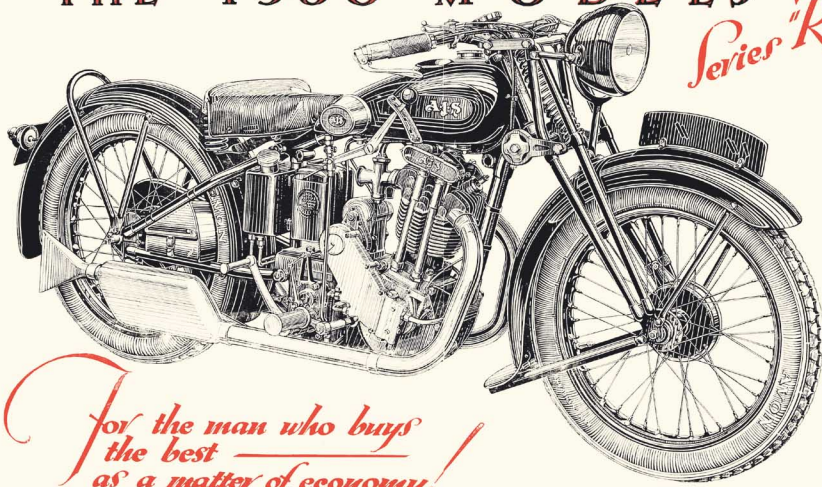


THE 1930 MODELS

Series "R"



*For the man who buys
the best
as a matter of economy!*



**PRACTICAL
PERFECTION**

— achieved!

A.J.S.
Motor Cycles

*Research Work
gained by
Past Records
faithfully applied
means
Present Perfection.*

A.J.S. Achievements. RACING.

THE longest road race in the world (Durban—Johannesburg) won by the A.J.S. Also second, eighth, ninth and thirteenth places.

Winner of 200 Mile Race at Brooklands, 350 c.c. class.

Winner of 200 Mile Sidecar Race at Brooklands, 350 c.c. class.

Winner of Brooklands 500 c.c. Solo Championship.

Winner of Brooklands 600 c.c. Sidecar Championship.

Australian T.T.—A.J.S. First and Second in the Senior Race, and Second in the Junior Race.

German T.T.—A.J.S. First in the 350 c.c. class, and Fastest Lap.

Junior T.T., I.O.M.—A.J.S. Second.

Ulster Grand Prix, 350 c.c. class.—A.J.S. First, Second and Fourth.

Danish Grand Prix.—A.J.S. First and Second.

Austrian Grand Prix, 350 c.c. class.—A.J.S. First.

Grand Prix of Europe, 350 c.c. class.—A.J.S. First, Second and Fourth.

RELIABILITY.

INTERNATIONAL Six Days' Trials.—A.J.S. awarded Manufacturers' Team Prize, 350 c.c. class, Three Gold Medals, and also member of British Team winning International Trophy.

Scottish Six Days' Trials.—Best performance in 350 c.c. class, winning Manufacturers' Team Prize and Three Special First Class Awards.

THE 1930 A.J.S. models represent the highest degree of Practical Perfection attainable, and this has been achieved by unending research work, backed by unequalled experience as motor cycle engineers and the most up-to-date production plant.

During the 1929 season, 117 World's Speed Records have been made in addition to numerous successes in Races and Reliability Trials.

This research work whetted-sign and material is tested and developed with the definite object of improving the motor cycles manufactured for sale to the public.

Participation in Record Making, Races, etc., involves tremendous expense, which is cheerfully borne simply and solely because of the invaluable experience and data it provides for the betterment of the standard models.

The practical application of design which has withstood the tremendous strains imposed in making Records, etc., obviously ensures the maximum of all-round efficiency being obtained.

The details of design-tried and proved in this Record Making and Testing have been practically applied, and are embodied in the 1930 models, thereby giving motor cycles of Practical Perfection.

Practical Perfection in a motor cycle means SILENCE—FLEXIBILITY—SPEED—RELIABILITY—ENDURANCE and ALL ROUND EFFICIENCY.

Choose an A.J.S. and you will own a motor cycle with a World's Record' Reputation, and will appreciate the achievement of Practical Perfection.

**OVER
100 WORLD'S RECORDS.**

DURING 1929 A.J.S. Motor Cycles have Broken over 100 World's Records. The following are a few outstanding Performances:—

The 300 c.c. A.J.S. is the only machine that has covered 1,000 miles in 12 hours.

197.6 m.p.h. officially attained over the Flying Mile, one way, at Avignon, August 21st, 1929, thus proving the 300 c.c. A.J.S. to be the fastest single cylinder motor cycle in the World.

