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# *The Quality Motor Cycle for Every Occasion*

## **F O R E W O R D**

The technical excellence and design superiority of A.J.S. Motor Cycles is universally accepted and ownership provides a performance and sense of satisfaction that is unobtainable with any other make of motor cycle.

Successful participation in International Road Races, Trials and Scrambles, in addition to record-breaking activities over a period of many years, has provided an enviable background and tradition to A.J.S. Motor Cycles that not only add to pride of ownership, but make possible the standard of performance and reliability that the enthusiastic motor-cyclist has the right to expect from the motor cycle of his choice.

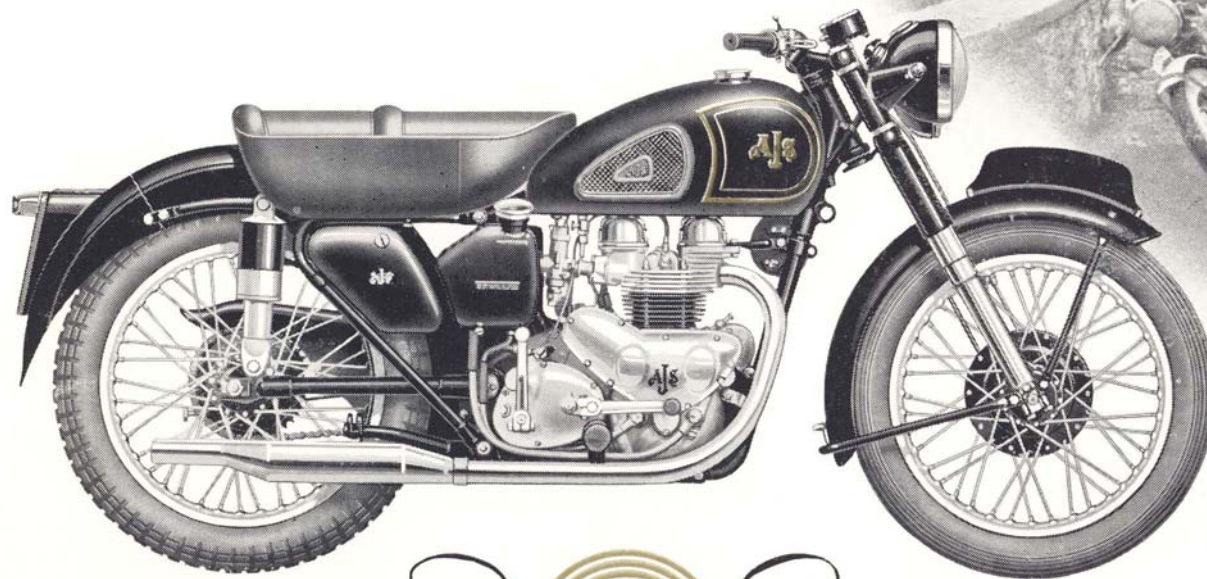
***RIDE A·J·S AND ENSURE SUCCESS***

**A·J·S MOTOR CYCLES**

Proprietors : ASSOCIATED MOTOR CYCLES LTD.

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

*Telephone* : WOOLwich 1223      *Telegrams* : ICANHOPIT, WOL, LONDON



**Model 20**  
THE SPRINGTWIN  
500 c.c. O.H.V. VERTICAL TWIN



*The acknowledged leader  
of its class*

*For full specification see page 10*

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**Model 16M**  
350 c.c. O.H.V.

**A.J.S.**

*An outstanding 350 in the  
best A.J.S. tradition*

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For full specification see page 10

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**Model 18**  
500 c.c. O.H.V.

