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## Biker Article – March 2020

### Brough Superior Motorcycles – A Brief History

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As well as writing ride blogs for our Chapter I occasionally enjoy doing some research on motorcycle related subjects. With this I am also endeavouring to make our Chapter Hoggies the best informed bikers on motorcycle trivia! So read on to improve your biker IQ and enjoy this article about **Brough Superior Motorcycles**. Brough Superior is a legendary marque in the motorcycle world, its products renowned for the highest level of quality, innovation and design.

*This article is based on research through Google and Google Images and includes 71 downloaded images. Opinions expressed in this article are not mine as I have never seen a Brough Superior Motorcycle myself, but are opinions consistently expressed in a number of referenced articles. What I have endeavoured to do here is lay out a concise history on the marque from my research reading on the subject. As a fellow motorcycle enthusiast I am sure you will find this to be an interesting read! This article is for entertainment purposes only and no animals have been harmed in its production!*

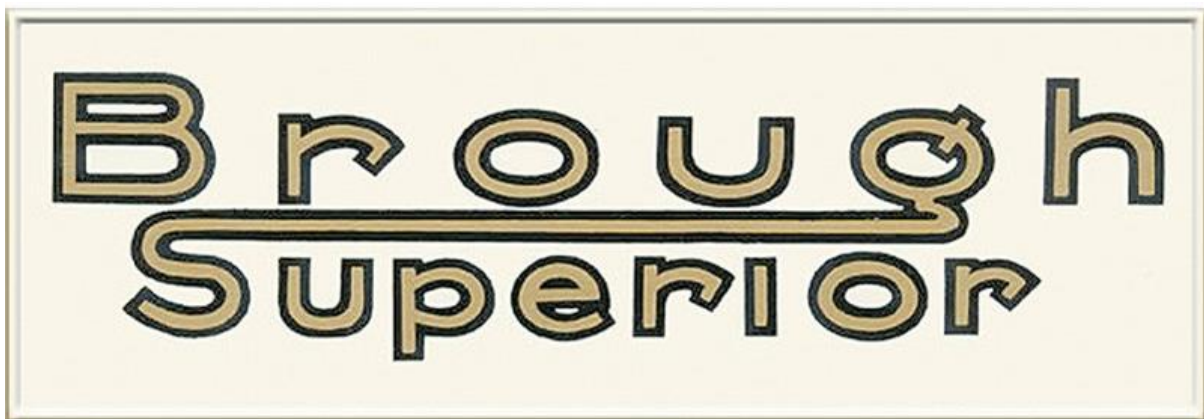


Image 1 – The Brough Superior logo.

If you haven't heard of Brough Superior Motorcycles, it's about time you learned! It's a very important motorcycle and a legendary marque in the motorcycle world!

***And Brough is pronounced "Bruff".***

Between 1919 and 1940, George Brough (21 April 1890 – 12 January 1970, 80 years) built some 3,000 handcrafted motorcycles most of which were custom built to customers' requirements and rarely were any two of the same configuration. These motorcycles had a well-deserved reputation for excellent quality and high performance.

According to the present Brough Superior Motorcycle Club, of these 3,000 bikes, there are thought to be only about 1,100 left worldwide that are still on the road and maintained by enthusiasts.

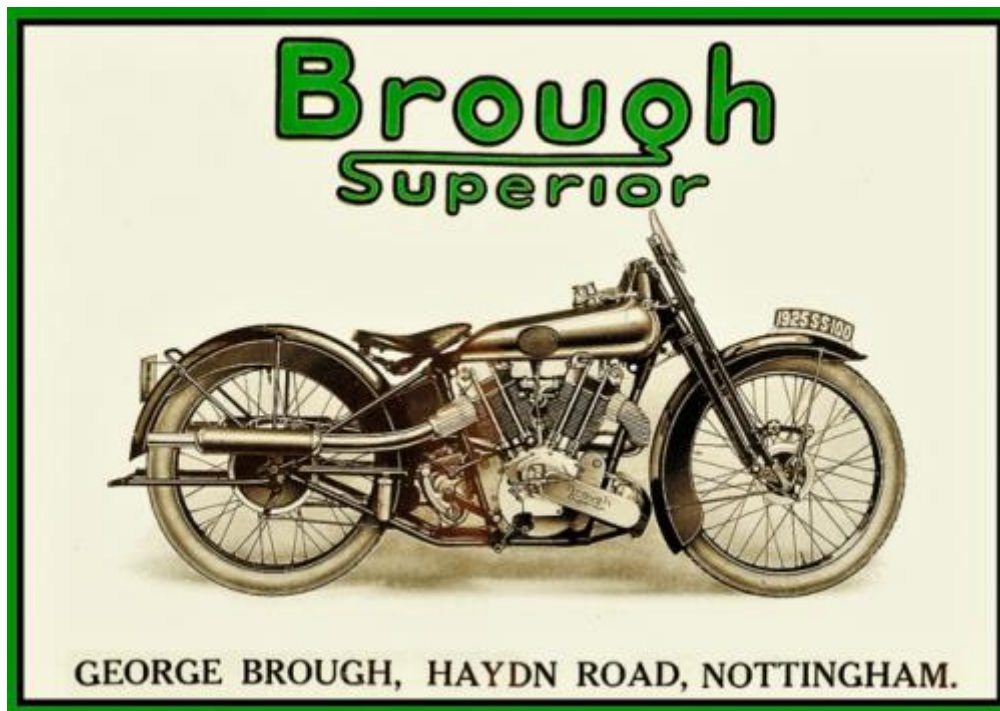


Image 2 – Advertising poster for Brough Superior Motorcycles.

George's father William E. Brough had been making Brough Motorcycles in Nottingham since 1908 and he continued to do so until 1926. Convinced he could improve on his father's designs; George started his own factory and called his motorcycles Brough Superior claiming his bikes to be superior over all others including the original Brough Motorcycles manufactured by his father.



Image 3 – Map showing location of Nottingham in England.

Nottingham is a city in central England's Midlands region. It's known for its role in the Robin Hood legend and it once was the centre of the world's lace industry. It has a population of approximately 290,000 (2011).



