

## THE MATCHLESS MODEL G 80 S

Most comfortable, quietest running single cylinder motor cycle ever built! A broad statement, perhaps, but one ride will convince you. In the 1954 model G 80S, increased performance has been achieved without sacrificing the sweet running and mechanical silence this machine is famous for. Basis of this model's appeal is the 500cc power plant.

The Matchless 500cc single cylinder engine has a bore of 82.5mm. and a stroke of 93mm. An exceptionally heavy crankshaft is supported by twin ball race bearings on the drive side, and a bronze oil distribution bearing on the timing side. Big ends run on triple row roller bearings. A two piece crankpin is employed, and the cylinder head, of single port racing type has cast in valve seats. Duplex hair pin valve springs return the stellite tipped valves. Operation is by Duralumin push rods, and all moving parts are totally enclosed.

The lubrication system is further improved, with added supply to the rocker contact points and valve springs. This system is of the dry sump type with double acting oil pumps. Low clearance wire wound pistons contribute to silent operation. Cams are gear driven, and Lucas Magneto's and Amal semi-automatic carburetors are fitted.

Other features of this model are described under "General Specifications".

# MATCHLESS

offers you the finest selection  
of motorcycles

STYLED

to meet every requirement

PRICED

to meet every purse.

## GENERAL SPECIFICATIONS

ENGINES: See individual machine specifications.

GEAR BOX: 4 Speed gear box of exceptional strength. Dry multi plate clutch, enclosed positive stop gear change mechanism. Internal ratios: 2.6, 1.7, and 1.3.

TRANSMISSION: Chain. Primary chain and engine shaft shock absorber enclosed in oil bath case of new design featuring easy access to clutch. Rear drive chain protected by deep section guard.

FRAMES: The rigid frame is of the duplex cradle type of brazed construction. Side car and foot rest lugs are built in. Spring frames have similar front sections and springing of the "swinging arm" type. Arms are mounted on self lubricating bronze bushings and are controlled by Teledraulic spring units. All machines have side stands, spring frame models have center stands, and rigid models have rear wheel stands. In addition all machines except Competition models have front wheel stand.

FORKS: Self lubricating, hydraulically controlled Teledraulic forks on all models.

MUDGUARDS: Deep section with center rib. Tubular stays Valanced rear guard on all standard spring frame models.

SEAT: Dual seat standard on all spring frame models including the Competition model.

TANKS: New 3 $\frac{3}{4}$  gallon tanks on all models except Competition which have an alloy 2 $\frac{1}{4}$  gallon fuel container.

WHEELS AND BRAKES: New alloy front hub with straight spoking on all models, quickly adjustable 7" brakes, cast iron drums, aluminum shoes. Rims chromium plated. Dunlop tires, 3.25 x 19 front and 3.50 x 19 rear.

ELECTRICAL EQUIPMENT: 32 Watt generator (45 watt on twins), new twin "pilot lights" on all models, new dip switch, stop light, relocated voltage control unit and electric horn.

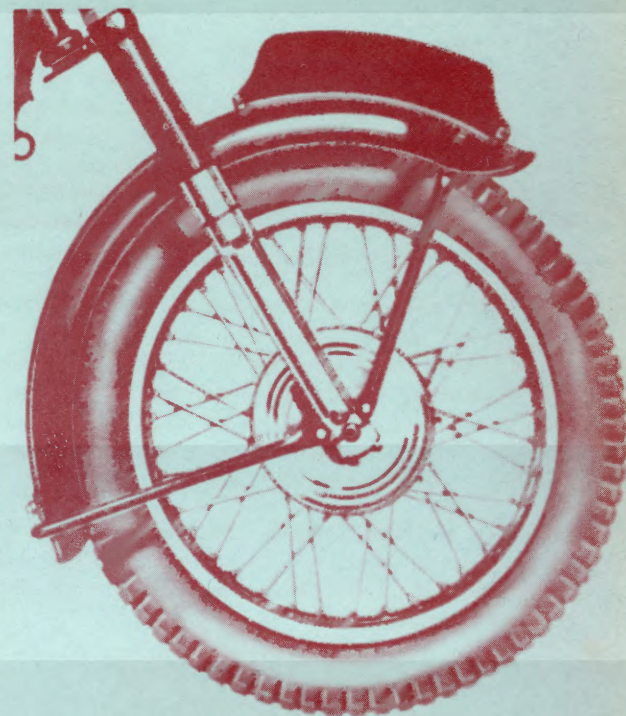
FINISH: AJS Black and Gold on Bonderised surfaces. Exhaust system, handlebars, control levers and other parts including wheel rims chromium plated.

EQUIPMENT: Tool kit, speedometer, tire pump grease gun, maintenance manual.

Form M-985

Printed in U.S.A.

