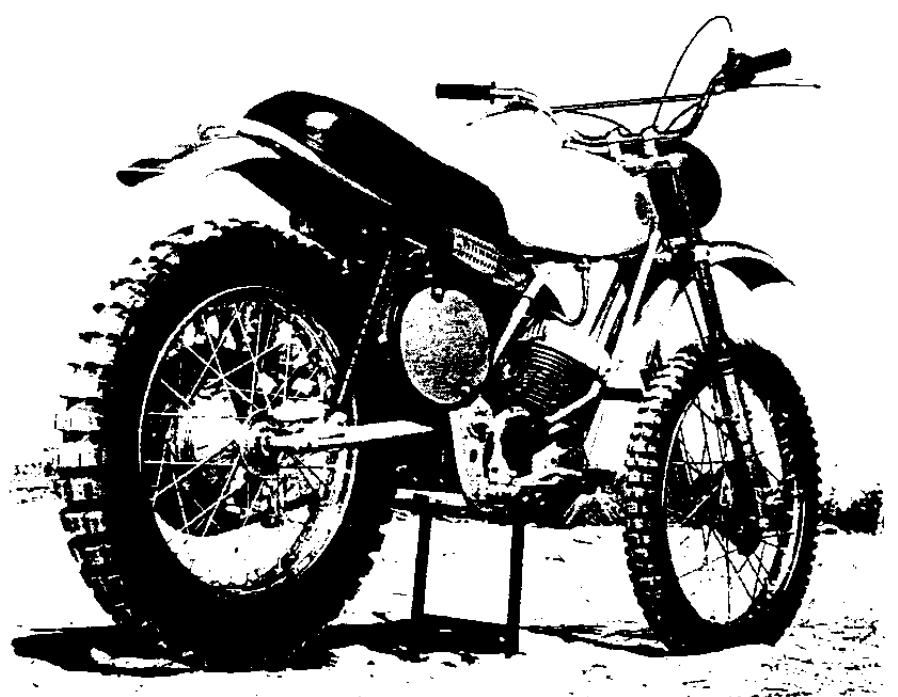


1971

# AJS

- 250 STORMER
- 370 STORMER



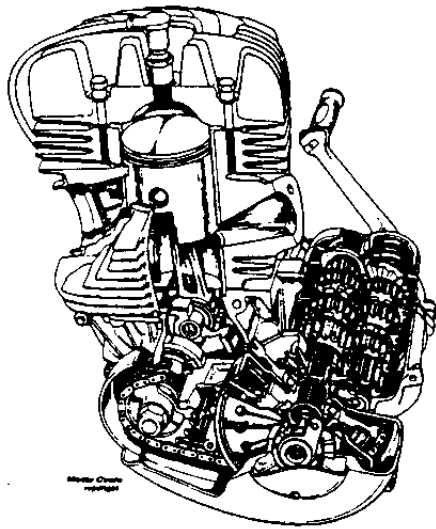
250 STORMER

**T**he name is old, the bike is new. For during most of the Fifties AJS ruled the off-road with an iron fist that would only sporadically relax to let an occasional stranger through. Suggested modifications from American competitors immediately evaluated and acted upon to keep the initials of their founder, A. J. Stevens, out front. The big black four-stroke singles reigned supreme. Then politics, changes, adversities and the arrival of a new big-bore two-stroke challenger from Sweden . . . end of an era.

Now reorganized under a more powerful parent company, Manganese Bronze Holdings, Ltd., the Ajay flags are flying again, and although their lusty thumpers have given way to a pair of two-strokes half their size—the AJS Stormer 250 and 370—the expertise remains. For, as in days of old, AJS is shot with executives brought up from the ranks of competition, men equipped to evaluate in-the-field suggestions

on the spot. Engineer Bob Trigg, who designed not only the AJS but the Norton Commando as well, is a superb road rider and former Gold Star competitor. His projects are tested by Norvill Performance Shop Manager Peter Inchley, ex-British road racing champ who lapped the Isle of Man at over 90 mph on a 250cc Villiers special, forerunner of the AJS Stormer. Affairs on this side of the pond are tended by an astoundingly talented double-threat man by the name of Mike Jackson, former off-road racer and member of Greeves factory trials team. While Mike manages the seven Western states, including Alaska and Hawaii, for the parent company in London, Eastern distribution is handled by the Berliner Motor Corp. owned by Joe Berliner.