The 300 c.c. A.J.S. has broken the World's Speed Record in one hour, thus covering 100 miles, made by the 300 c.c. A.J.S. and Sidecar.

117.8 m.p.h. averaged for 1 hour by the 300 c.c. A.J.S. and Sidecar.

84.0 m.p.h. averaged for 1 hour, set up on 300 c.c. A.J.S. and Sidecar.

92.87 m.p.h. for 1 hour, made by the 350 c.c. A.J.S. and Sidecar.

800 miles in 12 hours, made by the 350 c.c. A.J.S. and Sidecar.

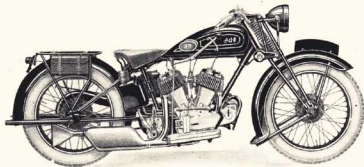
MANUFACTURED EXCLUSIVELY BY
A. J. STEVENS & CO. (1914) LTD.,
WOLVERHAMPTON,
ENGLAND.

Telephone: 4721 (12 lines)
Telegrams: "AJS" (Wolverhampton)
Cables: "AJS"
Export Agents: Messrs. J. & J. G. & Co. Ltd., London

The complete range of models for the 1930 season, together with full specifications, will be found on the inside of this folder.

MOTOR **A.J.S.** CYCLES

A.J.S. Motor Cycles and Sidecar Outfits for 1930

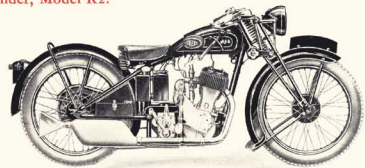


The A.J.S. 9.96 h.p. Twin Cylinder, Model R2.

Engine—A.J.S. Design and Manufacture. Twin Cylinder (84 x 90 mm. Bore and Stroke, 996 c.c. capacity). Dry Sump Lubrication with Auxiliary Feed to Cylinder Wall. Detachable Cylinder Heads. Aluminum Piston. Roller Bearings to Big End of Connecting Rods. Ball Bearing Main Shafts. Three-speed Countershaft Gear. Hand-controlled Clutch. Footstarter with enclosed operating mechanism. A.J.S. Patent Quick Detachable Rear Wheel. 25 x 3.00 Wire-on Avon Heavy Non-skid Tyres. Roller Bearing Hubs. Improved Design Front Forks. Adjustable Handbars with Steering Damper. Amal Carburettor with Twist-grip control. Footboards. Internal Expanding Front and Rear Brakes, quick adjustable. All Chain Transmission ("Hans Renold"). Primary Drive entirely enclosed. Rear Drive top half only is covered. Adjustable Needle Valve Oiling to Front Chain. Lyett "Aero" Saddle, adjustable. Complete kit of Tools.

Smith's Speedometer fitted in Tank and driven by Gearbox Trip £2:5:0 extra Non-Trip £2:0:0 extra Magdyno Electric Lighting Set, as illustrated, £5:10:0 extra

Price - £63 : 0 : 0



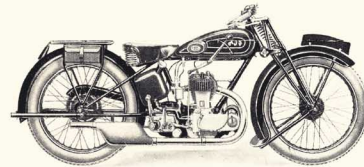
The A.J.S. 3.49 h.p. de Luxe Side Valve, Model R4.

Engine—A.J.S. Design and Manufacture. Inclined Single Cylinder. Side by Side Valves. (74 x 81 Bore and Stroke, 349 c.c. capacity). Dry Sump Lubrication with Auxiliary Feed to Cylinder Wall. 75 cc. In-Cylinder Head. Aluminum Piston. Roller Bearings to Big End of Connecting Rod. Ball Bearing Main Shafts. Semi-Cradle Frame with Duplex Chain Stays. Three-speed Countershaft Gear. Hand-controlled Clutch. Footstarter with enclosed operating mechanism. A.J.S. Patent Quick Detachable Rear Wheel. 25 x 3.00 Wire-on Avon Heavy Non-skid Tyres. Roller Bearing Hubs. Improved Design Front Forks. Amal Carburettor with Twist-grip control. Adjustable Handbars with Steering Damper. Footrests adjustable to any position. Internal Expanding Front and Rear Brakes, quick adjustable. All Chain Transmission, ("Hans Renold"). Adjustable Needle Valve Oiling to Front Chain. Lyett "Aero" Saddle, adjustable. Lucas Magneto mounted behind Engine. Spring-up Stand underneath bottom bracket. Detachable Rear Carrier. Complete kit of Tools.

