

Introducing the

MATCHLESS RANGE FOR 1954

MATCHLESS motorcycles have now been in continuous production for over half a century, and throughout this period, full advantage has been taken of the invaluable experience gained to ensure that newly introduced models provide an even better performance and standard of comfort, safety and reliability than their predecessors.

An indication of the excellent reputation that Matchless Motorcycles enjoy, can be obtained from the fact that although all production records were beaten by a very substantial margin during the past season, the world demand continues to far exceed supply.

As in previous years, the new models incorporate many new and interesting features in addition to providing an even better performance, and as a result, the enviable and progressive name of Matchless will be still further enhanced for the 1954 season.

MATCHLESS MOTOR CYCLES

Proprietors—Associated Motor Cycles Ltd.

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

Telephone : WOOLwich 1223

Telegrams · Matchless, Wol, London



ENGLAND

Little Barrington
Gloucestershire

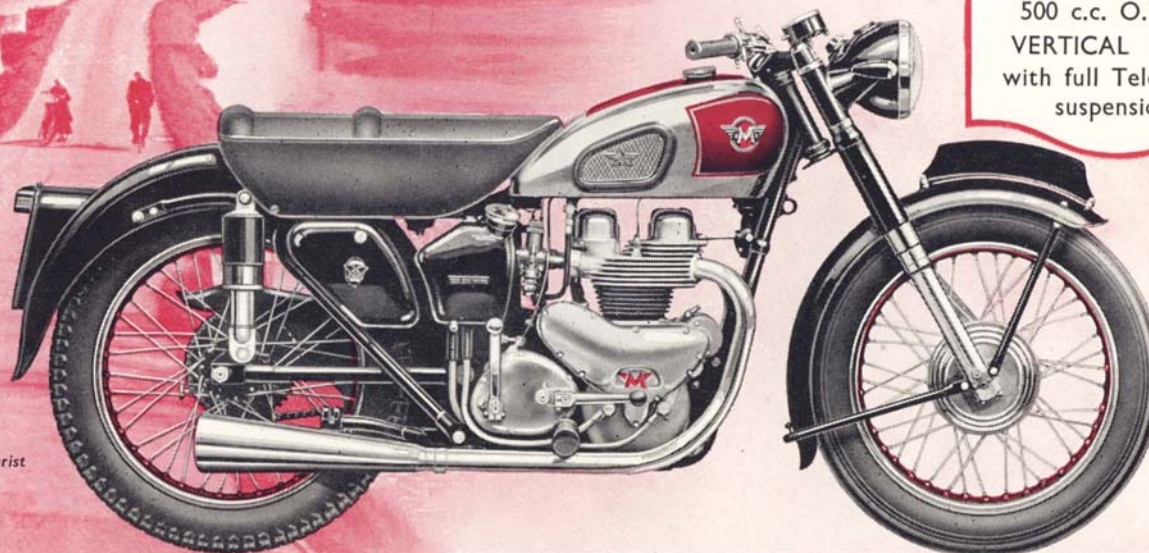
*British Travel & Holidays
Association Photo*

Where there's a Road - there's a Matchless



Model G 9

The Super Clubman
500 c.c. O.H.V.
VERTICAL TWIN
with full Teledraulic
suspension



**A ROAD IN
HOLLAND**

*Netherlands National Tourist
Office Photo*

Designed for the consumption of road miles with speed, safety, comfort and unfailing reliability.
A Race Kit for the Model G9 is available, full details of which will be supplied on application.