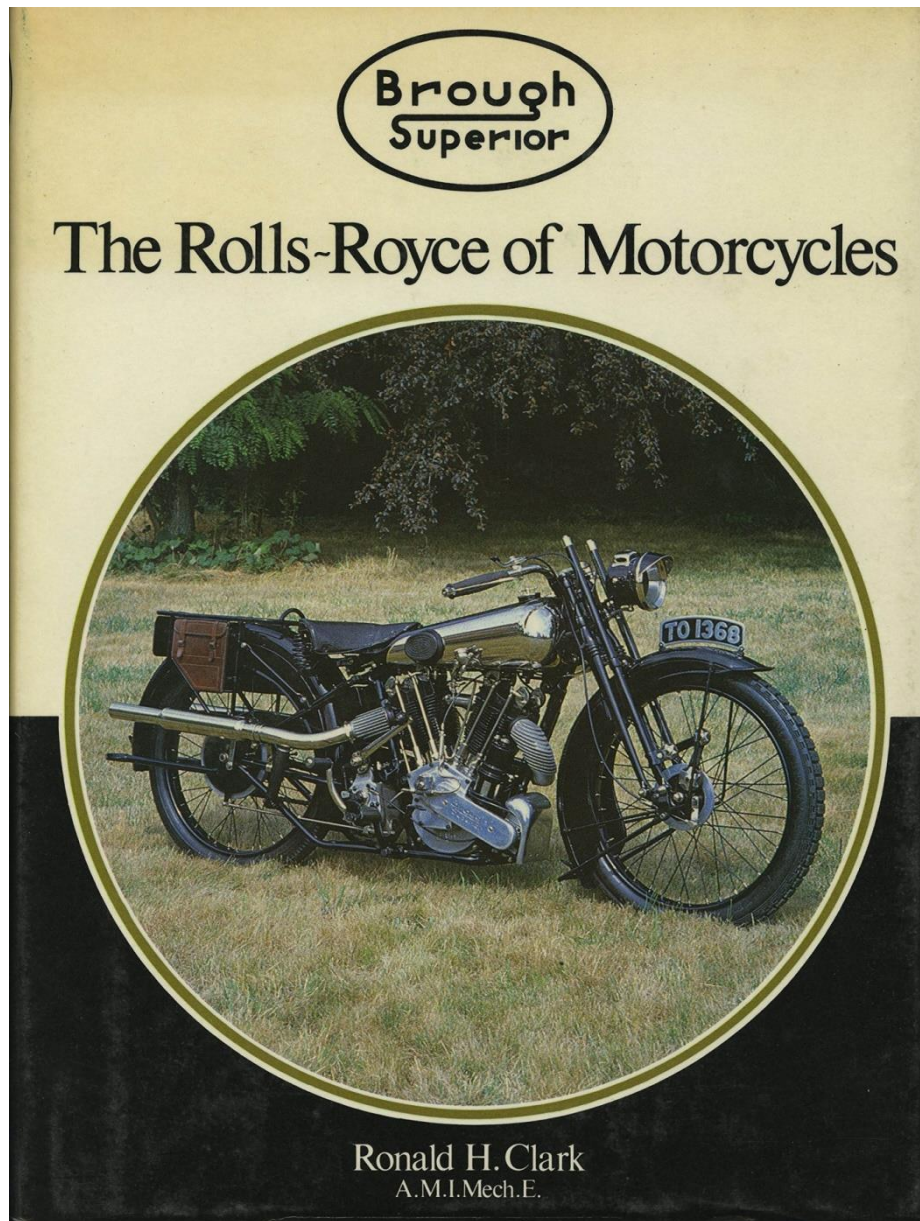


Image 4 – Showing the cover page of a book on Brough Superior Motorcycles.

Of course there are many books written about the Brough Superior. And only one brand has ever been called “The Rolls-Royce of Motorcycles”, a reputation still closely associated with the famous marque. The motorcycles were dubbed such by H.D.Teague of *The Motor Cycle* newspaper in 1921 when the marque was barely 2 years old and this has been their motto ever since. Rolls-Royce even gave their consent to use this reference after a visit to the Brough Superior factory. This was because everything about Brough Superior Motorcycles was top notch, of the finest quality, and assembled with meticulous attention to detail, just like Rolls-Royce cars of the day. The fit and finish was comparable to a Rolls-Royce car, and they were the most expensive road-going motorcycles in the world at the time such that only the wealthy could afford them. George Brough had thus invented a new motorcycle genre – the luxury motorcycle.

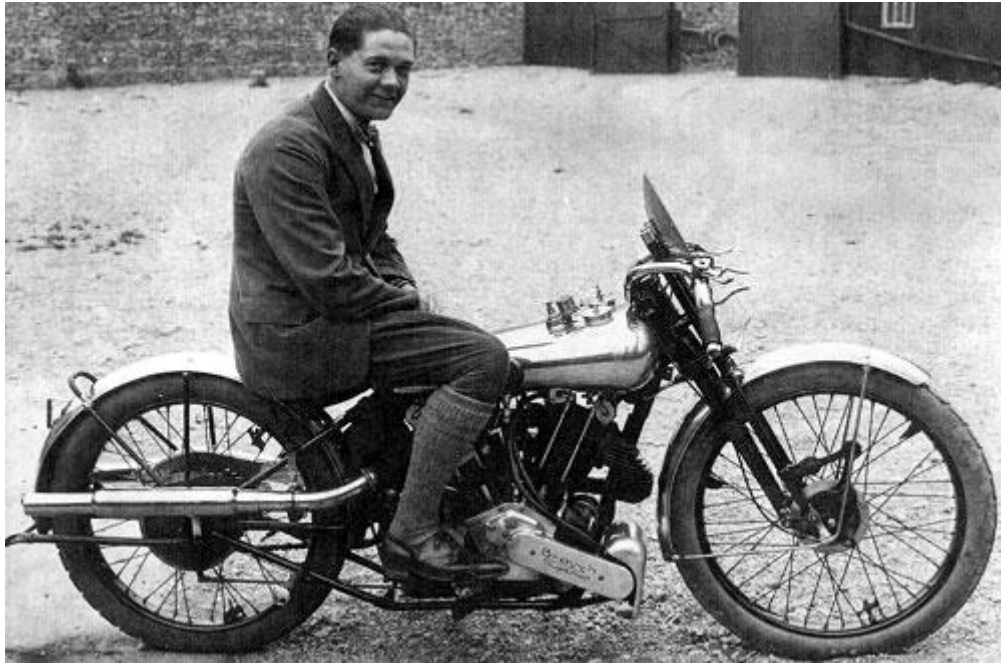


Image 5 - George grew up motorcycling and as soon as he could legally enter the popular road and endurance trials of the 1910's, he began racing as a factory competition rider. He gained a reputation as a superb rider and regular winner on his father's machines. He went on to win at many important competitions.