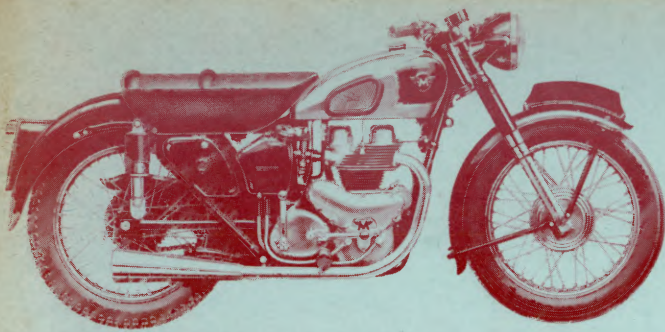
*Indian*  
presents  
the new line of  
**MATCHLESS**  
*Motorcycles.*



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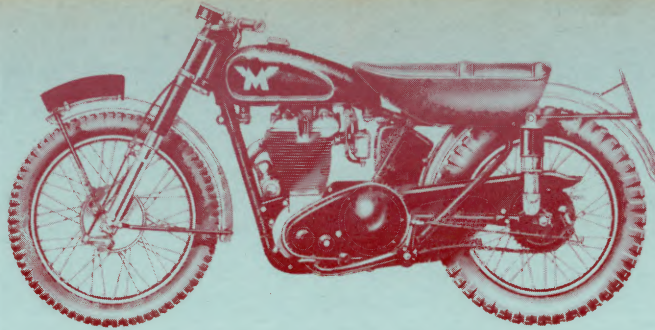
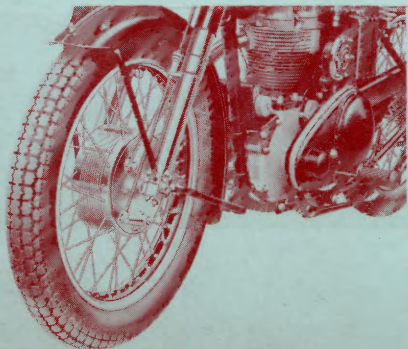


## THE MATCHLESS MODEL G 9 "SUPER CLUBMAN"

Silent, smooth, surging power is the outstanding characteristic of the Matchless Model G 9 "Super Clubman" Twin. This type of power delivery is assured by the design of the 545cc vertical twin engine used in this model. The "foundation" of this engine is a spherical die cast crankcase and a massive three main bearing crankshaft. This shaft runs on twin caged roller outer main bearings and a Vandervell center main bearing, being the only production vertical twin of the three main bearing type. Forged light alloy connecting rods are employed, but with Vandervell bearing inserts. Dry sump lubrication is used with twin gear type oil pumps driven by the twin camshafts. Oil is distributed evenly to all moving parts of the engine without external pipes. Initial oil delivery is to the center crankshaft bearing.

To assure quick dissipation of heat, alloy cylinder heads are fitted, with cast in valve seats. The rockers are forged and tappet adjustment is by eccentric rocker spindles. Push-rods are of duralumin. A 45 watt generator is furnished, ignition is by magneto, and the carburetor is an Amal semi-automatic, with of course, twist grip control. A new 3 3/4 gallon tank is featured on this model.

Like all other Matchless models, the "Super Clubman" has the new alloy front hub, new "pilot light" set up, and other improvements for 1954. Other features are described under "General Specifications".



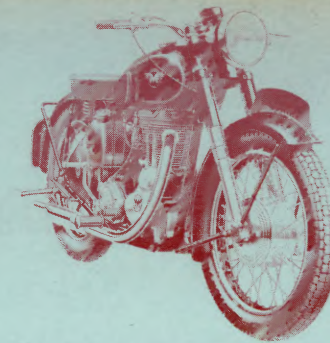
## THE MATCHLESS MODEL G 80 CS



**EYE-CATCHER, PEPPY,  
TOP PERFORMER:**

## STANDARD FEATURES ON COMPETITION MODELS

- HIGHLIFT RACING CAM AND PISTON
  - HIGH GROUND CLEARANCE
  - DUAL SADDLE
  - NARROW 2 1/4 GALLON ALLOY TANK
  - COMPLETE WITH LIGHTING EQUIPMENT
  - LUCAS "WADER" MAGNETO
  - NEW PRIMARY CASE COVER
  - NEW HEAD LIGHT
  - STRAIGHT-SPOKED FRONT WHEEL AND ALLOY HUB
  - IMPROVED FRONT BRAKE AND FULL WIDTH HUB
- YOUR INDIAN DEALER HAS COMPLETE SPECIFICATIONS  
ON ALL 1954 A.J.S. AND MATCHLESS MOTORCYCLES.



## THE MATCHLESS MODEL G 80

The Matchless Model G 80 is identical in every respect to the Model G 80S with the exception that it has a rigid rear frame. Omission of rear springing enables the budget minded motorcyclist to acquire this fine touring mount at a figure little more than he would expect to pay for a lightweight. Nothing is "skimped" on this rugged big single. In common with other Matchless models it features the famous "Teledraulic" forks, redesigned front chaincase, alloy hub, new lighting, and other refinements adding to comfort, safety, and durability.

The engine is the same as that used in Model G 80 S, making this one of the smoothest, liveliest big singles on the road. Year after year the Matchless Model G 80 has continued a popular favorite wherever motorcycles are used. Why? — because it represents the peak of performance and value for your motorcycle dollar!

For engine Specifications see Model G 80S. Other features are described under "General Specifications".

### SUGGESTED LIST PRICES

Model G80 . . . . .	\$688.53
Model G80S . . . . .	\$748.67
Model G80CS . . . . .	\$824.43
Model G9 . . . . .	\$862.45

Prices subject to change without notice.