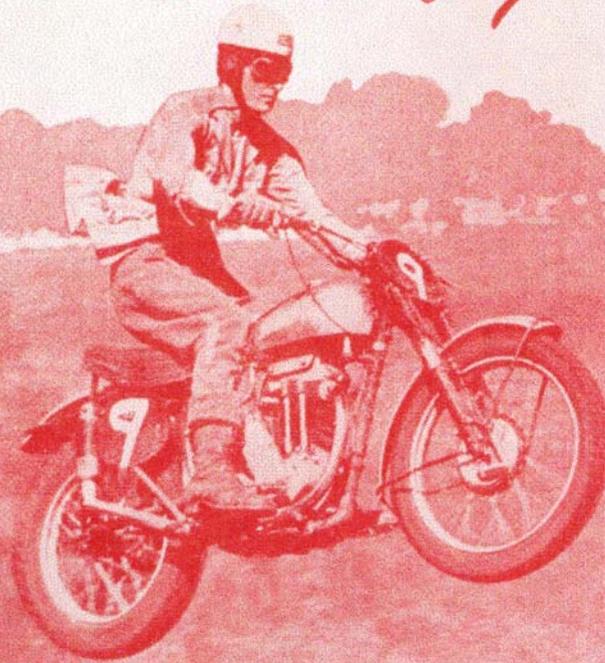


*Made in London by Matchless Craftsmen*



**MATCHLESS  
MOTOR CYCLES  
FOR 1953**

It is not necessary to be an engineer, or even an experienced motorcyclist, to realise that the specification of the 1953 range of MATCHLESS Motor Cycles incorporates every feature that is essential to provide a standard of performance, comfort, economy and reliability that is unsurpassed in any other make of motorcycle.

The best is rarely the cheapest, but the ability to draw on the invaluable experience gained in the manufacture of high quality motorcycles during the past 50 years, coupled with ultra-efficient methods of quantity production, has permitted the adoption of an outstanding specification at a popular price.

**MATCHLESS MOTOR CYCLES**

*Proprietors—Associated Motor Cycles Ltd.*

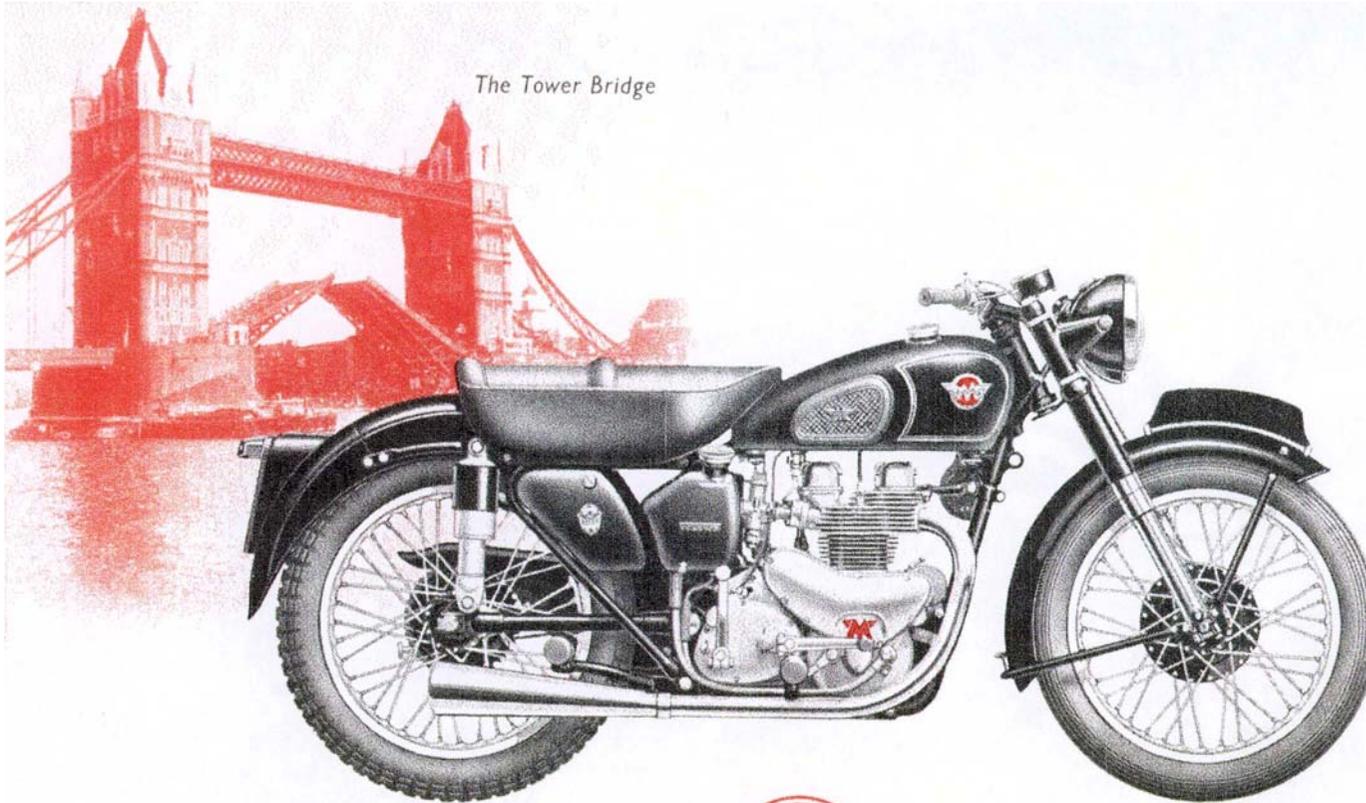
**PLUMSTEAD ROAD . LONDON, S.E.18 . ENGLAND**