For full specification see page ten

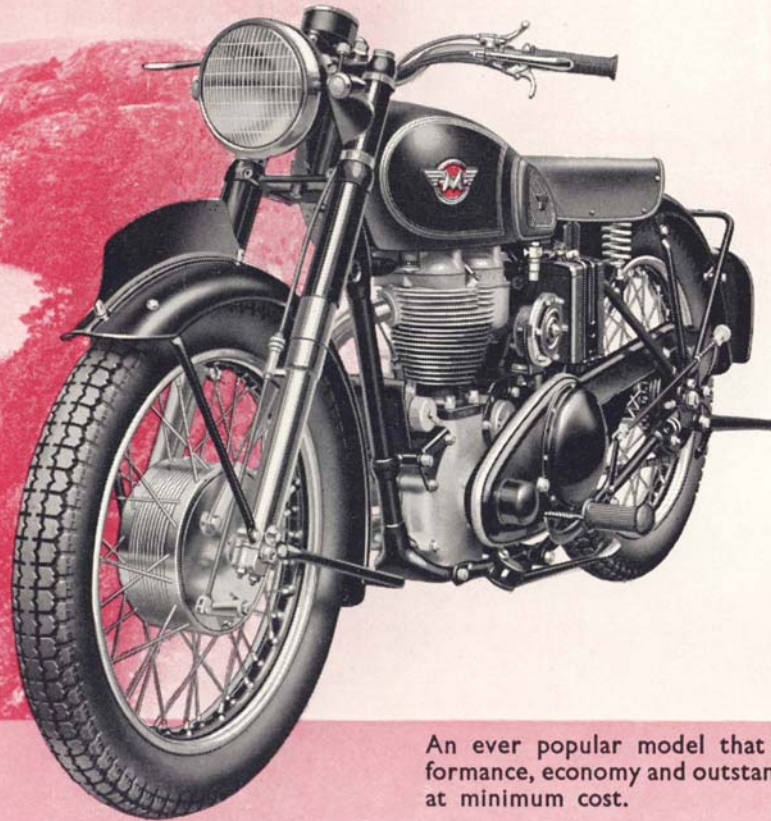
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Where there's a Road - there's a Matchless



Model G 3/L

350 c.c. O.H.V.



SWEDEN

The road to Gustafsberg
at Uddevalla

Photo by permission of the
Swedish Travel Bureau

An ever popular model that provides performance, economy and outstanding reliability at minimum cost.

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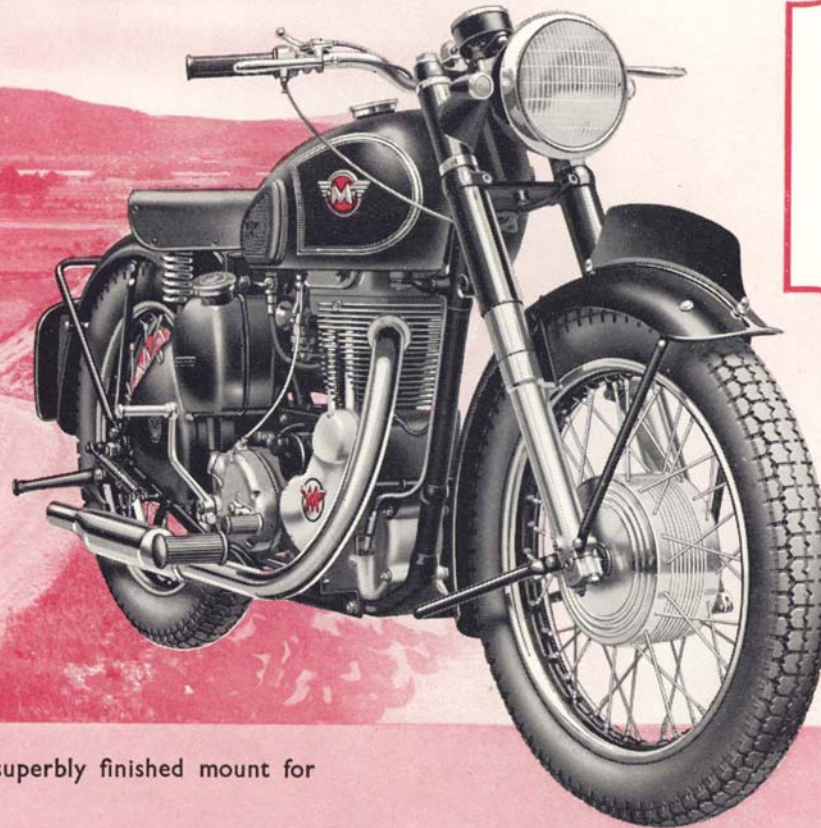
For full specification see page ten

Where there's a Road - there's a Matchless



Model G 80

500 c.c. O.H.V.



**A road in
NEW ZEALAND**
New Zealand National Publicity
Studios Photo

A robust, efficient and superbly finished mount for
solo or sidecar work.