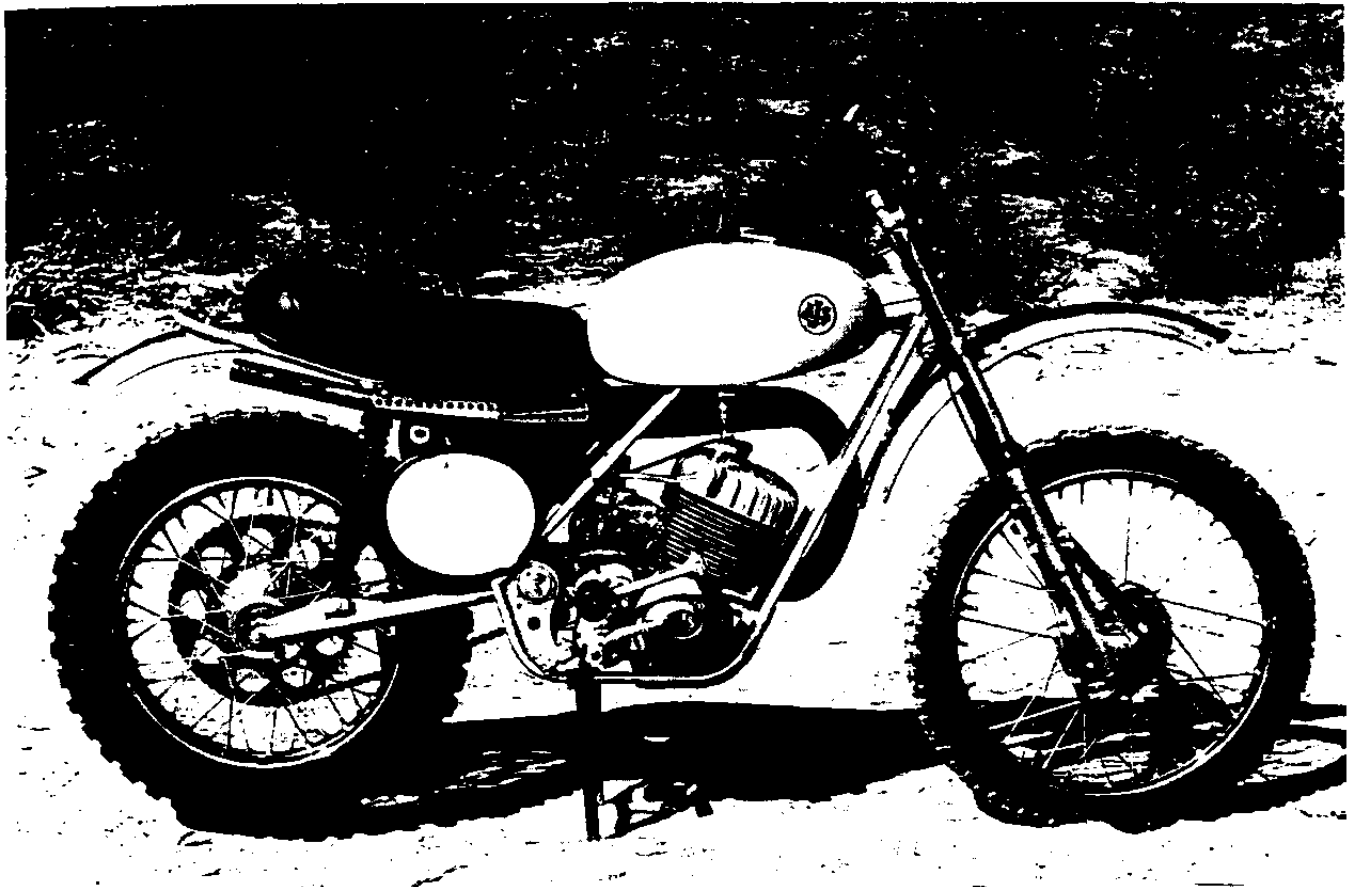
The team makes no bones about it; chassis performance is their forte, for with engine power already beyond the limits of human ability, only handling and durability will



250 STORMER gets regular workout by Norton Villiers west coast General Manager, Mike Jackson. Top management ranks have more than their share of talented riders. Could be major reason for Ajay's success. Except for swing arm, 250 and 370 chassis are identical. Gas tank is fiberglass.

370 STORMER engine/transmission unit has same stroke as 250 but bigger bore. Transmission ratios are same for both engines but primary ratio is speeded up on 370 to ease stress. Appearance is all business. Unique frame has large backbone under tank with small diameter side rails. The tuned expansion chamber is tucked out of the way, has heat guard.

ENGINE unit in both machines stresses simplicity. Transmission shafts are mounted on needle bearings, clutch is automotive diaphragm-type.



#### 370 STORMER

determine the off-road winners of tomorrow. And tomorrow is what it really is for AJS, for their present duo of two-strokes made their first debut in 1969 in Europe, sweeping first and second places immediately thereafter in the hard-fought British Moto-Cross Championship in 1970 with Malcolm Davis at the bars. It is basically the same machine offered for public purchase today.

What is the future of AJS in the critical price market ahead? With their wealth of information based on past racing experience and present performance, it should be bright. Parts availability is reportedly 99%, and out-priced only by Yamaha; an Ajay piston sells for \$19.48. Growing dealerships are nevertheless selective; since the Stormers are strictly dirt machines, each dealer must be off-road-oriented, and not necessarily a brother Norton agent. Although warranties are difficult to offer on a competition bike, AJS has

stood by legitimate claims to date, admittedly few.

Priced at \$1075 and \$1245 respectively, for the 250 and 370 versions, the Ajays are from \$15 to \$70 less expensive than their most costly competitor. Still more expensive than some, the Stormer offers uniqueness in its huge-diameter, thinwall single-backbone frame, eccentric spindle swing arm adjustment, full needle roller gearbox and ease of maintenance. It is a beautifully made, excitingly different looking machine with the accent on rideability; the 250 being ideal for steady racers and the 370 for supermen only.

It's no secret; they're after Husqvarna. Ironically both fielded championship-caliber, big-displacement four-strokes only a few years ago, with AJS having the upper hand. Now they're at each other's throats again—same environment, different weapons—and AJS is the underdog. Can they roll the big Swede over on his back? •