*Telephone : WOOLwich 1223*

*Telegrams : Matchless, Wol, London.*



The Tower Bridge



## Model G9

The SUPER CLUBMAN  
500 c.c. O.H.V. Vertical Twin  
with full Teledraulic Suspension



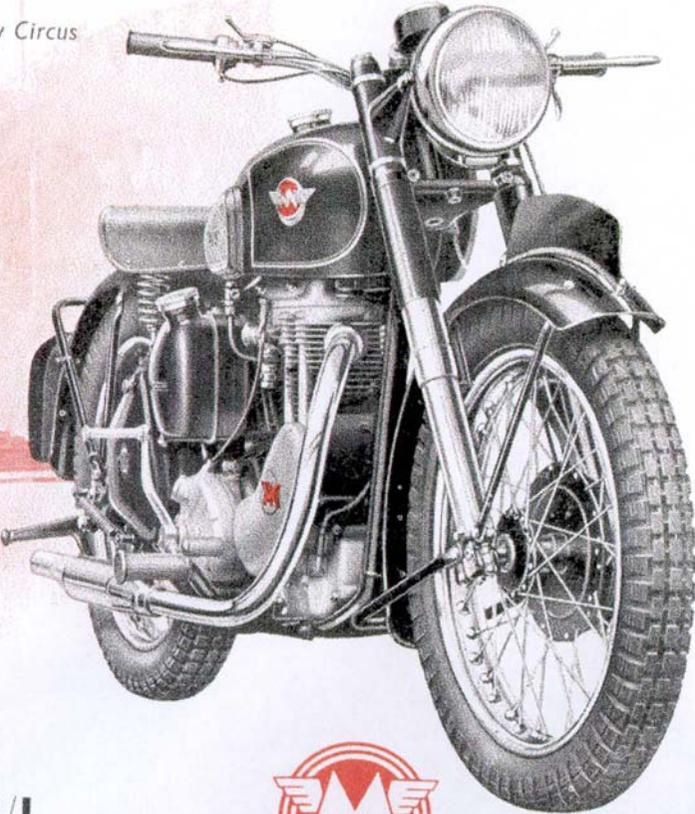
*Made in London by Matchless Craftsmen*

An outstanding design that fully deserves  
the world-wide popularity that it enjoys.