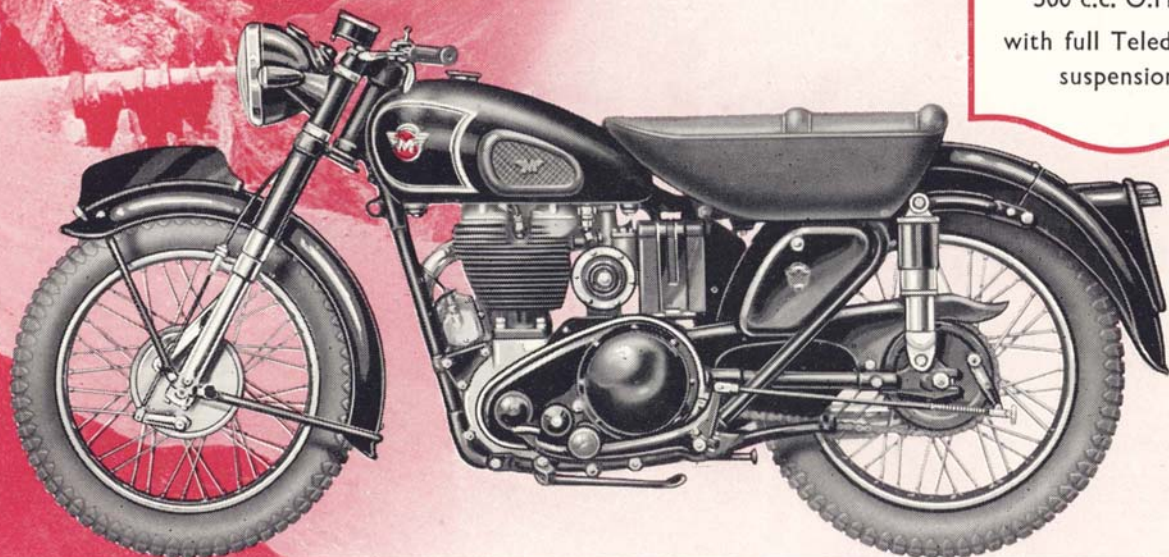
For full specification see page ten

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Where there's a Road - there's a Matchless



Model G 80 S
500 c.c. O.H.V.
with full Teledraulic
suspension



SWITZERLAND
The Gt. St. Bernard
Pass

*Photo by permission of the
Swiss National Tourist
Office*

Without doubt the most popular and efficient 500 c.c.
spring frame motorcycle marketed.

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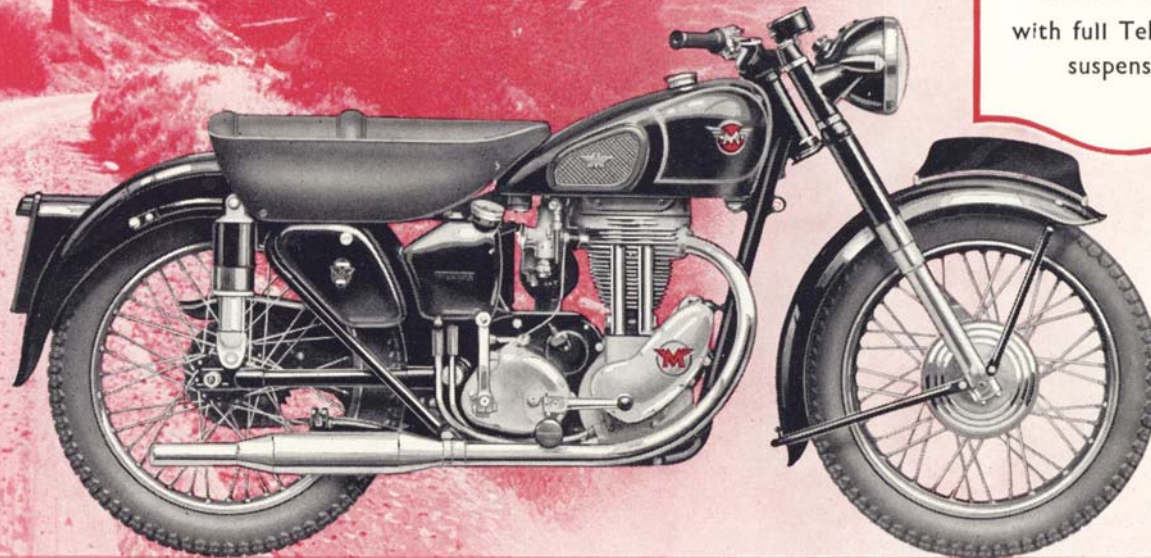
For full specification see page ten

Where there's a Road - there's a Matchless



Model G3/LS

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



CANADA

Above Osoyoos on
Anarchist Mountain
Photo by British Columbia
Government Travel Bureau

The ideal mount for the rider who requires comfort, economy
and reliability coupled with an adequate road performance.