Image 6 - George Brough (right) founded his company in 1919 and produced what were regarded as the finest motorcycles of the 1920's. Of course one would wear a bow-tie when riding the Rolls-Royce of motorcycles!





Image 7 - George Brough on a speed trial in 1928.

In 1924 George Brough established a new speed record on his new SS100 by becoming the first bike to go over 100 mph (160 km/hr) at the Brooklands racecourse.

In 1928 he recorded a speed of 130.6 mph (210.2 km/hr) at Arpajon, France, unofficially the world's fastest speed on a solo motorcycle at that time.



Image 8 - George Brough continued to ride his motorbikes until he was about 60 years old. This local boy of Nottingham was to find worldwide fame for his motorcycles.

George Brough was known for his dedication to his vehicles and his customers. Believing that there is no substitute for quality, Brough used only the best available components for his bikes from various sources, this lending to their performance and longevity of service. If ever a machine was more than the sum of its individual parts, it was the Brough Superior.

Each bike was thoroughly test ridden to ensure that it performed to specification and sold with a written guarantee certified by George Brough. Consequently, this built a fanatical following of Brough Superior devotees.

The following 4 models represent the bulk of manufacture most of which were custom built to order and many variations were made (this included three Brough Superior SS models, the SS80, SS100, and SS11.50):

- The 680 OHV, powered by a JAP 680cc V-Twin engine (JAP for J.A.Prestwich). Approximately 547 were made from 1926 to 1936
- The SS80, powered by a JAP or Matchless V-Twin engine. Approximately 1,086 were made from 1922 to 1940
- The SS100, powered by a JAP or Matchless V-Twin engine. Approximately 383 were made from 1924 to 1940 of which about 70 survive to this day. It is considered to be the world's first superbike although the term "superbike" wouldn't be coined for many more decades
- The SS11.50 powered by a JAP 1096cc V-Twin engine. These were primarily designed for sidecar and Police use. Approximately 308 were manufactured from 1933 to 1940

***Let's start with the SS80.***

[illegible]

Image 9 – Advertising poster for the Brough Superior SS80.

In 1922, the company rolled out the SS80, featuring the JAP engine, a bike that was guaranteed to reach 80 mph, hence the name SS80. Each SS80 model was test ridden to ensure that it was capable of 80 mph (130 km/hr) before delivery. SS stood for “Super Sports”. The poster shown here lists a number of race achievements won by the SS80.



Now to the SS100. The SS100 is the most well-known model in the Brough Superior stable.



Image 10 – The Brough Superior SS100

30 ADVERTISEMENTS. THE MOTOR CYCLE. JULY 23RD, 1925

## AUSTRIAN ALPINE 8 DAYS TRIAL

# 3 S.S. Brough Superior 100

"The Rolls Royce of Motor Cycles," vide "The Motor Cycle."

### SWEEP THE BOARD

WINNING IN ALL 6 CUPS  
INCLUDING ONE FOR THE BEST PERFORMANCE.

THE TRIAL consisted of 1,700 Kilometres of the roughest tracks in the Austrian Alps. Reliability and Speed in the 4 speed Trials determined the Winners. The two Solo S.S.100's ridden by F. P. Dickson and George Brough LOST NO MARKS and in the Speed Trials they gained the following Awards:

WEINER NEUSTADT (Kilometre)	- -	FIRST	-	SILVER CUP
KATSCHBERG (7 Kilometres)	- -	FIRST	-	SILVER CUP
FORSTENREIDER PARK (Kilometre)	-	FIRST	-	SILVER CUP

The S.S.100 Sidecar driven by Eddy Meyer made

### FASTEST SIDECAR TIME IN ALL 4 SPEED TRIALS.

The S.S.100 the Original Machine before the Motor has carried all before it in the important Speed Trials in Austria. It holds the Championship of Lower Austria and it has now proved that for perfect reliability combined with SPEED it has no equal.

12 Riders (eleven of them private owners) riding their own "Brough-on-the-road-every-day" Brough Superior gained 15 GOLD MEDALS in the London to Edinburgh Run.

R. Brough, on his specially equipped, fully equipped Brough Superior CREATED A NEW RECORD FOR BROOKLANDS TEST WHEEL.

R. Broughman on his Brough Superior created a New World's Record for the Standing Kilometre and Female Owners all over the World are daily picking up wins on

THE WORLD'S FINEST MACHINE.

### MODELS AND PRICES.

S.S.80 Standard	£125
S.S.80 De Luxe	£140
S.S.100	£170

Magneto Lighting on Each Model £10 extra.

Brough Superior SS 100 Model

Telephone: 2786 Nottingham  
Telegrams: Brough 2786 Nottingham

## GEORGE BROUGH, Haydn Road, Nottingham.

Cables: Brough, Nottingham

B14 In answering this advertisement it is desirable to mention "The Motor Cycle." 30-32

Image 11 – Advertising poster for the Brough Superior SS100.

The Brough Superior SS100 is a motorcycle that needs no introduction to anyone with even a passing interest in motorcycling history.

To impress on the public just how fast his motorcycles could go, George and his team of daredevil racers broke one record after another. Again, a number of race achievements are listed on the advertising poster for the SS100.

**No article on the Brough Superior is complete without mention of its “Pendine Sand Racer”.**



Image 12 – Pendine Sands on the coast of South Wales. Brough Superior had great successes on these shores.