**AJS**

*A high quality 500 for solo or sidecar work*

*For full specification see page 10*

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## Specification

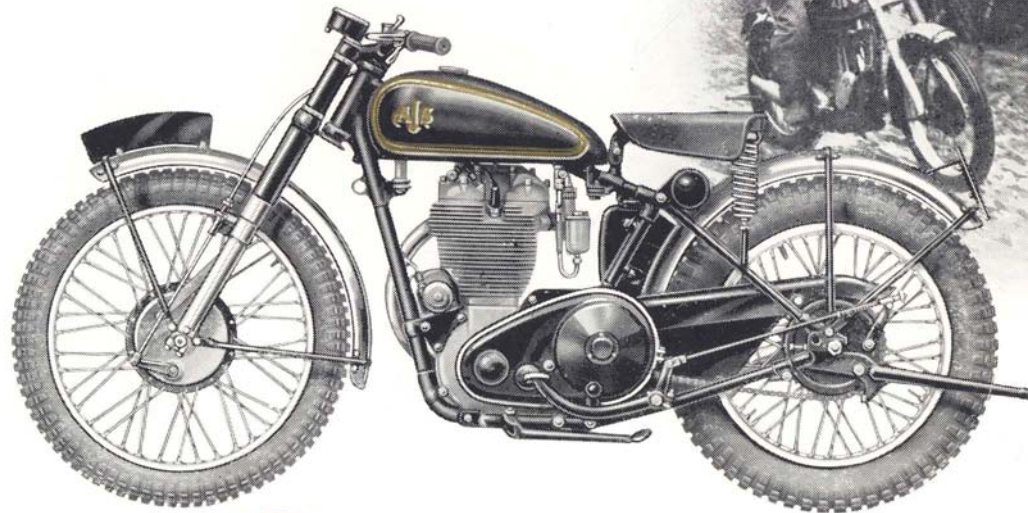
Variations in the Competition Models from the general specification published on page 10 are listed as follows:—  
High ground clearance 53" wheelbase  
Rigid frame, polished light alloy mudguards, narrow 2½-gallon tank, 4.00" × 19" rear and 3.00" × 21" front Dunlop Trials tyres, wide ratio gears on Models 16MC and 18C, crankcase shield, Lucas "Wader" magneto, folding kickstarter, lined light alloy cylinder and cylinder head attached by four through bolts from crankcase.

### OPTIONAL EQUIPMENT

Standard rear wheel, standard or wide internal gearbox ratios, 3-gallon tank.

### OPTIONAL EXTRAS

Highlift cams, H.C. piston, Exhaust pipe extension, Scramble-type tyres, electrical equipment with rapidly detachable headlamp.



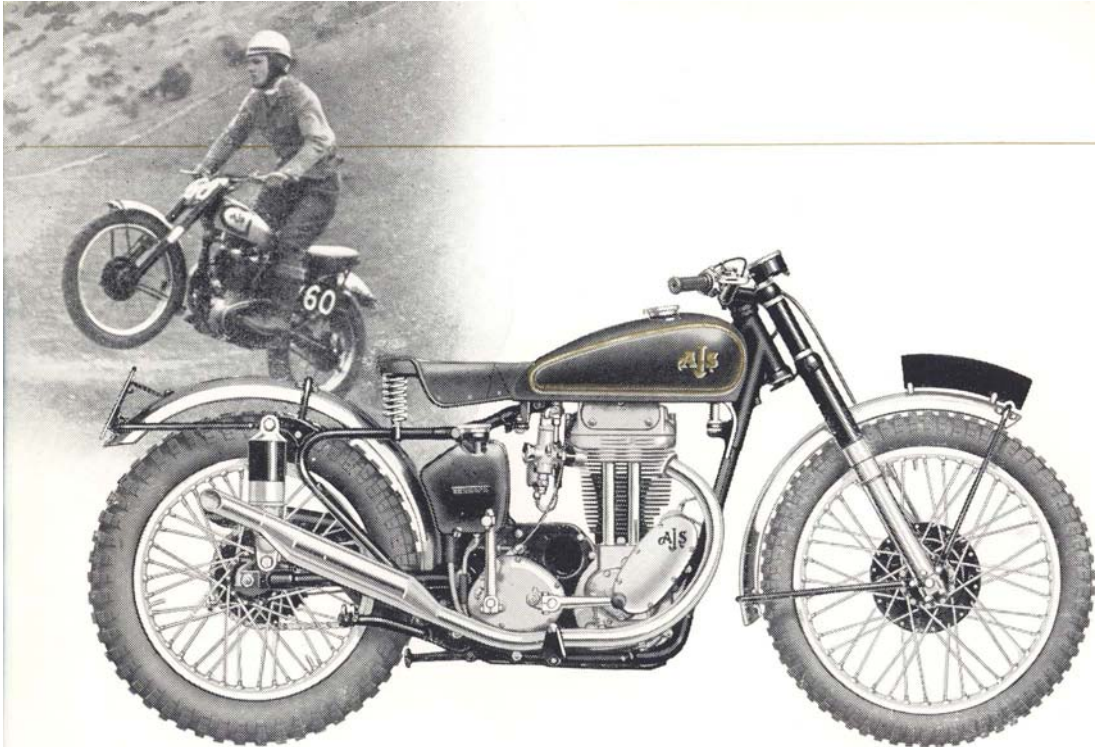
Models

**16MC & 18C**  
350 c.c.      500 c.c.  
O.H.V.      O.H.V.



*Models of proved ability  
in cross-country Trials*

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## *The Competition Models*

To achieve the top in any sport is difficult, but to remain at the top is even more difficult. A.J.S. owners and supporters have every reason to be satisfied with the successes achieved by A.J.S. riders in Trials and Scrambles during the past few years, and they may rest assured that no effort will be spared to repeat and add to these successes during the 1953 Competition Season.