For full specification see page ten

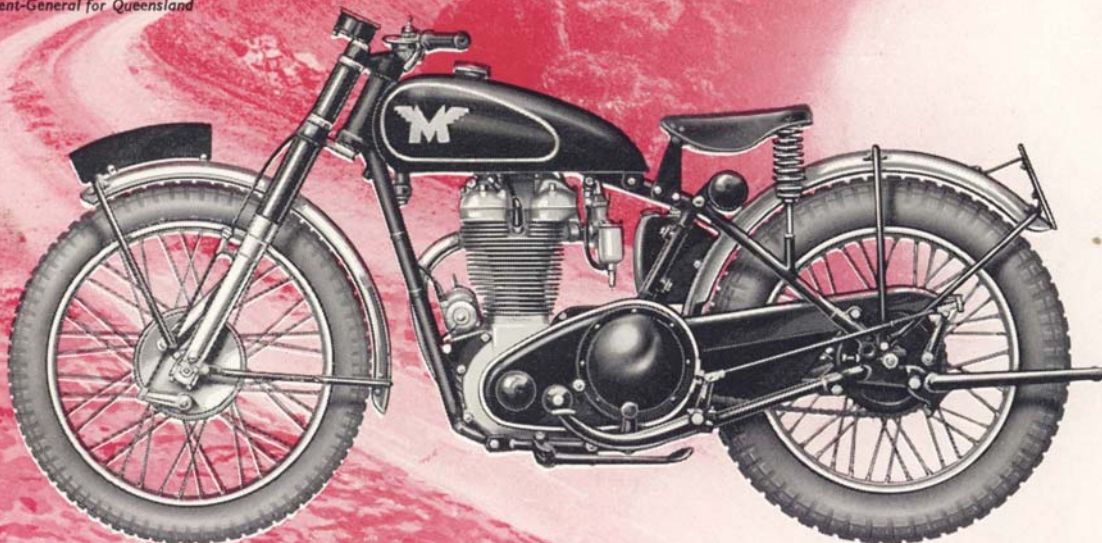
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Where there's a Road - there's a Matchless

AUSTRALIA

A Road in the Mackay
District

*Photo by permission of The
Agent-General for Queensland*



Model G 3/L C

350 c.c. O.H.V.

Model G 80 C

500 c.c. O.H.V.

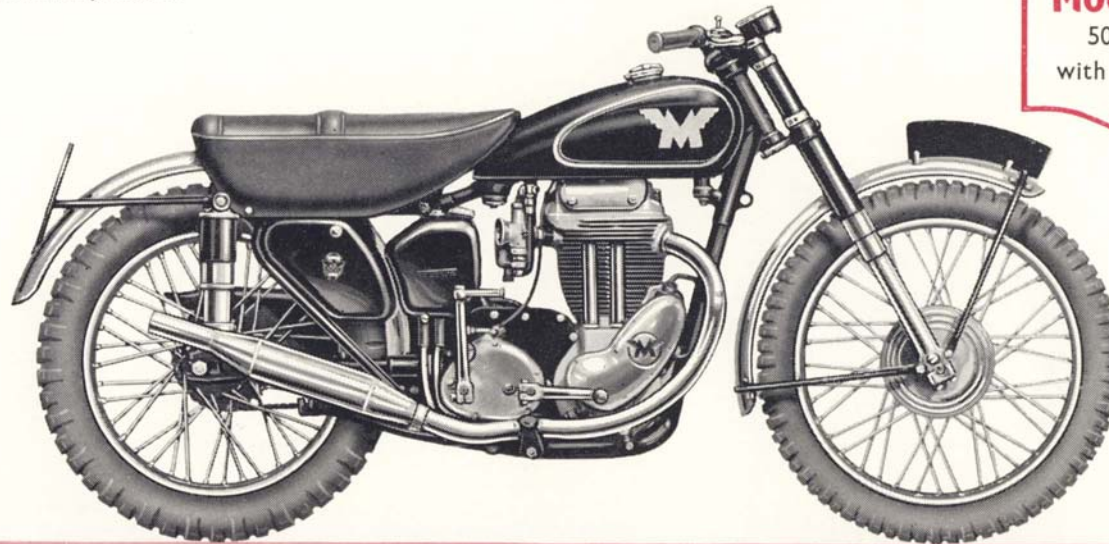
Beautifully planned competition models that have proved themselves in the hands of trade and enthusiastic club riders.