*For full specification see page 10*

Page 4

Eros, Piccadilly Circus



**Model G3/L**  
350 c.c. O.H.V.

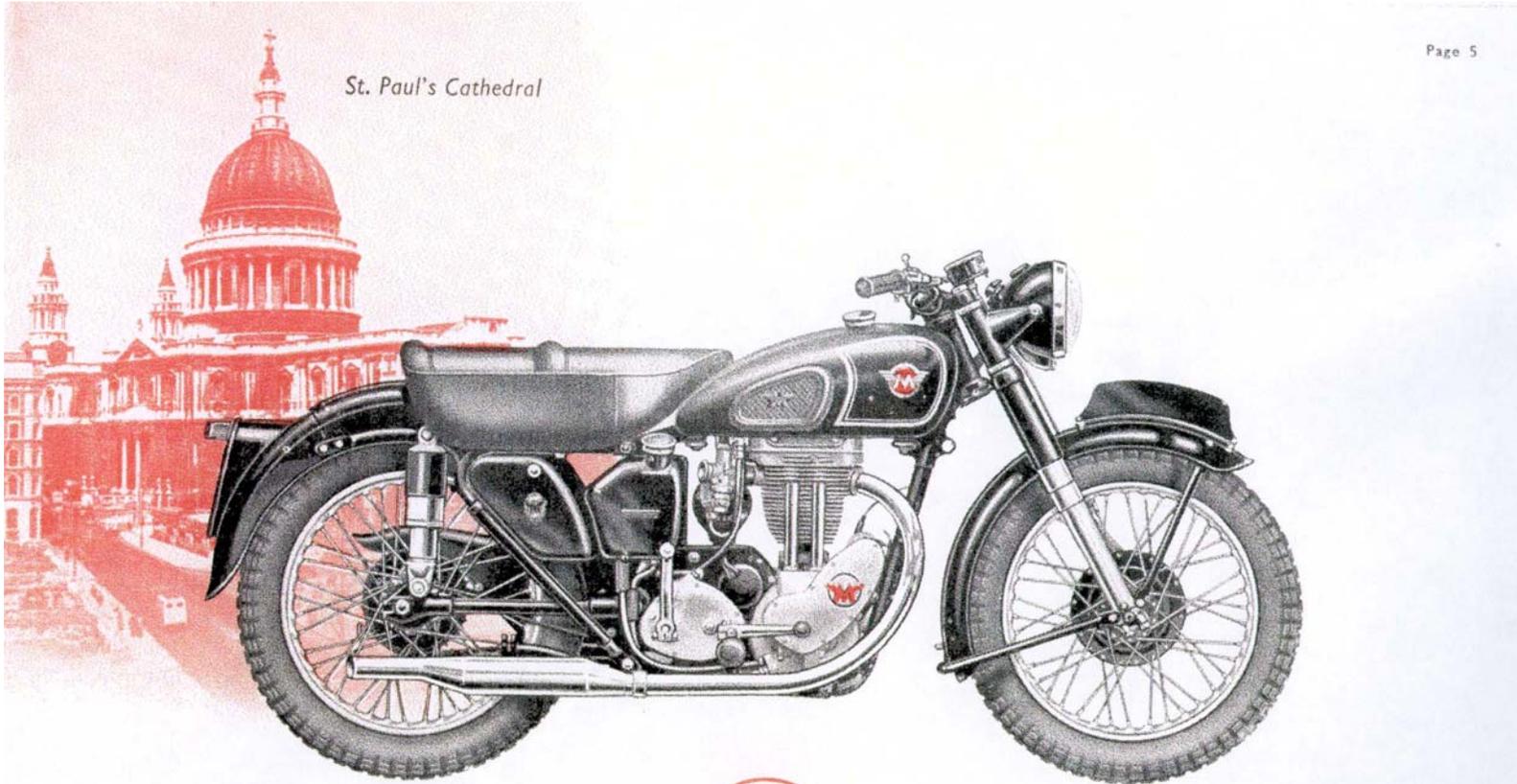


Made in London by Matchless Craftsmen

An ideal mount for the rider who requires a sparkling performance and unfailing reliability at a popular price.

*For full specification see page 10*

*St. Paul's Cathedral*



**Model G3/LS**

350 c.c. O.H.V.  
with full Teledraulic Suspension



*Made in London by Matchless Craftsmen*

A model that provides an outstanding performance with economy, reliability and unsurpassed comfort.

