

HINTS AND TIPS ON — SERVICE —

For **BSA** and **ARIEL** Dealers

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A MESSAGE FROM WALT BROWN FOR YOU!

PERFORMANCE IMPROVEMENTS IN 1963 BSA MODELS

BSA never stands still. Improvements in BSA motorcycles are made in production as and when they are indicated or desired. For 1963 BSA is concentrating on improved performance, increased care in insuring that every BSA model off the production line is 100% in every respect. You'll find your 1963 BSA motorcycles better than ever before - in power output, in performance, and in fine finish.

SUPER ROCKET - GOLD STAR 650 TWIN - SPITFIRE

These three models are all powered by the famous Rocket engine. All Rocket engines are being specially checked and inspected to insure a high standard of performance in every production unit. New type low-restriction mufflers are being fitted to Super Rocket and Gold Star 650 Twin to increase top end speed and give better acceleration. Frequent spot checks on these models are being made by the BSA Competition Department on the British high speed test track. Your 1963 Rocket-powered model will go!

ROYAL STAR 650

Some mechanical problems encountered in a few first-year production models have been solved and taken care of. New double-cam-ground pistons are now fitted, rear brakes are now rod operated. This model is proving to be an exceptionally fast motorcycle even without "soup-up" operations. "Hot Rod" in their road test (November 1962 issue) obtained a speed of 110 mph! Also see "Cycle World" road test (November 1962 issue)

GOLD STARS

As in previous years, Gold Star engines are being dynamometer tested and are now producing the very tops in horsepower for a standard production 500cc engine.

OTHER 1963 MODELS

Every 1963 BSA motorcycle will receive its individual road test to insure good performance. You have my personal assurance that any problem, no matter how minor, will receive the closest attention by us, and if necessary, by the BSA Factory. 1963 BSA motorcycles are better than ever in every respect!

Yours for service,

Walt Brown

Walt Brown,

Service Manager

BSA Incorporated, 639 Passaic Avenue, Nutley N. J.