COMPETITION MODELS

The Competition Models differ from the general specification in the following basic respects : High ground clearance, short wheelbase, welded rigid frame, L.A. cylinder barrel ; waterproof racing type magneto : 3.00" x 21" front and 4.00" x 19" rear Trials Universal Tyres : high level exhaust system : folding kick-starter : 2½ gallon L.A. petrol tank, undershield : wide ratio gear box on Rigid Models. Spring frame Models fitted as standard with high compression piston and special cams.

OPTIONAL EQUIPMENT : 3 gallon steel tank : standard gear ratios : standard rear wheel Universal Tyres : standard cams.

OPTIONAL EXTRAS : Knobby Scramble type tyres : exhaust pipe extension : electrical equipment with Q.D. headlamp socket.



Model G3/LCS
350 c.c. O.H.V.

Model G80CS
500 c.c. O.H.V.
with full Teledraulic
suspension

Replicas of the models that have won the Moto Cross Grand Prix of Great Britain for the past two years, in addition to innumerable national and international events.

S P E C I F I C A T I O N



ENGINES :

Single-cylinder

The 347 c.c. and 498 c.c. single cylinder engines, which are of Matchless design and manufacture throughout, are noted for their efficiency, reliability and mechanical silence, and as a result of cam and inlet port modifications, an even better performance can be anticipated from the 1954 Models.

The single port die cast Light Alloy cylinder head incorporates push rod operated Stellite tipped overhead valves and duplex hairpin valve springs.

An extremely robust flywheel assembly consists of individually balanced flywheels, a triple row caged roller big end bearing, two-piece crankpin and a forged steel connecting rod, the whole being supported on twin drive side ball races and a bronze oil-distribution bush on the timing side.

All moving parts are totally enclosed and positively lubricated by the comprehensive dry sump system which is operated by a large capacity rotary reciprocating duplex plunger pump.

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

Twin-cylinder

The highly original Super Clubman engine is of outstanding technical interest, the main features of which are as follows :

The large diameter three-bearing alloy iron crankshaft is supported in a spherical crankcase and revolves on twin caged roller bearings and a Vandervell central oil distribution bearing.

Separate die-cast Light Alloy cylinder heads are attached to deeply spigoted cylinders and the crankcase by through bolts ; valve adjustment is by eccentric spindles ; the connecting rods are Light Alloy forgings and racing type Vandervell big end bearings are fitted. Wire wound low clearance pistons ensure mechanical silence and efficient lubrication to all moving parts is ensured by two large capacity camshaft driven gear pumps which circulate oil at a rate of 26 gall. per hour at maximum engine speed.

498 c.c. Capacity	66 m.m. Bore	72.8 m.m. Stroke
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TRANSMISSION. Primary chain enclosed and lubricated in oil bath case. Rear chain protected by very deep section guard. Cam type engine shaft shock absorber.

GEAR BOX. Four-speed heavyweight with handlebar operated multi-plate clutch, enclosed positive stop foot-operated gear change and oil lubrication.

ELECTRICAL EQUIPMENT. Separate chain-driven magneto and 32-watt generator on single cylinder models, and flange-mounted magneto and 45-watt generator on Model G9. 7" dia. headlamp with twin pilot lights of exclusive design, A.V.C. unit, new type dipper switch, exceptionally efficient rear light and electric horn. 500 c.c. single cylinder Models fitted with Automatic and 350 c.c. Models with Manual Ignition control.

CARBURETTOR. Semi-automatic Amal, insulated from heat by special spacer washer and operated by twist grip control.

TANKS. Both petrol and oil tanks of welded steel construction and fitted with quick action filler caps. Twin petrol taps and detachable fabric oil filter.

FRAME. Rigid, of duplex cradle type with malleable lugs and brazed construction. Integral pillion footrests and sidecar lugs : front, rear and prop stands.

Spring, also of duplex cradle type and brazed construction, but incorporating a swinging arm mounted on self-lubricating bearings and controlled by twin Teledraulic oil-damped suspension units. Spring-up central and prop stands with normal mudguard type front stand.

MUDGUARDS. Of new and efficient design with tubular steel stays and detachable rear section for wheel accessibility.

BRAKES AND WHEELS. 7" dia. internal expanding front and rear brakes. Front accommodated in entirely new full width Light Alloy Hub with straight spokes. Adjustable taper roller hub bearings and finger and shim adjustment to both brakes.

TYRES :

350 c.c. Models :	3.25" x 19" front and rear
500 c.c. Models :	3.25" x 19" front. 3.50" x 19" rear.

FORKS. Self-lubricating Matchless Teledraulic with oil damping, 3 rate springs and polished sliders.