In the British Isles in the early 1900's there were few places where one could go as fast as they could. Pendine Sands is a 7 mile long, firm, smooth, flat expanse of beach on the south coast of Wales, some 220 miles west of London which was used for land speed record runs in the 1920's. Anything fast would be tested here. So this became the place of speed and land speed records, the home of sand racing. It is a sacred place to those in the know. Sir Malcolm Campbell was the first person to use Pendine Sands for a world land speed record attempt for a car. He was successful and achieved a speed of 146.16 mph (235.22 km/hr) on September 25, 1924. The use of these beaches was very much limited by tidal fluctuations.



Image 13 – In 1927 George Brough introduced the SS100 Pendine, a motorcycle made for racing.

George Brough loved Pendine Sands so much he named his racing bikes after this place. Thus the Pendine Sands racer was born. This was introduced in 1927 and every one produced was guaranteed to have been timed at 110 mph (177 km/hr) before delivery to the customer. They were based on the SS100 model but with even higher performance modifications to the engine, what we would call today a “factory race kit”. It would be their top-of-the-range motorcycle.





Image 14 – The beautiful back end of the Pendine Racer. The George Brough MO always was great attention to detail.

These bikes were capable of 110 mph which is a ludicrous speed for the late 1920's, particularly when you consider the tyres, brakes, and suspension being used.

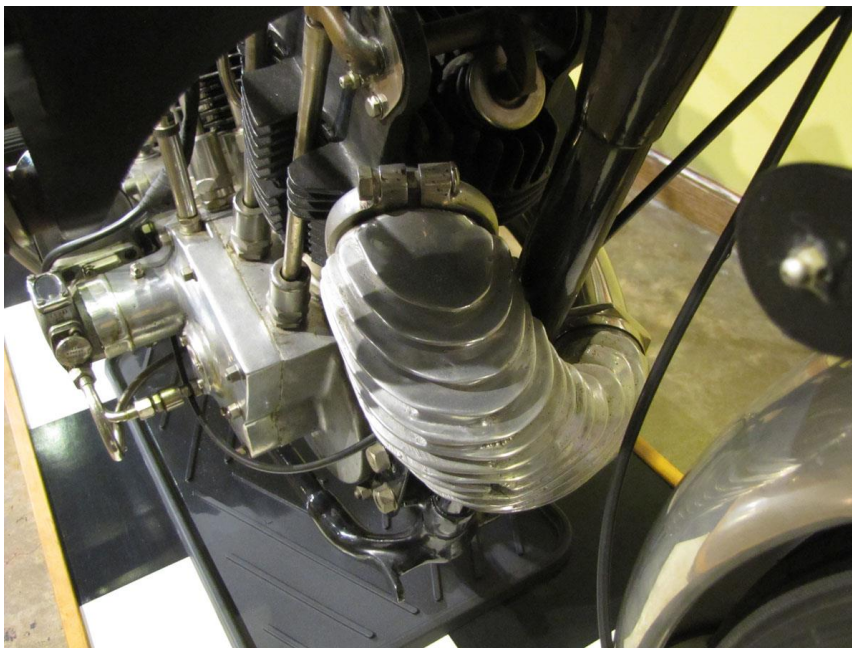


Image 15 – Note the cooling fins at the exhaust port on the Pendine Racer.

A 1927 Pendine Racer sold for £ 166,750 (AU\$ 327,837) at a Bonhams auction.





Image 16 - The Pendine Sands are still used occasionally by the Vintage Hot Rod Association for speed trials. This is one of the UK's largest celebrations of Hot Rods and American car culture.



Image 17 - Vehicles participating here need to be pre-1949 constructed and be period correct with engines and suspensions.



Image 18 - These vintage hot rods still manage to achieve speeds of up to 115 mph on the sands.

***Searching through Google you find many articles written about specific Brough Superior motorcycles. Here are some examples:***



Image 19 - Shown here is a 1924 SS100 which had “two of everything”, that being two carburettors, two magnetos, and two oil pumps. The engines that Brough selected for his 1924 through to 1936 SS100's were the twin-cam JAP engines, the most advanced and powerful engines at the time.

Vintage Brough Superior's continue to capture the imaginations of enthusiasts and always command very high prices at auctions. ***This bike sold at the Bonhams Classic Motorcycle Auction in Stafford, England in the year 2012 for £ 242,300.***



Image 20 - Even now these vintage bikes impress and they have a fanatical following.





Image 21 – What you would have seen in the 1920's.



Image 22 - This 1928 Brough Superior SS100 nicknamed "Moby Dick" was a George Brough one-off special featuring a 1,140cc JAP engine, and with other engine performance modifications it was capable of 115 mph (185 km/hr) in 1928. It was specially tuned by George Brough and JAP. In 1931, Motor Cycling magazine described this bike as "the fastest privately owned machine in the world".





Image 23 – Again, beautiful attention to detail.



Image 24 – The Moby Dick bike wordlessly explains why George Brough's works were known as the "Rolls-Royce of motorcycles". A more unique and historic road bike would be hard to find.

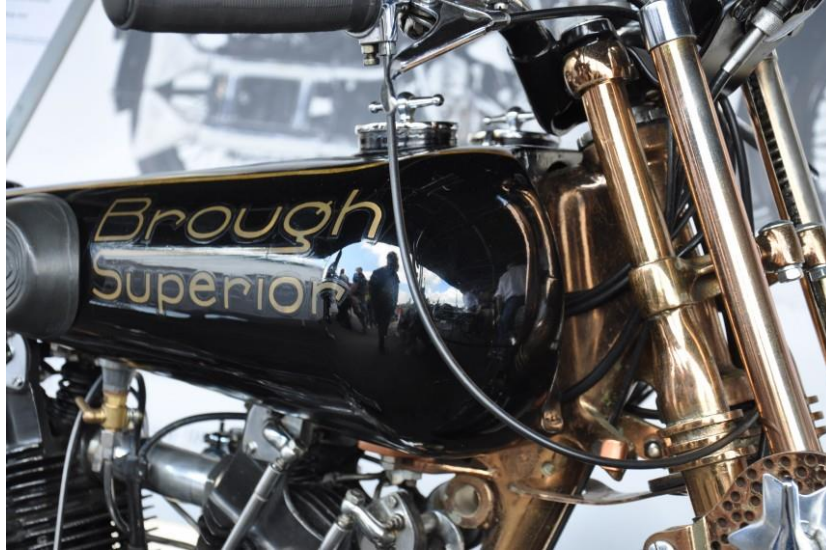


Image 25 – The 1928 Moby Dick Brough Superior SS100 has an estimated value of between US\$ 550,000 to \$ 770,000.