*For full specification see page 10*

The Monument



## Model G 80 S

500 c.c. O.H.V.  
with full Teledraulic Suspension

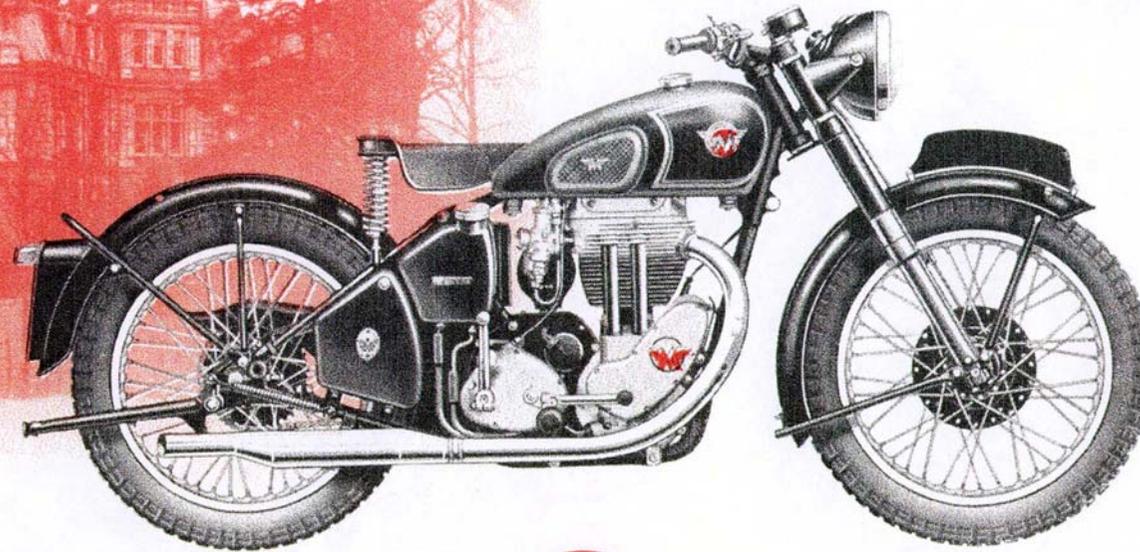


Made in London by Matchless Craftsmen

The model that inspired the slogan "make it a MATCHLESS and ride farther faster".

For full specification see page 10

Greenwich Observatory



## Model G 80

500 c.c. O.H.V.



