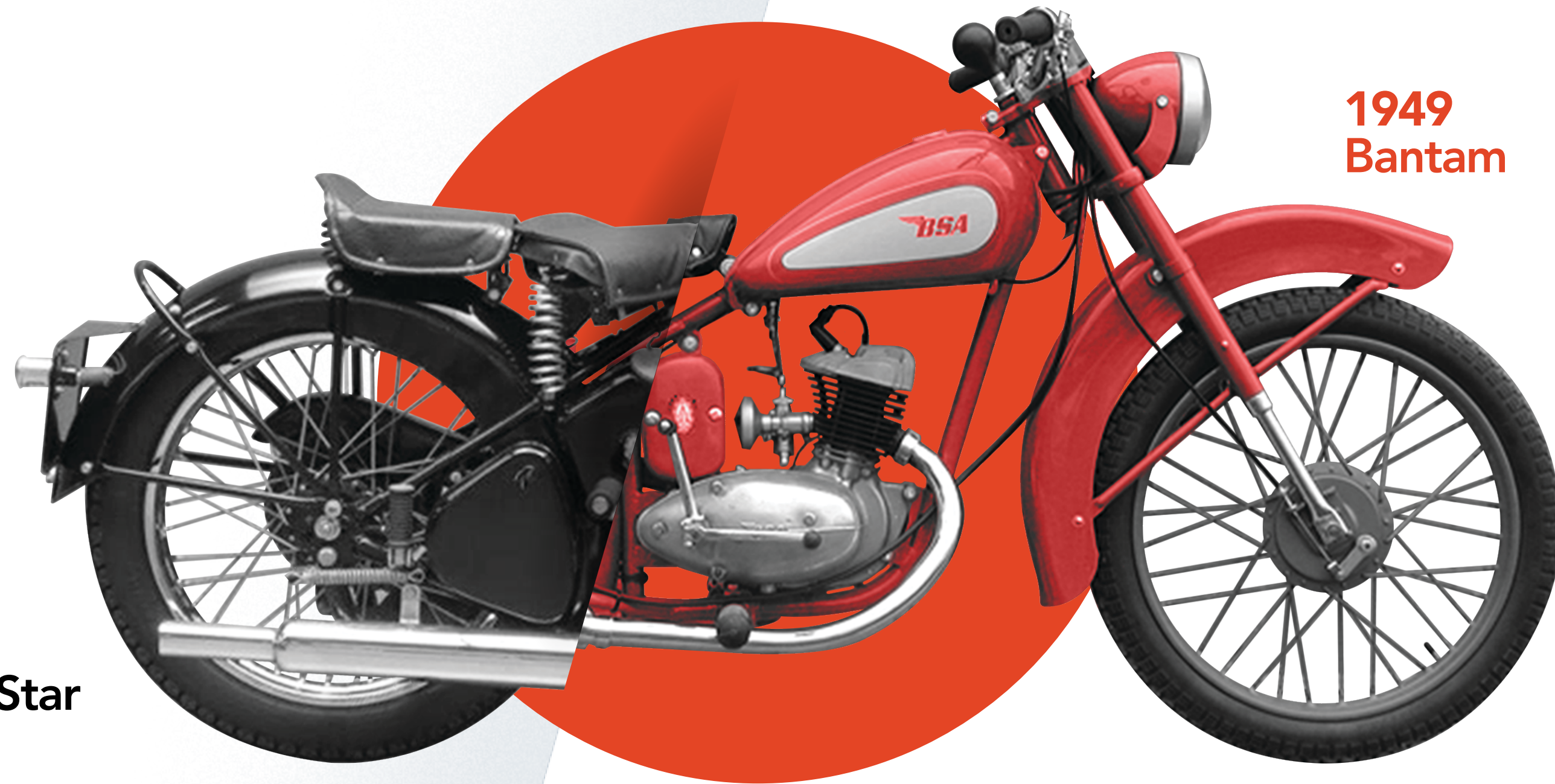


BSA

**1939
Gold Star**



**1949
Bantam**

BRAND DECK

1903 2020



Kings of the golden age of motorcycles.