### *Model 7R*

The 348 c.c. O.H.C. Racing Model 7R will be covered by a separate pamphlet for the 1953 Season.

**Models**

**16MCS & 18CS**

350 c.c.  
O.H.V.

500 c.c.  
O.H.V.



*Models with a background  
of outstanding success*



**Model 16MS**  
350 c.c. O.H.V.



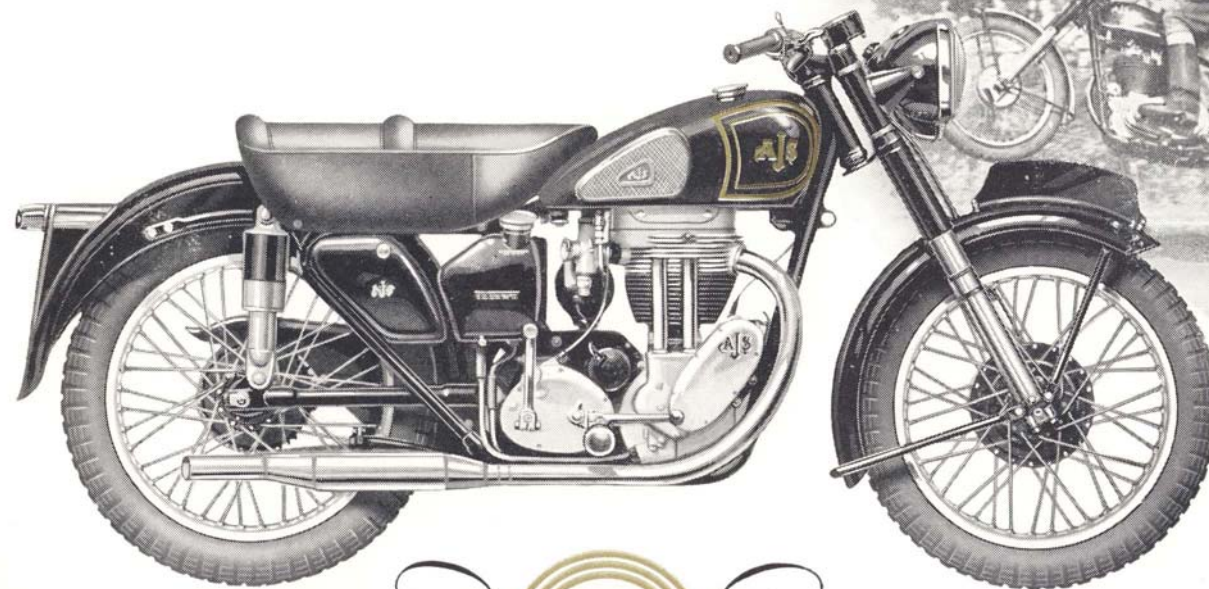
*The ideal mount for efficient  
economical solo riding*

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For full specification see page 10

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**Model 18S**  
500 c.c. O.H.V.



*The selection of the long-  
distance high-speed rider*

*For full specification see page 10*

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# Specification

With the exception of the "Springtwin" engine and the size of the petrol tank fitted to this model, the specifications of the Single-cylinder and Twin-cylinder models are almost identical. A general specification has therefore been provided, except for the Twin-cylinder engine which is dealt with separately :

## ENGINE—Single Cylinder

| Capacity | Bore        | Stroke  |
|----------|-------------|---------|
| 347 c.c. | 69 m.m. ×   | 93 m.m. |
| 498 c.c. | 82.5 m.m. × | 93 m.m. |

Exceptionally robust crankshaft assembly, twin ball race drive side main bearing, bronze timing side oil distribution main bearing, triple row caged roller big end bearing with two-piece crankpin, racing type single port die cast light alloy cylinder head with cast in valve seats, duplex hairpin valve springs and Stellite tipped valves operated by tubular Duralumin push rods, all moving parts totally enclosed and positively lubricated by comprehensive dry sump lubrication system circulated by double acting rotary reciprocating plunger pump, low clearance wirewound piston, twin gear-driven cam wheels, chain-driven Lucas magneto and semi-automatic Amal carburettor with twist grip throttle control.