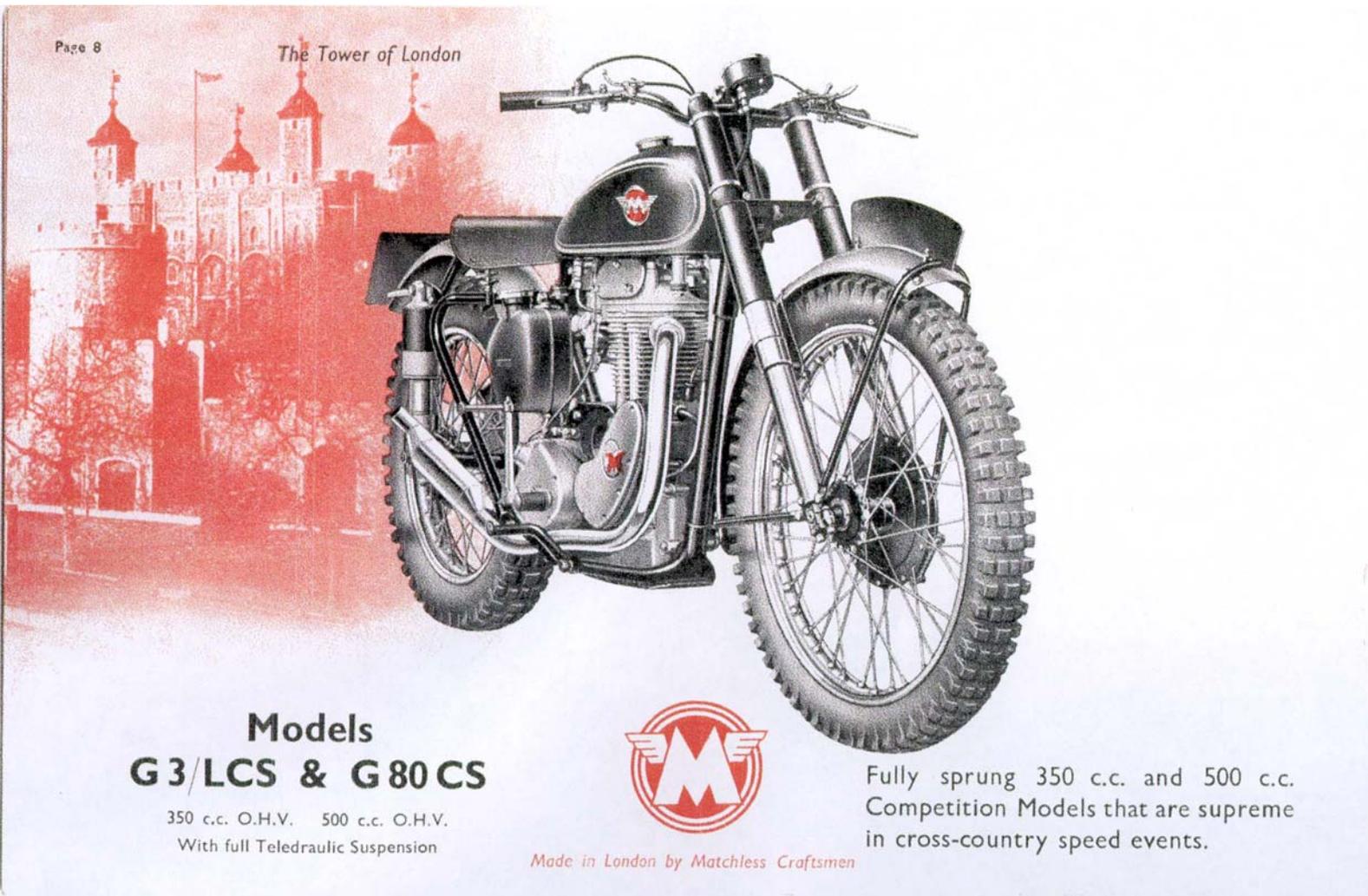
Made in London by Matchless Craftsmen

For the discriminating rider of modest means who requires a robust motorcycle for solo or sidecar use.

*For full specification see page 10*

Page 8

The Tower of London



**Models**  
**G3/LCS & G80CS**

350 c.c. O.H.V. 500 c.c. O.H.V.  
With full Teledraulic Suspension



*Made in London by Matchless Craftsmen*

Fully sprung 350 c.c. and 500 c.c.  
Competition Models that are supreme  
in cross-country speed events.

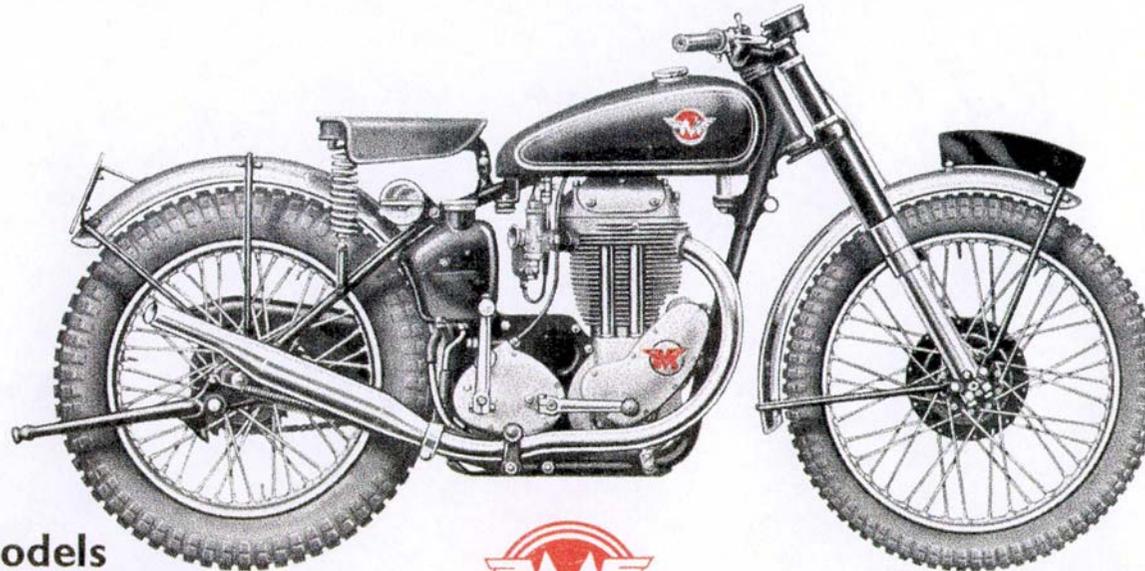
## Competition Models

Although produced in very limited quantities, the suitability of these models for the purpose for which they were designed can be judged by the number participating in competitive events, and the frequency and regularity with which awards are won.