Image 26 - The engineering on every single detail is amazing but this was a very expensive bike in its day. And during the “Roaring Twenties” there were sufficient wealthy connoisseurs about to justify their production. Note the letters JAP on the engine lower casing indicating it to be a J.A.Prestwick engine. SS100’s built after 1936 would have a Matchless engine.





Image 27 - This 1930 Brough Superior SS100 pictured here is a masterpiece of design from the hand of George Brough.

The rare and beautiful Brough Superior SS100 is one of the most famous motorcycles ever made. It was the masterpiece of George Brough and is widely considered to be among the most beautiful motorcycles ever made. It set several world records throughout the 1920's. Despite all the brilliant racing success and the long string of world speed records, Brough Superior never made very many motorcycles.



Image 28 - The 1930 Brough Superior SS100 from the rider's perspective. The SS100 was technically the world's first custom motorcycle with each one built to order according to the customer's specifications. And the bikes were constructed by hand from the very best components available at the time from a wide range of suppliers, all built to George Brough's specifications.

First shown to the public in 1924, each SS100 was test ridden at the Brooklands racetrack to ensure that it was capable of 100 mph (160 km/hr) and each unit was then shipped with a guarantee that it was capable of 100 mph. No other motorcycle was sold with such a claim, and this was a remarkable speed for a road bike in the 1920's.

Approximately 383 SS100 bikes were manufactured between 1924 and 1940 when WW2 closed down factory production.



***Now to another article on a specific Brough Superior:***



Image 29 – A specific 1931 Brough Superior SS100.

The Brough Superior is that rare that all remaining examples worldwide are well accounted for.

This particular bike has ended up as part of the largest private museum of vintage motorcycles in the heartland of Russia. This private museum in Samara also owns three other Brough Superior's, these being a BS4, an SS80 and an 11-50! (more about the BS4 later!)



Image 30 - GOR-JUSS!



Image 31 - This particular motorcycle was completely restored in 2001 with the motor also being brought back to running condition.



Image 32 - Back in 2008 this 1931 SS100 had ended up in the personal collection of Brough Superior specialist Michael Fitzsimons who knows a thing or two about vintage motorcycles – he was responsible for setting up the motorcycle departments at both Sothebys and Bonhams.





Image 33 - At one stage, Fitzsimons owned at least one of every Brough Superior model ever made which must have been quite a collection. But in recent years he started selling them off saying "It's not true that the one that dies with the most toys wins!"

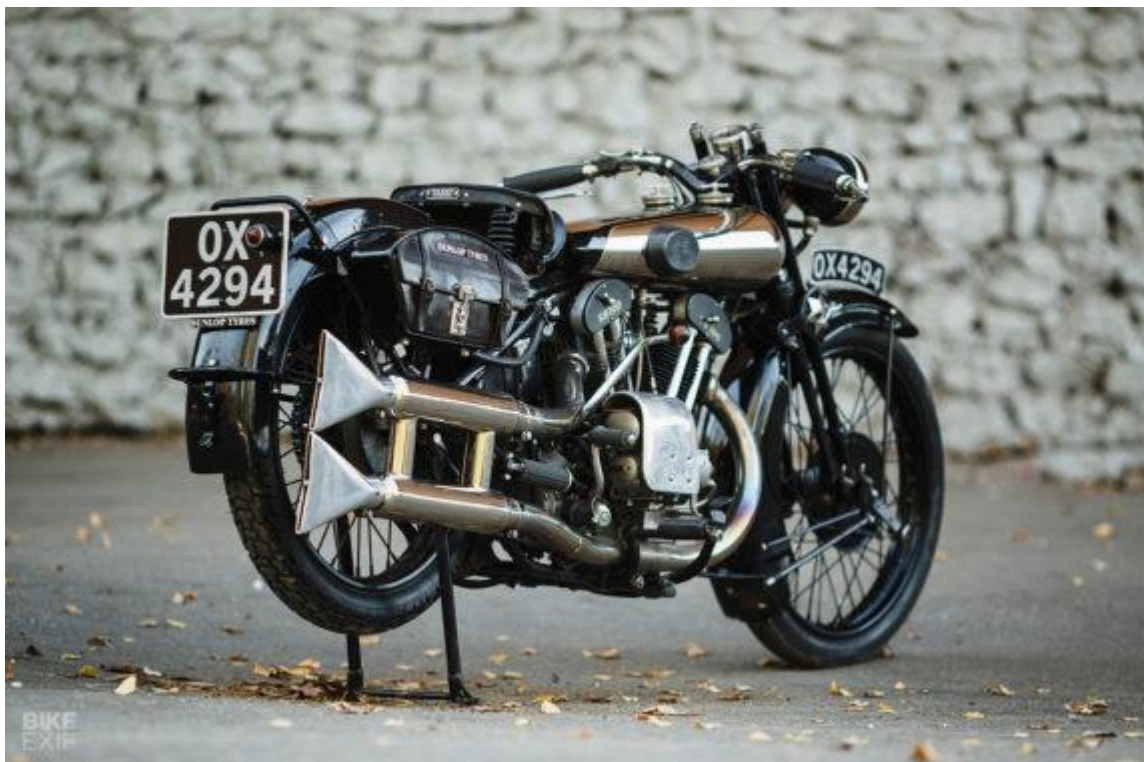


Image 34 - So that's how this SS100 ended up in a museum in Samara, Russia after being auctioned off in 2012. But it still runs, and regularly too as a team of mechanics tend to the collection.





Image 35 - The sale price of this 1931 SS100 was not disclosed but it would have been very scary!



Image 36 - This particular SS100 originally belonged to a very special customer: Dunlop tyres, who bought it in 1931 to commemorate their 40<sup>th</sup> anniversary. They used it for advertising and promotional events, and to test out their motorcycle tyres.

