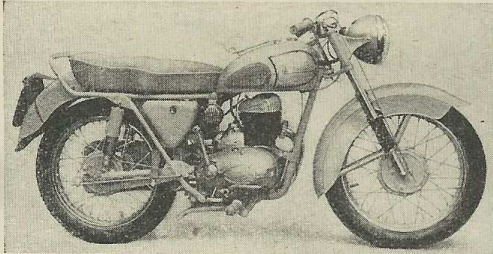
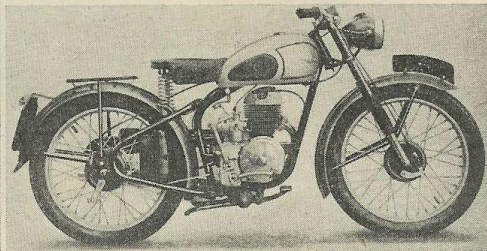
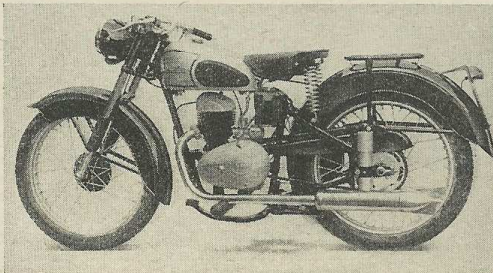


AMBASSADORS FOR 1955

A Well-proved Range of Lightweights from Ascot Continues with Detail Improvements



The "Supreme" (left) which uses the largest Villiers engine unit of 225 c.c. (Below, right) The "Popular," a 197 c.c. for under £95, which should appeal to many utility riders. (Below, left) The rear-sprung "Embassy" is available with either three- or four-speeds.



CENTRE of attraction at the Show, so far as the Ambassador stand is concerned, will undoubtedly be the "new look" Popular model. Basically unchanged, the model is completely transformed by its new finish, in "Bella" red, from a somewhat prosaic "197" to a lightweight with definite "eye appeal." The colour is, as the name implies, the same as used on the "Bella" scooters, which are handled by this concern.

The largest of the seven motorcycles in the 1955 range is the "Supreme," fitted with the 225 c.c. Villiers engine-unit, and it is available finished in French grey, "Bella" red or black. The price is £151 4s. and no extra is charged whichever colour is specified.

The non-scratch "hammered" silver finish of the petrol tanks is unchanged from last year and the capacity is 2½ gallons on all models except the swinging-fork "Envoy" and "Supreme" models, each of which has a 2-gallon tank fitted with a luggage grid.

A completely new model is the "Envoy," which has a 197 c.c. Villiers three-speed unit

fitted into a frame which is essentially similar to that of the "Supreme" in that it has swinging-fork rear suspension hydraulically controlled; 3.00 by 19-in. Dunlop tyres are used on both wheels, which have chromium-plated rims and 5-in. diameter brakes. The very practical Ambassador dual seat is fitted.

Few changes have been made to the competitively priced "Embassy 3" and "4" models, the difference between them being in the number of gears—the "4" is, as is implied, fitted with a four-speed gearbox. Both models retain the well-proved frame with plunger rear springing, have rectified lighting as standard and a Lucas headlamp with underslung pilot light. The front and rear mudguards have sensibly sized valances to give added weather protection to the rider, the front valances being shaped to incorporate the number plates. In common with all the other models in the range, the rear chain guard is chromium plated, a feature that, along with the silver-grey tank and silver rims, provides a con-

trast with the black enamel of the rest of the machine. Together with the "Popular" and "Sidecar" models, the prices of the "Embassy" mounts have been reduced since the last Show. The new prices, which are effective from October 1, are shown in the specification table on this page. Largest of the price reductions affects the "Popular," which has been reduced by £10 16s.

Still the only motorcycle on the British market that can be started by pressing a button, the "Self-starter" model is continued for 1955 with no alteration either to price or specification. Plunger-type rear suspension is employed and the machine is, virtually, an "Embassy 3" fitted with self-starting equipment, the batteries for which are carried in pannier-type boxes on each side of the rear guard.

Although sidecar outfits of under 250 c.c. are increasing in numbers on the roads of this country, Ambassadors remain the only concern listing a complete outfit (other than

scooter outfits); their specially built model has a rigid frame and tubular girder forks. It is supplied with a lightweight chassis and body specially designed for it.

With a remarkably economical petrol consumption, this combination represents a good investment for the man who has a small family, or a wife who prefers a sidecar.

To cater for riders demanding a super-luxury type scooter, Ambassadors became concessionaires for the well-known German Zündapp "Bella." Of 150 c.c., this mount is amongst the best of its class, and its bright red or blue finish, which is put on at the Ambassador works, is seen with increasing frequency in both town and country alike. For 1955 it is to be supplemented by the large 200 c.c. version, an impression test of which appears on pages 682/683 of this issue. It is expected that some examples of this model will reach England in time for the Show. A sidecar will also be available for this machine, the price of which will be announced later.

SPECIFICATIONS AND PRICES

Model and type	Engine capacity	C.R.	Approx. b.h.p.	Suspension		Gear ratios	Weight	Tank capacity	Wheel-base	Ground clearance	Saddle height	Basic Price	Total inc. P.T.						
				Front	Rear														
													lb.	gal.	in.	in.	in.	£ s. d.	£ s. d.
Popular t.s.	197	7.25	8.4/4,000	T	R	5.74, 7.7, 14.65	181	2½	47	6	29½	79 0 0	94 16 0						
Embassy-3 t.s.	197	7.25	8.4/4,000	T	P	5.74, 7.7, 14.65	215	2½	47	5	29½	95 0 0	114 0 0						
Embassy-4 t.s.	197	7.25	8.4/4,000	T	P	5.74, 7.75, 10.34, 16.65	215	2½	47	5	29½	101 0 0	121 4 0						
Envoy t.s.	197	7.25	8.4/4,000	T	SF	5.74, 4.7, 14.65	230	2½	48½	7	30	104 0 0	124 16 0						
Supreme t.s.	225	7.0	10.4/5,000	T	SF	6.09, 8.07, 11.54, 18.64	238	2½	48½	7	30	126 0 0	151 4 0						
Self-starter t.s.	197	7.25	8.4/4,000	T	P	5.74, 7.7, 14.65	240	2½	47	5	29½	119 0 0	142 16 0						
Sidecar t.s.	197	7.25	8.4/4,000	G	R	7.0, 9.4, 18.0	324	2½	46	5	29½	149 0 0	180 1 0						
"Bella" 150 t.s. Scooter	150	6.7	7.3/4,700	T	SF	5.88, 8.23, 11.51, 18.43	286	2	51½	4	27	142 0 0	170 8 0						
"Bella" 200 t.s. Scooter	200	6.5	10.5/2,000	T	SF	5.1, 7.16, 10, 16	306	2	51½	4	27	155 0 0	166 0 0						