A number of important deviations from the standard specification apply to the Competition Models, and these are detailed as follows: Light alloy cylinder and cylinder head retained by enclosed through bolts from the crankcase, unshielded waterproof magneto, 3.00" x 21" front and 4.00" x 19" rear Dunlop "Trials Universal" tyres, high clearance frame and redesigned exhaust system, folding kick-starter, 2½-gallon petrol tank, wide ratio gears on Rigid Models, multi-pin socket for rapid headlamp removal when electrically equipped.

**OPTIONAL EQUIPMENT.** 3-gallon tank, standard gear ratios, standard rear wheel.

**OPTIONAL EXTRAS.** Electrical equipment, Dunlop knobby tyres, racing cams, H.C. piston, exhaust pipe extension.



### Models G3/LC & G80C

350 c.c. O.H.V. 500 c.c. O.H.V.



Tailor-made Competition Models that have been outstandingly successful in the hands of enthusiastic Club riders.

*Made in London by Matchless Craftsmen*

# Specification

## ENGINE—Single-cylinder :

Bore 69 m.m.                      Stroke 93 m.m.                      Capacity 347 c.c.  
 Bore 82.5 m.m.                      Stroke 93 m.m.                      Capacity 498 c.c.

Both engines are of O.H.V. single port high efficiency type, and with the exception of the cylinder dimensions, the basic specifications are identical. Robust flywheel assembly incorporating individually balanced flywheels, forged steel connecting rod, two-piece crankpin, Duralumin caged triple row roller big end bearing, bronze timing side and Twin ball race driving side main bearings, die cast light alloy cylinder head, Duplex hairpin valve springs, Stellite tipped valves, Duralumin pushrods, Twin cam wheels, wire wound piston, cam type engine shaft shock absorber, full dry sump lubrication system operated by a large capacity Duplex rotary reciprocating plunger pump with positive lubrication to all moving parts.

## ENGINE—Twin-cylinder :

Bore 66 m.m.                      Stroke 72.8 m.m.                      Capacity 498 c.c.

As the vertical twin-cylinder "Super-Clubman" engine is of outstanding technical interest, full details of the specification are given as follows : Dynamically balanced alloy iron three bearing crankshaft supported by two large diameter caged roller bearings with Vandervell centre main and big end bearings, forged light alloy connecting rods, wire wound pistons, spherically shaped die cast crankcase with separate centre bearing support, separate die cast cylinder heads and deeply spigoted cylinders retained by through bolts from the crankcase, Stellite tipped valves, cast in valve seats, Duralumin pushrods, eccentric spindle valve adjustment, twin gear driven camshafts and camshaft driven gear pumps providing even distribution of oil through centre main bearing to all moving parts, dry sump lubrication system with separate oil tank, gear driven flange mounted magneto and 45-watt dynamo.

**ELECTRICAL EQUIPMENT.** Magneto ignition with manual control and 32-watt dynamo, individually driven by enclosed chains, large diameter headlamp with handlebar dipper switch, flexibly mounted voltage control unit and entirely new safety rear light.

**CARBURETTOR.** Twist grip operated semi-automatic Amal, insulated from engine heat by non-metallic spacer washer.

**GEAR BOX.** Oil lubricated 4-speed box of very compact and robust design, enclosed foot-operated positive stop gear change and hand-operated multi-plate clutch.

**FRAME. Rigid.** Duplex cradle of brazed construction with malleable lugs and incorporating integral sidecar and pillion footrest lugs, front, rear and side stands.

**FRAME. Spring.** Similar to the above, but with swinging arm rear frame pivoting in self-lubricating bronze bushes, and controlled by twin flexibly mounted oil damped Teledraulic spring units. Front, side and spring-up centre stands.