From launching their first motorbike in 1903 through to becoming the world's premier manufacturer, BSA has carved out a hallowed name among motorbike enthusiasts.

The handbuilt BSA Gold Star was unveiled in 1938, famous for being one of the quickest bikes of the '50s and just ten years later, the BSA Bantam was launched for the lightweight market.

And something tells us the BSA story hasn't quite finished just yet...

One in every four



The 1930s offered us the delights of the B31, Gold Flash and the 2-stroke Bantam. Later years delivered even more excellent machines adorned with those evocative titles; Lightning, Rocket, Shooting Star, Spitfire, Gold Star, Firebird, Thunderbolts, Royal Star Starfire... The choice seemed endless.

BSA enjoyed great success and by 1951 BSA had become the world's biggest motorcycle manufacturer and able to boast that one in every four motorcycles sold worldwide was a BSA. During the inter-war period of 1919-1938 BSA motorcycle sales were for many years higher than the combined sales of all the other British motorcycle manufacturers.

TRADEMARKS AND LOGOS

BSA Trademarks and logos, together with the classic BSA motorcycle images and vintage advertising have inspired licensees from around the world in their innovative designs.





100 years of motorcycling

On 7th June, 1861, during a meeting in a Birmingham hotel room, the decision was made to form The Birmingham Small Arms Company Ltd. They chose 25 acres at Small Heath, and by 1863 the factory was complete.

With a collapse in demand for firearms, the struggling factory closed on 19th August, 1878.

1914

BSA made 1.5 million rifles and 145 Lewis machine guns along with the first folding bicycle, machine tools, jigs, gauges, aero components, gun locks, shells and fuse all to support The Great War.

In addition, there were the staff cars, ambulances and commercial vehicles produced by Daimler which had been bought by BSA in 1910.

World War II

The dark clouds of war gathered and BSA produced munitions components, Browning guns shell fuses, and 126,334 service motorcycles - all M20's.



1903

BSA's first motorcycle

1903

1930

1940



1951

BSA purchased
Triumph Engineering Co Ltd.

1953

BSA Motorcycles Ltd was created to
separate from BSA Cycles Ltd.
Acquisitions: Carbodies of Coventry and
Idoson Motors Cylinder Company Ltd.

BSA Racing DNA



1961

Churchill Machine Tools Company Ltd joined making
the group the largest machine tool organisation in
Britain. All machine tool firms merged with Alfred
Herbert to become one of the largest machine tool
organisation in the world.

In both 1967 and 1968 the company was awarded the
Queen's Award to Industry for the export of BSA and
Triumph motorcycles.

1969

BSA products accounted for 80% of British motorcycle
industry exports.



1950

1960

1970



1971

Despite all their success, the group made a trading loss of £3m. In late 1971 rescue attempts were made with 13 new revised BSA and Triumph models. Unfortunately, they missed the UK and American markets and by the end of the year they were on the verge of bankruptcy.

1972

Manganese Bronze and the D.O.T negotiate the creation of a new company to sell Norton and Triumph motorcycles to include BSA motorcycles.

1973

The deal is accepted by the BSA shareholders and 63 years of non-stop production ended abruptly in 1973.

1976

A management buyout of BSA Company Limited enabled production to re-commence with 250cc lightweight motorcycles for the British Army and 50cc machines for Brooke Bond in India.