## ENGINE—Twin Cylinder

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

Spherical die-cast crankcase, twin caged roller outer main bearings, three bearing statically and dynamically balanced crankshaft, Vandervell centre main and big end bearings, forged light alloy connecting rods, full dry sump lubrication, gear oil pumps driven by twin camshafts and even oil distribution to all moving parts without external pipes by initial delivery to centre crankshaft bearing, light alloy single port cylinder heads, cast in valve seats, forged rockers, eccentric rocker spindle valve adjustment and Duralumin pushrods. Flange mounted gear-driven 45 watt dynamo and magneto and semi-automatic twist grip operated Amal carburettor.

## GEAR BOX

Designed and developed for the Racing Model 7R, the 4-speed gear box combines exceptional strength with ease of operation. Dry multi-plate clutch, enclosed positive stop foot-operated gear change and internal ratios of 2.6 : 1.7 and 1.3 times top gear.

## TRANSMISSION

Chain throughout. Primary chain and engine shaft shock absorber enclosed in oil bath case. Rear chain protected by efficient deep section guard.

## FRAME—Rigid and Spring

The Rigid frame is of the duplex cradle type of brazed construction, incorporating sidecar and pillion footrest lugs. The front portion of the Spring frame is similar to the above, but the rear portion

incorporates a robust swinging arm, self-lubricating bronze bushes, integral pillion footrest lugs and flexibly mounted oil damped Teledraulic spring units. Front and side stands are fitted to both frames; the Rigid frame is additionally fitted with a rear stand and the Spring frame with a centre stand.

## FORKS

Self-lubricating oil-damped Teledraulic.

## MUDGUARDS

Deep section with centre rib and supported by tubular steel stays. Valanced rear guard on all standard Spring frame models.

## SEAT

Combined seat of registered design for rider and passenger on all standard spring frame models. Spring top saddle with adjustable three-point mounting on Rigid and Competition Models.

## TANKS

Fitted with quick-action filler caps and twin filter petrol taps, the welded steel tanks provide the following capacity :

Petrol : 3 gallons ; "Springtwin" : 4 gallons. Oil : 4 pints.

## WHEELS AND BRAKES

Robust steel hubs of A.J.S. design and manufacture, mounted on adjustable taper roller bearings. Fully and quickly adjustable 7" dia. internal expanding brakes incorporating cast drums and Ferodo lined aluminium shoes.

3.25" × 19" Dunlop tyres on 350 c.c. Models.  
3.25" × 19" front and 3.50" × 19" rear on 500 c.c. Models.

## ELECTRICAL EQUIPMENT

Eccentrically mounted 32 watt chain-driven dynamo, 7" dia. headlamp with finger-controlled dipper switch, new rear light of greatly improved design, flexibly mounted voltage control unit and electric horn.

## FINISH

Traditional A.J.S. black and gold on Bonderised surface. Exhaust system, handlebars, etc., chromium-plated, fork sliders and front brake plate polished aluminium. Chromium-plated wheel rims on export models.

## EQUIPMENT

Tool kit to cover all normal requirements, tyre pump, grease gun, comprehensive maintenance manual and illuminated speedometer.  
(For details of extra and optional equipment see Page 11 and Spares List.)

# Guarantee

## NOTICE

We do not appoint agents for the sale on our behalf of our motorcycles or other goods, but we assign to Motor Cycle 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 (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, 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 specification, supplied with our motorcycles, motorcycle combinations, sidecars or otherwise.

## LIST OF OPTIONAL EXTRA EQUIPMENT

Latex rubber or fully sprung Pillion Seat, folding Pillion Footrests, Luggage Carrier, Luggage Panniers, Air Cleaner, Stop Light.

## THE A.J.S. FREE SERVICE SCHEME

It is strongly recommended that owners of new A.J.S. Motorcycles 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.

A vintage advertisement for AJS motorcycles. The central focus is a large circular logo with the letters 'AJS' in a stylized, gothic font. The logo is set against a background of four black and white photographs of motorcycle riders. In the top left, a rider is performing a wheelie. In the top right, a rider is leaning into a turn on a road. In the bottom left, a rider is leaning forward on a track, with the number '16' on the front fender. In the bottom right, another rider is leaning forward on a track, with the number '58' on the front fender. The background of the photos shows a crowd of spectators and a track setting. At the bottom of the advertisement, the text 'The Race-bred Motor Cycle' is written in a large, elegant script. Below this, on the left, is the code 'C.P. 714/8/52/120M/K' and on the right, 'PRINTED IN ENGLAND'.

**AJS**

*The Race-bred Motor Cycle*

C.P. 714/8/52/120M/K PRINTED IN ENGLAND

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