



BSA Motorcycles: The Final Evolution

Brad Jones

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Presented for the first time in one book, the new-for-1971 range of BSA and Triumph motorcycles, including the 350cc DOHC twins, the innovative Ariel 3 moped, projected D18 Bantam, and the X-75 Hurricane, are all detailed in depth, along with related promotional and racing activities. Photoshoots, the lavish series of brochures and ads that emanated from them, and projected and actual colour schemes, are also presented with great accuracy.

By delving into the archives of several historical institutions, a comprehensive account of the hitherto largely ignored massive infrastructure investment that took place at BSA's Small Heath works during much of 1970 is revealed, along with its re-organised North American setup.

Also included is an equally fresh and detailed appraisal of BSA's financial situation, from the dawn of the 1970s, until its oblivion in 1973. Besides the many new revelations, this book contains an impressive collection of extremely rare factory photographs, many of which have never been published before, and thought to be the only copies in existence.



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