SEATING. Improved Matchless Twinseat on all Spring Frame Models. Fully adjustable spring top saddle on Rigid Models and special Dunlop saddle on Rigid Competition Models.

FINISH. Three coats of best quality black stoved enamel on Bonderised surface. All permissible parts chromium plated, front hub, fork sliders and timing case highly polished, petrol tank hand-lined on silver and Aldwych red and fitted with new three-dimensional winged 'M' motif.

EQUIPMENT. Illuminated speedometer, comprehensive tool kit, grease gun, tyre pump and 90-page Maintenance Manual.

For details of extra or alternative Equipment see page 12 and Spares List.

TECHNICAL CHARACTERISTICS



ITEM	G 3 L	G 3 L S	G 3 L C	G 3 L C S	G 8 0	G 8 0 S	G 8 0 C	G 8 0 C S	G 9
Engine	O.H.V. Single	O.H.V. Single	O.H.V. Single	O.H.V. Single	O.H.V. Single	O.H.V. Single	O.H.V. Single	O.H.V. Single	O.H.V. Twin
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	6.5 or 7.5	6.5 or 7.5	6.5 or 7.5	7.5	6.3 or 7.3	6.3 or 7.3	6.3 or 7.3	7.3	7.0 or 8.0
Brake H.P.	18 @ 5,750 r.p.m.	18 @ 5,750 r.p.m.	18 @ 5,750 r.p.m.	24 @ 6,000 r.p.m.	24.4 @ 5,500 r.p.m.	24.4 @ 5,500 r.p.m.	24.4 @ 5,500 r.p.m.	30 @ 5,500 r.p.m.	29 @ 6,800 r.p.m.
Gear Ratio	15.4, 9.9, 7.6 & 5.8-1	15.4, 9.9, 7.6 & 5.8-1	21.1, 16.1, 10.4 & 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	18.9, 14.1, 9.1 & 5.8-1	15.4, 9.9, 7.6 & 5.8-1	13.9, 8.9, 6.9 & 5.3-1
Main Jet	150	150	150	150	180	180	180	180	180
Throttle Slide	6/4	6/4	6/4	6/4	29/4	29/4	29/4	29/4	6/4
Petrol Capacity	3 G./13.6 LT.	3 G./13.6 LT.	2 G./9 LT.	2 G./9 LT.	3½ G./16.9 LT.	3½ G./16.9 LT.	2 G./9 LT.	2 G./9 LT.	3½ G./16.9 LT.
Consumption	90 m.p.g.	90 m.p.g.	80 m.p.g.	80 m.p.g.	85 m.p.g.	85 m.p.g.	75 m.p.g.	75 m.p.g.	75 m.p.g.
Oil Capacity	4 PT./1.9 LT.	4 PT./1.9 LT.	4 PT./1.9 LT.	4 PT./1.9 LT.	4 PT./1.9 LT.	4 PT./1.9 LT.	4 PT./1.9 LT.	4 PT./1.9 LT.	4 PT./1.9 LT.
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.
Ignition Advance	37° or ¼"	37° or ¼"	37° or ¼"	37° or ¼"	37° or ¼"	37° or ¼"	37° or ¼"	37° or ¼"	39° or ¼"
Dynamo	6 v. 32 w.	6 v. 32 w.	—	—	6 v. 32 w.	6 v. 32 w.	—	—	6 v. 45 w.
Engine Sprocket	18	18	16	16	21	21	18	18	20
Weight	344 lbs.	375 lbs.	293 lbs.	321 lbs.	354 lbs.	387 lbs.	296 lbs.	324 lbs.	394 lbs.
Wheel Base	54"	55.25"	53"	55.25"	54"	55.25"	53"	55.25"	55.25"
Ground Clearance	5.5"	5.5"	6.5"	6.5"	5.5"	5.5"	6.5"	6.5"	5.5"
Seat Height	30"	31.5"	32.5"	32.5"	30"	31.5"	32.5"	32.5"	31.5"
Width	29.5"	29.5"	29.5"	29.5"	29.5"	29.5"	29.5"	29.5"	29.5"
Length	85"	86.25"	82"	85.25"	85"	86.25"	82"	85.25"	86.25"
Tyre Pressures	18 F, 20 R	20 F, 22 R	22 F, 18 R	22 F, 19 R	20 F, 22 R	21 F, 24 R	22 F, 18 R	22 F, 19 R	22 F, 25 R

GUARANTEE

NOTICE. We do not appoint agents for the sale on our behalf of our motorcycles 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, conditions 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 (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 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.

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 home 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.