SWAMPAL

Winn by L. Lewis (288 Acres) for best performance for LEONARD SWAMPAL TRIAL.
Winn by W. J. Foster (261 Acres) for best performance.

VICTORY CUP TRIAL

Winn by W. J. Foster for W. Foster (228 Acres) for best trial performance. Winn by W. J. Foster (284 Acres).

SOUTH HOLLAND TRIAL

Winn by W. J. Foster (206 Acres) for best performance.

HAMPDEN GRAND NATIONAL

Winn by W. J. Foster (279 Acres).

Winn by W. J. Foster (279 Acres).

WOLLEN CUP TRIAL

Winn by F. Weston (266 Acres) for best performance.

WOLLEN ACRES TRIAL

Winn by W. J. Foster (261 Acres) for best performance for W. J. Foster (261 Acres).

LEONARD TRIAL

Winn by W. J. Foster (261 Acres) for best performance.

SCOTTISH NICK SAYS TRIAL

Winn by W. J. Foster

Winn by W. J. Foster

WILSON TRIAL

Winn by W. J. Foster (261 Acres) for best performance for W. J. Foster (261 Acres).

FAMOUS SWAMPAL

Winn by W. J. Foster (261 Acres)

Winn by W. J. Foster (261 Acres) for best performance.

WATERLOO SWAMPAL

Winn by W. J. Foster (261 Acres) for best performance.

WOLLEN ACRES TRIAL

Winn by W. J. Foster (261 Acres) for best performance.

WOLLEN ACRES TRIAL

Winn by W. J. Foster

Winn by W. J. Foster

Winn by W. J. Foster (261 Acres)

Winn by W. J. Foster

Winn by W. J. Foster (261 Acres)

Winn by W. J. Foster (261 Acres)

WOLLEN ACRES TRIAL, WOLLEN ACRES TRIAL

Winn by W. J. Foster

Winn by W. J. Foster

Winn by W. J. Foster

L. J. Lewis (288 Acres) for best performance
Winn by W. J. Foster (261 Acres)

(Winn by W. J. Foster)

Notes of Interest

Winn by W. J. Foster	Winn
Winn by W. J. Foster	Winn
Winn by W. J. Foster	Winn
Winn by W. J. Foster	Winn
Winn by W. J. Foster	Winn

WOLLEN ACRES TRIAL

	Winn by W. J. Foster	Winn by W. J. Foster	Winn by W. J. Foster	Winn by W. J. Foster	Winn by W. J. Foster
Winn by W. J. Foster	Winn	Winn	Winn	Winn	Winn
Winn by W. J. Foster	Winn	Winn	Winn	Winn	Winn
Winn by W. J. Foster	Winn	Winn	Winn	Winn	Winn
Winn by W. J. Foster	Winn	Winn	Winn	Winn	Winn
Winn by W. J. Foster	Winn	Winn	Winn	Winn	Winn
Winn by W. J. Foster	Winn	Winn	Winn	Winn	Winn
Winn by W. J. Foster	Winn	Winn	Winn	Winn	Winn

WOLLEN ACRES TRIAL will see W. J. Foster for best performance for W. J. Foster (261 Acres) for best performance for W. J. Foster (261 Acres).

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ARIEL THE WORLD'S

Some 1937



*A wheelie, something a motorist would hardly do
before the War!*
By courtesy of "The Motor Cycle"

*W. A. Wood making a perfect start during the
Commonwealth*
By courtesy of "The Motor Cycle"



Start during 1937

WEST OF ENGLAND TRIAL

Won by G. Hearn (1937 Ariel) for best performance
FOR SECOND SUCCESSFUL YEAR.
Ran 100 Cup 2. (Winn. Ariel).

SUSSEX SCRAMBLE

Won by G. Hearn (1937 Ariel) for best performance.

SOUTHERN TRIAL

Won by W. J. Hocking (1937 Ariel) for best performance. Also 2 Best class Awards.

LANSHIRE GRAND NATIONAL

Won by W. S. Wood (1937 Ariel) for best time of 40.

SCOTT TRIAL

Won 100 c.c. Trial 2. (Winn. Ariel)
2 Best class Awards.

MARCH HARE TRIAL

Won by W. J. Hocking (1937 c.c.) for best performance. Also won 100 c.c. (Winn. Ariel).

SOUTHERN SPORTS TRIAL

Won by G. J. Hearn (1937 Ariel) for best performance **FOR SECOND SUCCESSFUL YEAR.**

SOUTH AUSTRALIAN CENTENARY SCRAMBLE '37.

Won by R. Badger on a 1937 c.c. Square frame and
Motor in average speed of 71.4 p.h.

*W. A. Wood performing well in the Commonwealth
Trial 1937. The 1937 Ariel was the only one to
complete the trial and was the only one to
win the trial. The 1937 Ariel was the only one
to finish the trial in 1937.*

By courtesy of "The Motor Cycle"

DUBLIN INTER-VARITY TRIAL

Won by W. H. Archer (1937 Ariel) for best performance.