Smith's Speedometer fitted in Tank and driven by Gearbox Trip £2:5:0 extra Non-Trip £2:0:0 extra Magdyno Electric Lighting Set, as illustrated, £5:10:0 extra

Price - £44 : 10 : 0

- Extras.
- 9.96 h.p. Standard Hood £ 2 : 7 : 6
 - 9.96 h.p. Standard Hood Cover £ 0 : 0 : 0
 - 9.96 h.p. Tanker Hood £ 2 : 0 : 0
 - Spare Wheel with Fittings £ 3 : 0 : 0
 - Tyre and Tube for above £ 2 : 2 : 6
 - Spare Wheel Cover £ 1 : 12 : 6
 - Leg Shields for Machines with Footboards £ 1 : 4 : 0
 - Lucas Spartan Electric Horn £ 1 : 5 : 0
 - Lucas Spartan Electric Horn with Electric Lighting £ 12 : 6 : 0
 - Lucas Buzzer Electric Horn £ 11 : 6 : 0
 - Lucas Bulb Horn No. 60 £ 11 : 5 : 0

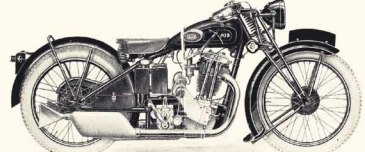


The A.J.S. 3.49 h.p. Standard Lightweight, Model R5.

Engine—A.J.S. Design and Manufacture. Single Cylinder, Side-by-Side Valves (74 x 81 Bore and Stroke, 349 c.c. capacity). Dry Sump Lubrication with Auxiliary Feed to Cylinder Wall. Aluminum Piston. Roller Bearings to Big End of Connecting Rod. Ball Bearing Main Shafts. Three-speed Countershaft Gear. Hand-controlled Clutch. Footstarter with enclosed operating mechanism. 25 x 3.00 Wire-on Avon Heavy Non-skid Tyres. Roller Bearing Hubs. Improved Design Front Forks. Amal Carburettor. Adjustable Handbars with Steering Damper. Footrests, adjustable to any position. Internal Expanding Front and Rear Brakes, quick adjustable. All Chain Transmission ("Hans Renold"). Adjustable Needle Valve Oiling to Front Chain. Lyett "Aero" Saddle, adjustable. Lucas Magneto mounted behind Engine. Spring-up Stand underneath bottom bracket. Detachable Rear Carrier. Complete kit of Tools.

Smith's Speedometer fitted in Tank and driven by Gearbox Trip £2:5:0 extra Non-Trip £2:0:0 extra

Price - £40 : 0 : 0



The A.J.S. 3.49 h.p. O.H.V. Two Port, Model R6.

Engine—A.J.S. Design and Manufacture. Inclined Single Cylinder. Overhead Valves. Entirely enclosed Rocker Gear and Push Rods. (74 x 81 mm. Bore and Stroke, 349 c.c. capacity). Dry Sump Lubrication with Auxiliary Feed to Cylinder Wall. Detachable Cylinder Head. Aluminum Piston. Roller Bearings to Big End of Connecting Rod. Ball Bearing Main Shafts. Three-speed Countershaft Gear. Hand-controlled Clutch. Footstarter with enclosed operating mechanism. A.J.S. Patent Quick Detachable Rear Wheel. 25 x 3.00 Wire-on Avon Heavy Non-skid Tyres. Improved Design Front Forks. Adjustable Handbars with Steering Damper. Amal Carburettor with Twist-grip control. Footrests adjustable to any position. Internal Expanding Front and Rear Brakes, quick adjustable. All Chain Transmission ("Hans Renold"). Adjustable Needle Valve Oiling to Front Chain. Lyett "Aero" Saddle, adjustable. Lucas Magneto mounted behind Engine. Spring-up Stand fitted underneath bottom bracket. Detachable Rear Carrier. Complete kit of Tools.

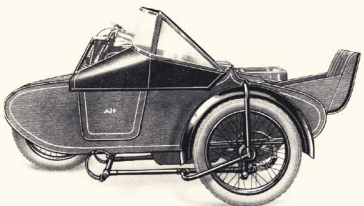
Smith's Speedometer fitted in Tank and driven by Gearbox Trip £2:5:0 extra Non-Trip £2:0:0 extra Magdyno Electric Lighting Set, as illustrated, £5:10:0 extra

Price - £33 : 0 : 0

A.J.S. SIDECARS.

