



MOTOR CYCLES

PROPRIETORS: ASSOCIATED MOTOR CYCLES LTD

PLUMSTEAD ROAD, LONDON, S.E.18

TELEPHONE: WOOLWICH 1223

TELEGRAMS:
"ICANNHOPIT-WDL-LONDON"
CODES:
A.B.C. 5TH EDITION
A.B.C. 6TH EDITION
BENTLEYS

E.
ELL

Our Ref. S.L. 557 JMW/DD.

Your Ref. _____

H & E.

1st September, 1959.

Dear Sirs,

1960 MODELS

Tabulated details of each individual model appears to be the best method of providing preliminary information of the programme for the coming season and consequently this procedure is repeated for 1960.

This prior information to our Trade connections will be followed by full details and photographs in the Motorcycle journals on the 10th September, and preliminary catalogues will be distributed as soon as they are received from the printers.

From the attached list it will be seen that the highly successful 250cc. Model 14 has been made even more attractive, a new Light-350 on similar lines has been introduced: all other road models from the 350cc. Model 16 to the 650cc. Standard Deluxe and Sports-twins, are fitted with a new design of twin tube cradle frame and an improved design of two level Twinseat, with the object of providing a better riding position and greater comfort for both rider and pillion passenger.

All 650cc. Twins are fitted with redesigned high power output cylinder heads and both the Standard and Scrambler 500cc. Singles incorporate a new cylinder head in their specification.

continued ..

A. J. S. (S. L. 557) continued:

Few alterations apply to the Trials Model 16C since the complete redesign carried out for 1959 has proved so successful. However, the Scrambler Model 18CS is much altered and it is now listed as standard ready for racing. Several interesting modifications have been made to the Model 14CS and as a result it should be faster and more robust.

The Racing Model 7R has been highly successful in 1959 events and has provided much worthwhile publicity and prestige for A. J. S. motor cycles in general. It will be still better in 1960 but the full list of improvements to be introduced will be subject to the development work carried out during the winter months.

Production of 1960 Models is scheduled to commence with the improved 250cc. Model 14 at an early date and a special effort is being made to complete Trials models before the commencement of the competition season. Similar comments apply to Scrambles models for the Overseas markets concerned, but home and other dealers needs for standard models will certainly not be overlooked.

With a view to assisting us to meet Dealers and Distributors exact requirements the provision of approximate details at an early date will prove very helpful to us. An interval of several months exists between deciding to produce a batch of motor cycles and production actually commencing and consequently the reason for our request in this matter of mutual importance, will be understood.

The colour variations introduced last year have proved very popular and consequently they are continued, with additions for 1960.

It is not yet possible to advise 1960 prices but these will be the subject of a separate letter at an early date.

Trusting that our efforts to design and build even better and more attractive A. J. S. Motor Cycles will meet with the approval of our many Trade friends and with our best wishes for record sales during the 1960 season.

We are,
Yours faithfully,

Enc:

A. J. S. MOTOR CYCLES.