*Now back to general stuff.*



Image 37 - Brough Superior also manufactured sidecars with their fit and finish being of the highest standard. The Brough Superior SS100 set speed records at Brooklands for a motorcycle both with and without a sidecar.



Image 38 - Eric Fernihough (17.02.1905 – 23.04.1938, 33 years) was a British motorcycle racer. In 1936, Fernihough set a new motorcycle land-speed record for solo motorcycles on a **Brough Superior** at a speed of 163.82 mph (263.64 km/hr). The following year he improved on this speed on a streamlined supercharged **Brough Superior SS100** seen in this image, to set a speed of 169.79 mph (273.25 km/hr). He also set a new record for sidecar motorcycles at 137 mph (220 km/hr).

Whilst attempting to regain the land-speed record in Budapest, Hungary in 1938 he tragically died in an accident.



***Now let's look at a most peculiar Brough Superior, the BS4:***



Image 39 - A 1932 Brough Superior-Austin Four or BS4. This is a most peculiar bike in that it has two rear wheels and was powered by a modified Austin Seven four-cylinder automobile engine and transmission. As the prop-shaft of the automobile transmission emerged in the centre of the motorcycle's driveline, George Brough used two rear wheels mounted to a central, cast final drive unit. As the rear wheels were within 24" of each other, the Brough Superior 3-wheeler was legally considered a 'motorcycle' in the UK. It remains the only motorcycle in history to use this configuration. The Brough Superior-Austin Four was intended for sidecar use only, although one was ordered without a sidecar. Only 8 such examples were ever built.



Image 40 – The Austin Seven was an economy car that was produced from 1922 to 1939 in the United Kingdom by Austin. The Austin Seven has been described as Britain's equivalent of the Model T Ford. At that time it was one of the most popular cars produced for the British market and it also sold well abroad. Its engine was to be reused in the early version of the Mini in 1959.



Image 41 – The BS4. Note the water cooled engine with radiators on each side of the engine. This had a 4-cylinder engine and transmission straight out of an Austin Seven motor car.



Image 42 - It's a very interesting bike indeed! And as rare as hen's teeth!





Image 43 - View of the left side of the BS4.

***And now to another extremely rare and interesting Brough Superior, the Golden Dream!***



Image 44 - The 1938 Brough Superior Golden Dream Motorcycle.

Built as the “ultimate” Brough Superior machine, it was to be the company’s shining star, its piece de resistance. But when the Brough Superior motorcycle company christened what was to be its last ever model, it had no idea of the dramatic turn of events that lay ahead of the bike’s launch. The Golden Dream never went into production due to the fact that WW2 was looming and the factory was turned over to the war effort with motorcycle production stopped. It is believed that only two Golden Dream motorcycles were produced making it the rarest of the Brough Superiors. It turned out to be anything but a golden dream for Brough Superior!



Image 45 - The machine – stately, ambitious and indeed, golden, was announced to the world at the Earl’s Court show in 1938. And it certainly captured the world’s attention.

George Brough had stated that this motorcycle “has been designed by the world’s most enthusiastic Designers/Manufacturers/ Riders in collaboration with other internal combustion engine experts.



Image 46 - This bike has two pairs of horizontally opposed cylinders, one above the other, with two longitudinal crankshafts to give vibration free running. George Brough called this a “flat vertical” engine, which has a shaft final drive. It’s unlike anything that preceded it.





Image 47 - This motorcycle now sits amidst a family of Broughs and Brough Superiors in the National Motorcycle Museum in Bickenhill, Solihull, England (near Birmingham airport) which holds the world's largest collection of British motorcycles. It is believed to be the most valuable motorcycle in the world. The only other Golden Dream in

existence has a black and chrome finish and is in private ownership.



Image 48 - The Golden Dream was the last Brough Superior to have been made under George Brough and it surely must have been one of his ultimate creations. Ironically, the Golden Dream marked the end of the world's most luxurious motorcycles.

***And now to a Basket-Case Barn-Find Brough Superior!***



Image 49 - In 2016 on a property in Cornwall, England were discovered various Brough Superiors and Brough Superior bits and pieces. These had been stored in barns for more than 50 years and were submerged under decades of dust, old machinery parts and household clutter. Rusting junk to some but absolute treasure to Brough Superior collectors!

Brough Superiors generally are known for commanding high prices at auction and this bike, a 1938 SS100 did not disappoint. It had seen better days but still fetched £ 175,100 at auction in 2016!!! It was the more desirable version of the SS100 with the Matchless engine built by Associated Motor Cycles exclusively for Brough. Only 102 such Brough Superior SS100's were ever made making this the rarest of the SS100's.



Image 50 - Also discovered at the Cornwall property was this gem with sidecar. When you're talking about rare motorcycles, rust, chipped paint, and even missing parts don't always diminish their value. To the contrary, - it may even augment it! There is a strong market for unrestored, highly original motorcycles in whatever condition. If I have to explain this to you, you probably won't understand! So, what do you get the

motorcycle lover who thinks he's got everything? Hint: something he didn't even know existed like this long-lost Brough Superior. No-one else will have one!





Image 51 - Still at the Cornwall property was this 1938 Brough Superior BS4 with the twin rear wheel. Only 8 such BS4's with an in-line 750cc 4-cylinder motor were ever made. This one sold at the same auction in April of 2016 for £ 330,000!!!



Image 52 - This image gives you a good look at the rear twin-wheel set-up. This rust-bucket was generously described as a "project bike" at the auction! Avid collectors will argue that this bike can still be restored to its former glory and then turned over for a healthy profit.

Brough Superior had only a short-lived success. From the launch of the brand in 1919, it produced some 3,000 motorcycles before ceasing production in 1940. All of them are very collectible.

During the ritzy 1920's and 1930's George Brough created extraordinary, sophisticated, glamorous, expensive, limited edition motorcycles that outpaced any others on the road which helped enshrine Brough Superior as the most famous motorcycle company of that era.