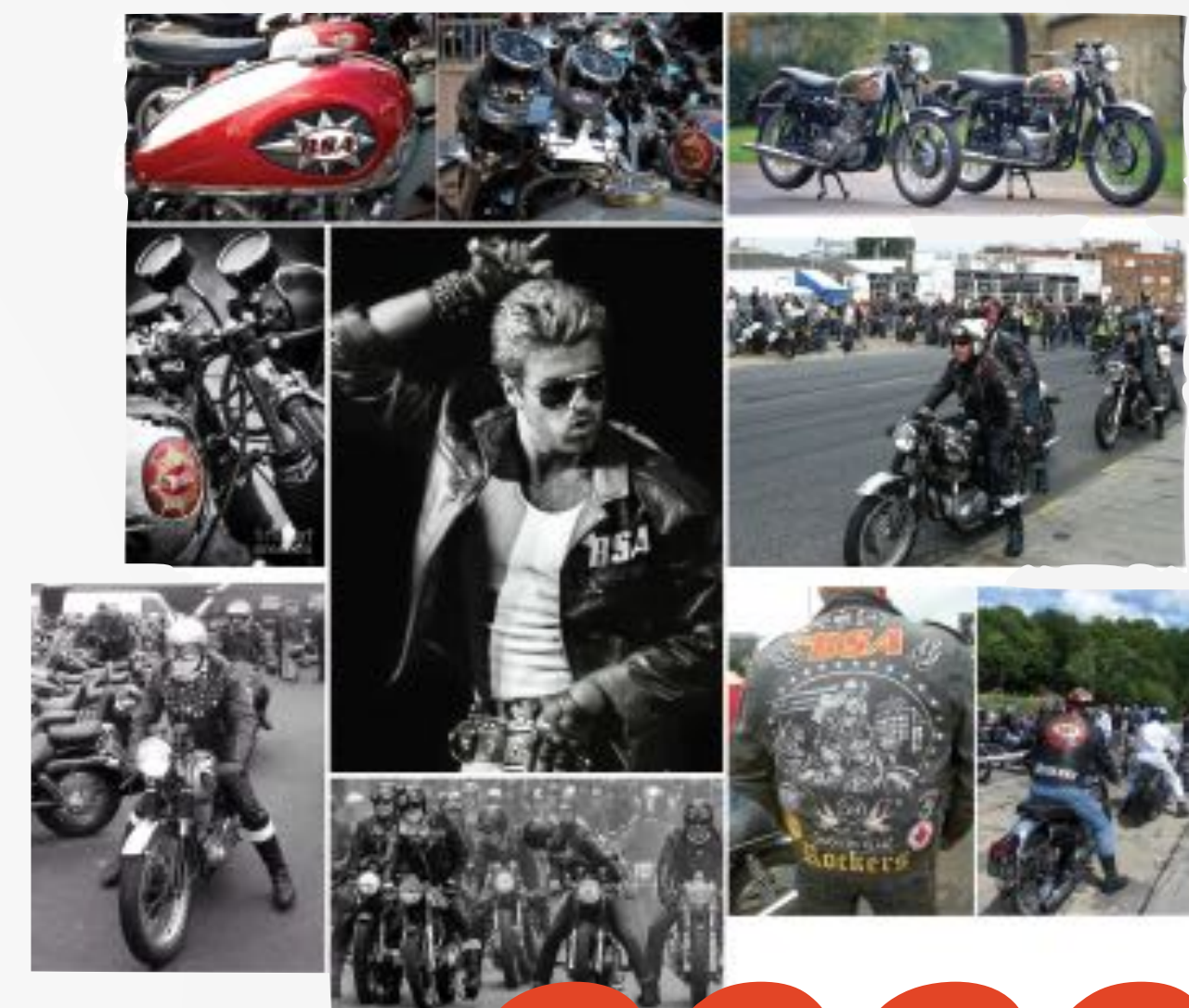
1994

BSA Company, at that time producing the BSA Bushman for the African market, was taken over by BSA-Regal Group Limited where, in 1997, the Yamaha powered 400cc BSA Gold SR was launched as a hand built offering.

2016

BSA Company Ltd was acquired by Classic Legends Private Limited.