FOR the 1930 season we are again listing a most comprehensive range of Sidecars, which covers completely the requirements of every prospective purchaser, both for private and commercial use. Space forbids us from illustrating but four of these models, but the complete range will be found in the separate Sidecar Catalogue which we issue.

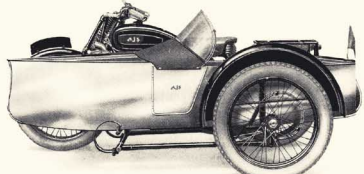
All Sidecars have been greatly improved for 1930, and on the three Sports Bodies, namely, the Launch Super Sports and Standard Sports, polished aluminium has been adopted instead of fabric covering. On all others fabric is still the standard finish.



The A.J.S. Occasional Two Seater (Type RK20).

The seats are placed tandem fashion, the second seat being in an extension of the rear of the body. The backrest of this seat can be folded down when not in use. If it is an ideal Sidecar for those who wish to carry a second passenger, or if they so desire this compartment can be utilized for luggage. The well in the floor at the rear allows ample leg room for an adult passenger. The body is fabric covered, and specification includes Windscreen, Sidecases, Storm-proof Apron, Floor Mat, etc.

Price, Sidecar as illustrated - £25 : 0 : 0



The A.J.S. Launch Sidecar (Type RF24).

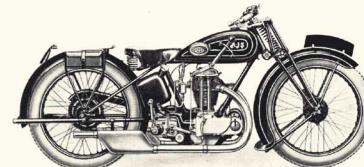
This body is finished in polished aluminium, and the decking on top is of metal, grained to resemble polished mahogany, and secured with nickel-plated screws. Upholstery is of the finest quality leather cloth, well-padded cushion, low and comfortable seating position. On the "low" a nickel-plated oval gives a realistic effect, and the whole presents a most graceful and attractive appearance.

Price, Sidecar as illustrated - £20 : 15 : 0

The Features for which every Motorcyclist has been waiting!

REDESIGNED semi-cradle type Frame, with large diameter Tubes and Duplex Chain Stays. Inclined O.H.V. and Side Valve Engines, with Streamlined Ports. Two-port Exhaust to all O.H.V. Models. Magneto carried behind engine on all Models incorporating new type Frame. New Gearbox, with enclosed Footstarter mechanism. Improved type Steering Damper on all Models. Redesigned Roller Big End Bearings. Ball Bearing Main Shafts. Patent Taper Roller Bearing Hubs.

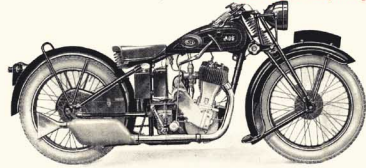
Improved Front Forks and large diameter Shock Absorbers. Adjustable Saddle. Central spring-up Stand on Models incorporating new type Frame. Detachable Rear Carriers. A.J.S. Patent Dry Sump Lubrication—the proved and perfect system. Mechanical Lubrication to Primary Chain. Adjustable Handbars on all Models. Larger Diameter Brakes and improved anchorage. Finger Adjustment to all Controls. A.J.S. Patent Quick Detachable Wheels.



The A.J.S. 2.48 h.p. O.H.V. Two Port, Model R12.

Engine—A.J.S. Design and Manufacture. Single Cylinder. Overhead Valves. (65 x 75 mm. Bore and Stroke, 248 c.c. capacity). Dry Sump Lubrication with Auxiliary Feed to Cylinder Wall. Detachable Cylinder Head. Two-port Exhaust. Aluminum Piston. Roller Bearings to Big End of Connecting Rod. Ball Bearing Main Shafts. Three-speed Countershaft Gear. Hand-controlled Clutch. Footstarter with enclosed operating mechanism. 25 x 3.00 Wire-on Avon Heavy Non-skid Tyres. Roller Bearing Hubs. Improved Design Front Forks. Amal Carburettor. Adjustable Handbars with Steering Damper. Footrests, adjustable to any position. Internal Expanding Front and Rear Brakes, quick adjustable. All Chain Transmission ("Hans Renold"). Adjustable Needle Valve Oiling to Front Chain. Lyett "Aero" Saddle, adjustable. Lucas Magneto. Stands fitted to Front and Rear Wheels. Complete kit of Tools.

Smith's Speedometer fitted in Tank and driven by Gearbox Trip £2:5:0 extra Non-Trip £2:0:0 extra



The A.J.S. 4.98 h.p. de Luxe Side Valve, Model R9.