Its lifespan was a mere 21 years due to World War 2 stopping production. The British Ministry of War shut down all civilian production in 1940 at the dawn of WW2, and Brough Superior Motorcycles, like every other manufacturer of any kind throughout the British Empire, were pressed into service making war material and was commissioned to make crankshafts for Rolls-Royce Merlin engines. Existing Brough Superior bikes were so coveted that their owners hid them under straw in a bid to make sure they were not used for scrap metal to aid the war effort in Britain! When peace came 5 years later, Brough Superior never resumed motorcycle production. After hostilities had ceased there were no suitable motorcycle engines available so the company was wound up never to have resumed production of motorcycles. However George Brough continued to service Brough Superiors after production ceased, making parts until 1969 shortly before his death. George died in 1970 but his legacy lives on in the many Brough Superior motorcycles maintained by enthusiasts to this day.

The Brough Superior's that have survived to the modern day are now amongst the most valuable motorcycles in the world.

### **Let's look at some famous owners of Brough Superiors!**



Image 53 - T.E. Lawrence, one of England's most famous men but better known as "Lawrence of Arabia" owned eight Brough Superiors and in fact died from injuries sustained when he crashed his seventh Brough Superior in 1935; the eighth was still on order.

T.E. Lawrence was a multi-lingual British scholar who led the successful Arab revolt against the Turks in the First World War. He will be forever associated with his thundering Brough Superior motorcycles and is said to have rode more than 300,000 miles on them.





Image 54 - George Brough chats with T.E. Lawrence at the Brough Superior factory in Haydn Road, Nottingham. Unfortunately the factory building no longer exists today, it being replaced by a small housing estate.

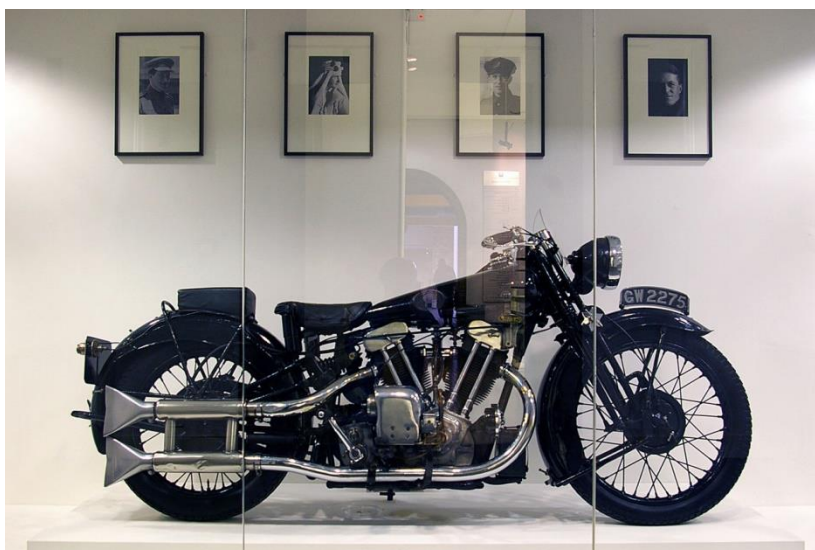


Image 55 - Lawrence's eighth and last Brough Superior, an SS100 which he was awaiting delivery of when he died is now in the Imperial War Museum in London. This museum was established in 1917 and its current president is the Duke of Kent, Prince Edward.

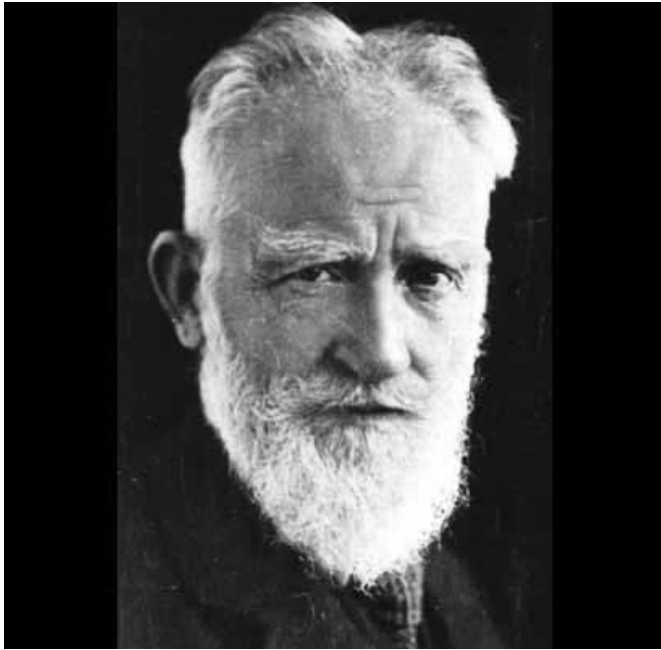


Image 56 – Another famous Brough Superior owner - Playwright George Bernard Shaw (26.07.1856 – 02.11.1950, 94 years), an Irish playwright, critic, and political activist. His influence on western theatre, culture and politics extended from the 1880's to his death and beyond. He also won the Nobel Prize for Literature in 1925. Shaw was also a firm friend of T.E.Lawrence and it is rumoured that Shaw in fact introduced the Brough Superior to T.E.Lawrence.

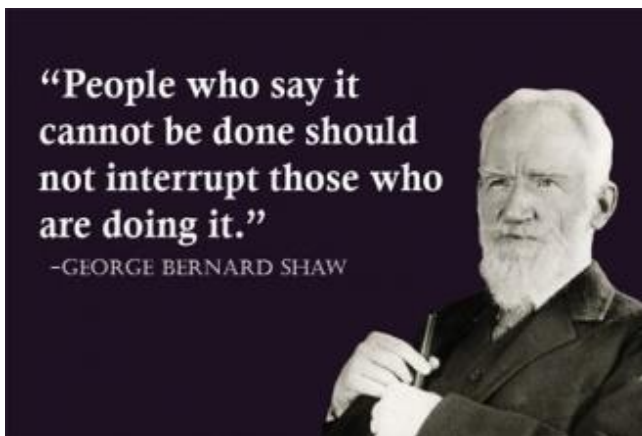


Image 57 – Quotes from George Bernard Shaw

And some other famous quotes attributed to George Bernard Shaw:

"Life isn't about finding yourself. Life is about creating yourself".

"A life spent making mistakes is not only more honourable, but more useful than a life spent doing nothing".

"We don't stop playing because we grow old; we grow old because we stop playing".