BATTEN MEMORIAL TRIAL

Won with performance 2. (Winn. Ariel)

IRISH RYLAND CUP TRIAL

100 c.c. Won Award 2. (Winn. Ariel) 2 Best
class Awards. Club Team Award.

LESTER TROPHY TRIAL

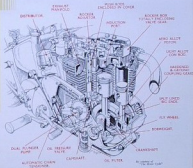
Best overall performance 20. (Winn. Ariel c.c.)
Best 100 c.c. performance 2. (Winn. Ariel)
Best 100 c.c. performance 2. (Winn. Ariel)

COLMORE CUP TRIAL

Opposite Trophy (Won 100 c.c. performance
2. (Winn. Ariel).
Special Cup. (Won 100 c.c. 1937 c.c. 1937
Ariel).



By The
**FAMOUS
POWER UNIT**
of the
ARIEL
**SQUARE
FOUR**



By The
ARIEL

500cc. RED HUNTER

*in competition
form*

THE WORLD'S FINEST COMPETITION MACHINE



All Ariel 500cc. Red Hunters are available in Competition form. This one is special in every respect as the Standard Red Hunter comes for sale as follows:

1. 500 cc. engine
2. 200 c.c. Power Compression Valve
3. 600 c.c. 5 Valve Competition Type
4. 1/2 Gallon Tank
5. 1600 c.c. Tank
6. 1600 c.c. Tank
7. 1600 c.c. Tank
8. 1600 c.c. Tank
9. 1600 c.c. Tank
10. 1600 c.c. Tank
11. 1600 c.c. Tank
12. 1600 c.c. Tank
13. 1600 c.c. Tank
14. 1600 c.c. Tank
15. 1600 c.c. Tank
16. 1600 c.c. Tank
17. 1600 c.c. Tank
18. 1600 c.c. Tank
19. 1600 c.c. Tank
20. 1600 c.c. Tank

1948-1949 specifications will be found in our
new page 14, unless otherwise indicated.
We'll send you a copy of our new page 14.

Prices without lighting set and horn

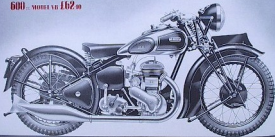
150 cc.	150 cc.	271 0 0
160 cc.	160 cc.	281 0 0
170 cc.	170 cc.	291 0 0

If a Lucas Magneto Lighting Set and Electric Horn are required instead of the R.T.M. Magneto, the above prices are increased by 25 0 0.

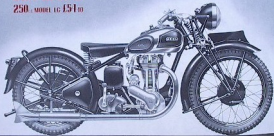
If Lucas Battery Set is required the above prices are increased by 25 0 0.

All prices are subject to alteration without notice.

The
S.V. DE LUXE
600 cc. stroke 40 162 cm



The
OHV DE-LUXE
250 cc model to £5100



The
OHV. DE-LUXE
350 cc. stroke vs. 250 cc.



The
OHV. DE-LUXE
350 cc. stroke up 258 cc.



The
OHV. DE-LUXE
500. motorc £65.00



The
RED HUNTER
250...small in 159cc



The

RED HUNTER

350cc motor with 1.62:10



The
RED HUNTER
500 cc. MODEL NO. E20 00



750
SQUARE FOUR
1000 cc. model vs. 695 cc.



Range & Prices for 1938

SQUARE FOUR 1000 c.c.	Model 9C	495 0 0
RED HUNTER 500 c.c.	Model VH	479 10 0
RED HUNTER 350 c.c.	Model NH	462 10 0
RED HUNTER 250 c.c.	Model SH	439 10 0
O.H.V. DE LUXE 500 c.c.	Model 9G	645 10 0
O.H.V. DE LUXE 350 c.c.	Model 9D	628 10 0
O.H.V. DE LUXE 250 c.c.	Model 9E	624 10 0
S.V. DE LUXE 500 c.c.	Model 9B	612 10 0

Prices include Lucas Magneto Electric lighting
and Chrome Muff.

All prices are subject to alteration without notice.



Foreword

Although Ariel will continue the development policies of *Letters of Design*, it is clear that it was the Company's policy to accelerate the available expansion for increasing changes of machine ability. New plant, however, providing capacity with a great variety of the latest developments in equipment for work of 100,000 and the building of general work and occasional special runs and many instances of these will be described in our 1958 Report.

The new policy of expansion has been followed by the fact that our Service Units for 1957 were more than in any period in the history of the Company and it is gratifying to know that the measure of working reliability is reflected in the year increasing demand for Ariel Motor Cycles which has maintained production facilities for the Company. It is our intention to work the same the opportunity of applying it to those Ariel Motor who during the past period, were maintained working in the daily in to help in their machines a position which will be greatly advanced as a result of our increased factory extension work having completed.

It is our aim to wish all Ariel owners a great
and future happy working every day.



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