**FORKS.** Oil damped, self-lubricating Matchless Teledraulic with 3 rate springs.

**MUDGUARDS.** Ribbed steel guards of efficient design with tubular stays and quickly detachable rear portion for ease of wheel removal.

**TANKS.** Fitted with quick action filler caps, twin filter petrol taps and detachable fabric oil filter. Both of welded sheet steel construction.

**BRAKES.** Large diameter internal expanding with cast drums, finger and shim adjustment, redesigned front brake operation and polished aluminium front brake plate.

**WHEELS AND TYRES.** 19" dia. wheels with fabricated steel hubs, adjustable caged taper roller bearings.

350 c.c. Models : 3.25" front and rear tyres

500 c.c. Models : 3.25" front and 3.50" rear tyres.

**TRANSMISSION.** Totally enclosed and oil lubricated primary chain with new type sealing band. Rear chain protected by deep section steel guard.

**SEATING.** Spring top fully adjustable saddle on all Rigid frame and Competition models, with Matchless "Twinseat" of Vynide covered deep section Dunlopillo fitted to all standard spring frame models.

**FINISH.** Three coats of black stoved enamel on Bonderised finish, all permissible parts chromium plated, polished aluminium fork sliders, front brake plate and die cast tank motif with petrol tank hand-lined in silver and Aldwych Red. Export models fitted with chromium plated wheel rims with Aldwych Red centres.

**EQUIPMENT.** Full tool kit, grease gun, tyre pump and comprehensive maintenance manual.  
 (For details of optional equipment see rear cover and Spares List.)

# For Your Information

ITEM	G3 L	G3 LS	G3 LC	G3/LCS	G80	G80 S	G80 C	G80C S	G9
Bore and Stroke	69 x 93 mm.	69 x 93 mm.	69 x 93 mm.	69 x 93 mm.	82.5 x 93 mm.	82.5 x 93 mm.	82.5 x 93 mm.	82.5 x 93 mm.	66 x 72.8 mm.
Capacity	347 c.c.	347 c.c.	347 c.c.	347 c.c.	498 c.c.	498 c.c.	498 c.c.	498 c.c.	498 c.c.
Comp. Ratio	6.53 : 1	6.53 : 1	6.53 : 1	6.53 : 1	6.26 : 1	6.26 : 1	5.9 : 1	6.26 : 1	7 : 1
Gear Ratio	15.4, 9.9, 7.6 & 5.8 : 1	15.4, 9.9, 7.6 & 5.8 : 1	20.4, 13.6, 9.7 & 6.6 : 1	17.3, 11.2, 8.6 & 6.6 : 1	13.3, 8.5, 6.5 & 5.0 : 1	13.3, 8.5, 6.5 & 5.0 : 1	18.3, 11.8, 8.4 & 5.8 : 1	15.4, 9.9, 7.6 & 5.8 : 1	13.9, 8.9, 6.9 & 5.3 : 1
Petrol Capacity	3 G, 13.6 L.	3 G, 13.6 L.	2½ G, 10.2 L.	2½ G, 10.2 L.	3 G, 13.6 L.	3 G, 13.6 L.	2½ G, 10.2 L.	2½ G, 10.2 L.	3 G, 13.6 L.
Fork Oil per leg SAE 20	185 c.c.	185 c.c.	185 c.c.	185 c.c.	185 c.c.	185 c.c.	185 c.c.	185 c.c.	185 c.c.
Suspension Oil per leg SAE 20		85 c.c.		85 c.c.		85 c.c.		85 c.c.	85 c.c.
Main Jet	150	150	150	150	180	180	180	180	180
Needle Jet	.105	.105	.105	.105	.105	.105	.105	.105	.105
Throttle Slide	6/4	6/4	6/4	6/4	29/4	29/4	29/4	29/4	6/4
Ignition Advance	½" (39°)	½" (39°)	½" (39°)	½" (39°)	½" (39°)	½" (39°)	½" (39°)	½" (39°)	½" (39°)
Primary Chain	½" x ¾"	½" x ¾"	½" x ¾"	½" x ¾"	½" x ¾"	½" x ¾"	½" x ¾"	½" x ¾"	½" x ¾"
Rear Chain	¾" x ¾"	¾" x ¾"	¾" x ¾"	¾" x ¾"	¾" x ¾"	¾" x ¾"	¾" x ¾"	¾" x ¾"	¾" x ¾"
Dynamo Chain	¾" x .225	¾" x .225	¾" x .225	¾" x .225	¾" x .225	¾" x .225	¾" x .225	¾" x .225	—
Wheelbase	54"	55½"	53"	55½"	54"	55½"	53"	55½"	55½"
Ground Clearance	5½"	5½"	6½"	6½"	5½"	5½"	6½"	6½"	5½"
Saddle Height	30"	31½"	32½"	32½"	30"	31½"	32½"	32½"	31½"
Weight	344 lbs.	375 lbs.	295 lbs.	321 lbs.	353 lbs.	386 lbs.	298 lbs.	324 lbs.	393 lbs.
Length	85"	86½"	82"	85½"	85"	86½"	82"	85½"	86½"
Width	29½"	29½"	29½"	29½"	29½"	29½"	29½"	29½"	29½"
Tyre Pressures, Solo	F 16 R 21	F 17 R 22	F 19 R 16	F 20 R 16	F 17 R 17	F 17 R 24	F 19 R 16	F 20 R 16	F 18 R 25