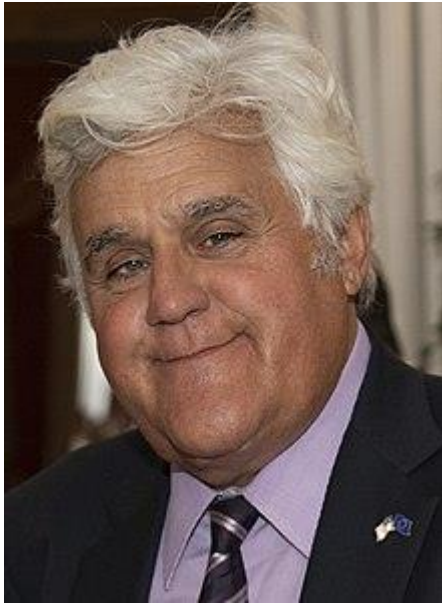


Image 58 – Jay Leno. Jay Leno is an American comedian, actor, writer, producer, and former late-night television host. He spends much of his free time visiting car collections and working in his own private garage which houses his own car and motorcycle collection, considered one of the most impressive in the world. He owns approximately 286 vehicles (169 cars and 117 motorcycles) all in excellent working condition and not surprisingly, includes “a bunch of Brough Superior’s”. He has a TV program called ‘Jay Leno’s Garage’ which showcases in detail a select vehicle from his collection per episode.



Image 59 - Jay Leno really likes the Brough Superior motorcycles. In fact, he likes them so much that he bought six: a 1929 SS100, a 1939 SS100, a 1932 SS80, two 1934 11.50's, and a 1930, 680. You can see them all in this image taken in a corner of his garage. His 1939 Brough Superior SS100 seen here with Jay features the Matchless V-Twin engine built specifically for this model. It is the most desirable of the SS100's. Note also the George Brough poster on the wall of his garage together with other Brough Superior memorabilia.



Image 60 - One of the most exclusive and expensive motorcycles on the planet is reborn almost 100 years after its initial launch! Vintage motorcycle enthusiast Mark Upham acquired the rights to the Brough Superior name in 2008. Then in 2013 he teamed up with respected motorcycle designer and constructor Thierry Henriette of Boxer Design to produce a newly designed Brough Superior motorcycle. As you would expect, Upham insisted on retaining visual cues linking the new motorcycle with the historic Brough Superior design, as well as retaining the original ethos of the Brough Superior marque – innovation, excellent design, and superior construction and materials. The modern reincarnation of the brand is thus steeped in history and again is made in seriously limited numbers. There will be no major production line of these new bikes. Only 3 different models have gone into limited production in the new factory in Toulouse, France.



Image 61 – The man behind the rebirth of Brough Superior is Mark Upham, a British businessman now based in Austria. Born in October of 1956 and pictured here with daughter Victoria, Upham is the CEO of Brough Superior Motorcycles. He has a very long history in the motorcycling industry having opened his first dealership at the age of just 19. He acquired and consolidated the rights and international trademarks to one of the most hallowed names in motorcycling history – Brough Superior.





Image 62 – The new Brough Superior SS100.

The most famous of George Brough's motorcycles was the SS100 and so the first relaunched Brough Superior was to be the new SS100. The newly designed Brough Superior SS100 first appeared at the EICMA show in Milan in 2013 and serial production began in 2016. The new SS100's look, dominated by a polished aluminium petrol tank above a V-Twin engine is the instantly recognisable visual DNA to anyone familiar with the original SS100.

In keeping with the spirit and tradition of George Brough, Upham and his team are producing hand assembled, made-to-order Brough Superior motorcycles in very limited numbers.



Image63 – Evoking the style of its Jazz-age forebear as well as being constructed out of the latest cutting edge components; this new motorcycle makes no compromises when it comes to quality and design. The new engine is a DOHC 8 valve, 880 water cooled V-Twin with a six speed gearbox and displacement of 997cc. The new SS100 is a highly sophisticated ultra-modern machine with a jazz age, Art Deco look but improved to beyond modern standards with exclusive technologies and the finest materials.



Image 64 – The all-new retro-styled SS100 is clearly a descendant of the pre-war SS100 whilst having all the latest technology and performance.



Image 65 - One interesting modern update is the incredibly powerful quad-disc brakes up front which have taken braking to a whole new level. The brakes are from Beringer and are sourced from the aircraft industry.



Step 2 along the Brough Superior comeback trail is the reintroduction of the Pendine Sand Racer that is very different to the SS100.



Image 66 - This bike has been specially designed for people who want to get off the beaten track.



Image 67 - In keeping with Brough Superior tradition, this is a solo bike with no pillion passenger space (except when sidecar was used).



Image 68 – The riding stance on the Pendine Racer.



Image 69 - Again, attention to detail is still the MO of Brough Superior.





Image 70 – Aston Martin logos over the years

Since its original founding in 1913, Aston Martin has produced only 4-wheeled machines. Now the iconic Aston Martin wings will be appearing on a motorcycle for the first time ever! Brough Superior has collaborated with Aston Martin to produce a very limited edition concept motorcycle.



Image 71 – The Aston Martin – Brough Superior prototype concept motorcycle.

This is a good fit as both Brough Superior and Aston Martin are luxury brands with great heritage. Both companies take pride in craftsmanship and use the finest materials to breathe life into their designs. Collaboration between these two brands should surely produce something special.

The new Brough Superiors are high-tech, high-quality, high-performance, high-class bikes and with this it will be no surprise that they inevitably will be high-priced! But if the new generation Brough Superior's become half as collectible as their predecessors, their cost will have been an astute investment!

View it as a vehicle, artwork or an investment! It is anticipated that many buyers will keep them like a piece of engineering art and actually never ride them.

Brough Superior is in the process of creating a world-wide network of dealers and Australia has already appointed Absoe Pty. Ltd. located at 170 Station Road, Yeerongpilly, Queensland. Phone enquiries can be made to 07 38469901, or e-mail [fred@absoe.com.au](mailto:fred@absoe.com.au)

***And don't forget, its "Bruff"!***

Ride Safe,

Sergio Editor / Historian NSW Chapter