Engine—A.J.S. Design and Manufacture. Inclined Single Cylinder. Side by Side Valves. (84 x 90 mm. Bore and Stroke, 498 c.c. capacity). Dry Sump Lubrication with Auxiliary Feed to Cylinder Wall. Detachable Cylinder Head. Aluminum Piston. Roller Bearings to Big End of Connecting Rod. Ball Bearing Main Shafts. Semi-Cradle Frame with Duplex Chain Stays. Three-speed Countershaft Gear. Footstarter with enclosed operating mechanism. Hand-controlled Clutch. A.J.S. Patent Quick Detachable Rear Wheel. 26 x 3.25 Wire-on Avon Non-skid Tyres. Improved Design Front Forks. Adjustable Handbars with Steering Damper. Amal Carburettor with Twist-grip control. Footrests adjustable to any position. Internal Expanding Front and Rear Brakes, quick adjustable. All Chain Transmission ("Hans Renold"). Adjustable Needle Valve Oiling to Front Chain. Lyett "Aero" Saddle, adjustable. Lucas Magneto mounted behind Engine. Spring-up Stand fitted underneath bottom bracket. Detachable Rear Carrier. Complete kit of Tools.

Smith's Speedometer fitted in Tank and driven by Gearbox Trip £2:5:0 extra Non-Trip £2:0:0 extra Magdyno Electric Lighting Set, as illustrated, £5:10:0 extra

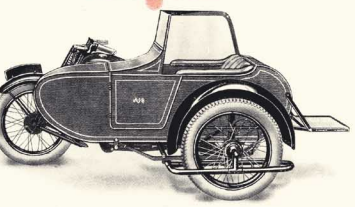
Price - £52 : 10 : 0

ERRATA.

The following prices should be read instead of those at present appearing:

- Luggage Carrier to Heavy-weight Sidecar £1:10:0
- Luggage Carrier to Light-weight Sidecar £1:5:0

- Extras.
- Lucas Bulb Horn No. 60P £ 11 : 5 : 0
 - License Holder £ 1 : 6 : 0
 - Twist Grip to Model R5 £ 10 : 0 : 0
 - Twist Grip for Ignition £ 10 : 0 : 0
 - Luggage Carrier to Heavyweight Sidecar £ 11 : 3 : 0
 - Luggage Carrier to Lightweight Sidecar £ 11 : 0 : 0
 - Speedometer to all Models (Smith's) Trip £ 2 : 5 : 0
 - Speedometer to all Models (Smith's) Non Trip £ 2 : 0 : 0
 - A.J.S. Patent Lining Lever to Rear Stand, Model R2 £ 10 : 0 : 0
 - Lucas Magdyno Electric Lighting Set, Std. £ 5 : 10 : 0
 - Lucas Magdyno Electric Lighting Set, Combination £ 6 : 0 : 0
 - Chromium Plating, Models R5 and R12 £ 1 : 0 : 0
 - Chromium or Nickel Plated Tank, any model £ 1 : 0 : 0



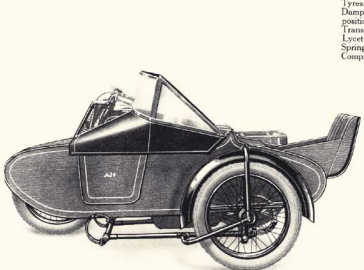
The A.J.S. de Luxe Sidecar (Type RS31).

It would be difficult to conceive a more luxurious and comfortable Sidecar than the one illustrated above. The body is beautifully upholstered in first quality leather cloth, and suspension is by large coil springs at the rear and by leaf springs at the front. Equipment includes Windscreen, right hand Sidecases, Storm-proof Apron, Sidecar Seats, Luggage Carrier, Locker behind Seat and Floor Mat. The Chassis is fitted with the A.J.S. Patent Quick Detachable and Interchangeable Wheel.

Price, Sidecar as illustrated - £23 : 0 : 0

We reserve the right to modify or deviate from the above specifications and prices without notice.

All Prices in this list include Carriage per Passenger Train at Our Own Risk to any Station in the United Kingdom.



The A.J.S. Occasional Two Seater (Type RK20).

The seats are placed tandem fashion, the second seat being in an extension of the rear of the body. The backrest of this seat can be folded down when not in use. If it is an ideal Sidecar for those who wish to carry a second passenger, or if they so desire this compartment can be utilized for luggage. The well in the floor at the rear allows ample leg room for an adult passenger. The body is fabric covered, and specification includes Windscreen, Sidecases, Storm-proof Apron, Floor Mat, etc.

Price, Sidecar as illustrated - £25 : 0 : 0

Any Models supplied on the Hire Purchase System.