# Guarantee

**NOTICE.** We do not appoint agents for the sale on our behalf of our motor-cycles or other goods, but we assign to Motorcycle 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.

**GUARANTEE.** We give the following guarantee with our motorcycles, motorcycle combinations and sidecars, which is given in place of any implied conditions, warranties or liabilities whatsoever, statutory or otherwise, all such implied conditions, warranties and liabilities being in all cases excluded. Any statement, description, condition or representation contained in any catalogue, advertisement, leaflet or other publication shall not be construed as enlarging, varying or overriding this guarantee. In the case of machines (a) which have been used for " hiring-out " purposes or (b) any motorcycle and/or sidecar used for any dirt track, cinder track or grass track racing or competitions for 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 removed, no guarantee, condition or warranty of any kind is given or is to be implied.

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, and damages for which we make ourselves responsible under this guarantee are limited to the free supply of a new part in exchange for the part of the motorcycle combination or sidecar which may have proved defective. We do not undertake to replace or refix, or bear the cost of replacing or refixing such new parts in the motorcycle, motorcycle combination or sidecar. We undertake, subject to the conditions mentioned below, to make good at any time within six months any defects in these respects. As motorcycles, motorcycle 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 acts :—

1. The attaching of a sidecar to a motorcycle in such a manner as to cause damage or calculated to render the latter unsafe when ridden.
2. The use of a motorcycle or of a motorcycle and sidecar combined, when carrying more persons or a greater weight than that for which the machine was designed by the manufacturers.
3. The attaching of a sidecar to a motorcycle by any form of attachment not provided, supplied or approved by us, or to a motorcycle which is not designed for such use.

C.P. 713 B/52 K/120 M

Any motorcycle, motorcycle combination or sidecar sent to us to be plated, enamelled or repaired will be repaired upon the following conditions, i.e., we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, such guarantee to extend and be in force for three months only from the time such work shall have been executed or until the expiration of the six months above referred to, and this guarantee is in lieu and in exclusion of any common law or statute, warranty or condition, and the damages recoverable are limited to the cost of any further work which may be necessary to amend and make good the work found to be defective.

**CONDITIONS OF GUARANTEE.** If a defective part should be found in our motorcycles, motorcycle combinations or sidecars, or in any part supplied by way of exchange before referred to, 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 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.

We do not guarantee specialities such as tyres, saddles, chains, electrical equipment, lamps, etc., or any component parts supplied to the order of the Purchaser differing from standard specifications, supplied with our motorcycles, motorcycle combinations, sidecars, or otherwise.

**OPTIONAL EXTRA EQUIPMENT.** Air Cleaner, Pillion Footrests, Mudguard fitting or fully sprung Pillion Seat, Luggage Carrier, quickly detachable Luggage Panniers, Rear Stop Light, etc.

**THE MATCHLESS FREE SERVICE SCHEME.** It is strongly recommended that owners of new Matchless Motor Cycles should avail themselves of the free Service Scheme operated by all official Dealers, full details of which are given on the Card supplied with each machine.

## NOTICE

All prices and specifications are subject to alteration without notice, and all motorcycles and equipment are sold subject to the limited guarantee printed herein.

Printed in England