The cult grows



1973

1980 1990 2000

2020

BSA - the saga continues

LICENSED PRODUCT

Apparel



LICENSED PRODUCT

Accessories



LICENSED PRODUCT

Accessories



LICENSED PRODUCT

Leather goods



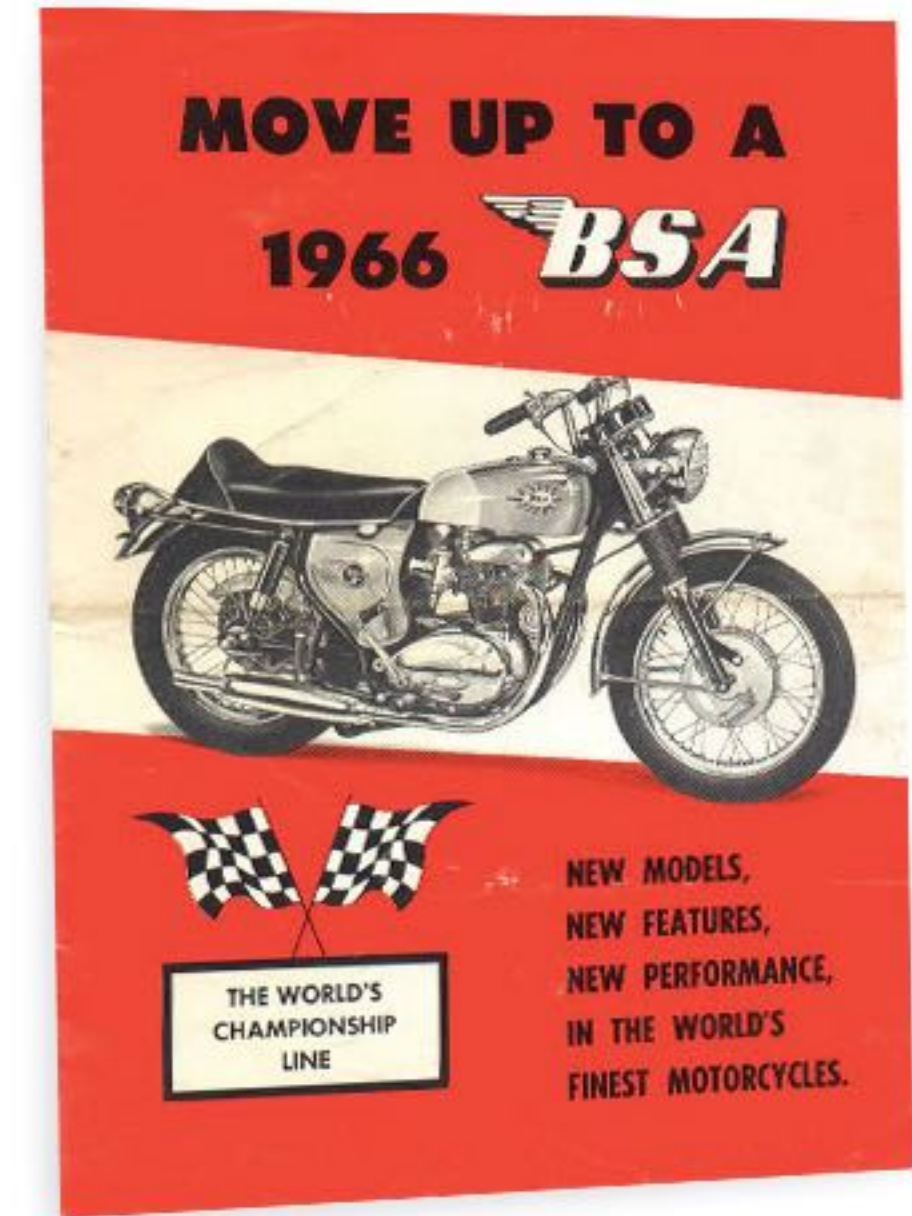
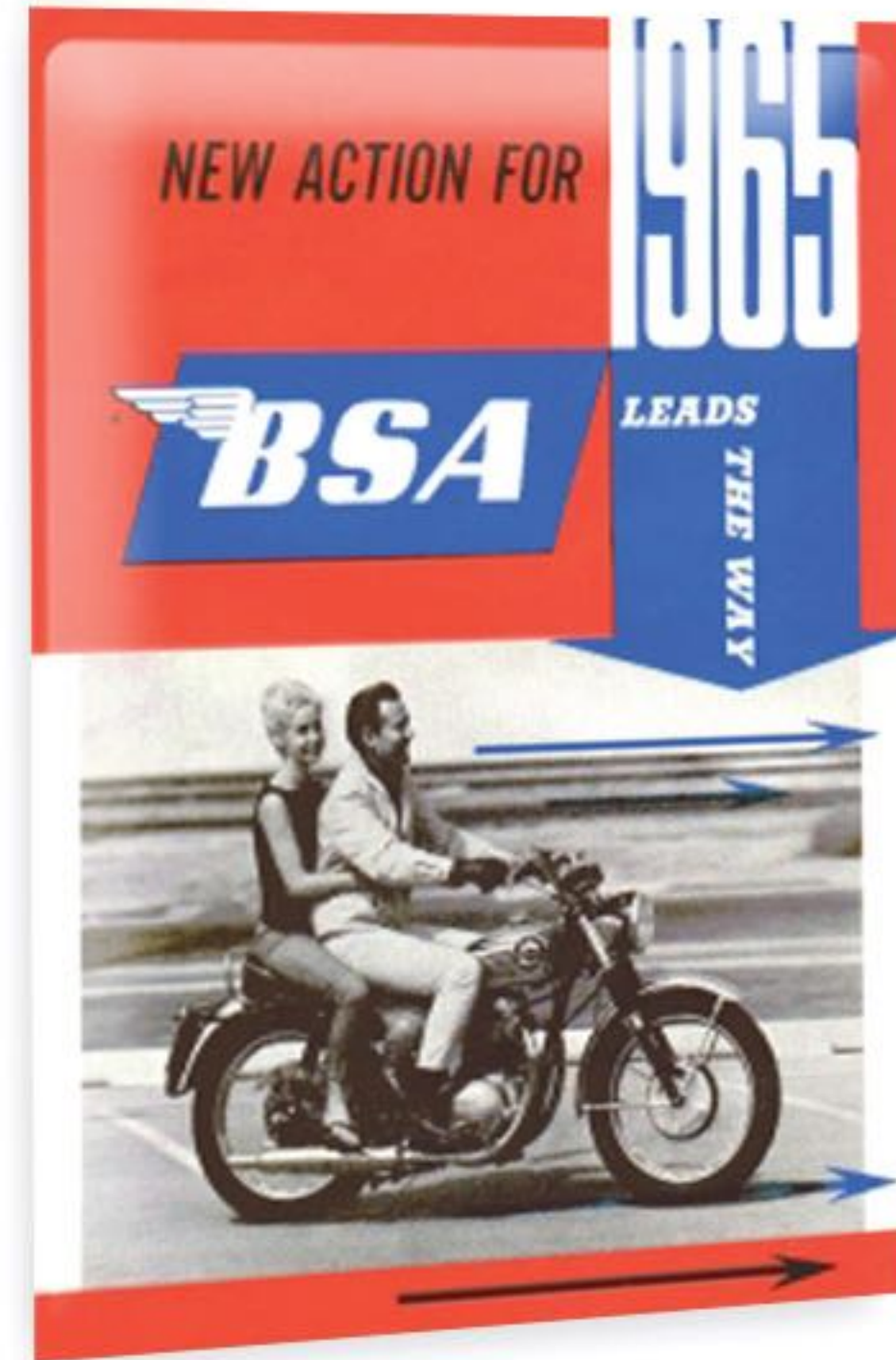
LICENSED PRODUCT

Collectables and Limited Editions



LICENSED PRODUCT

Posters, Mugs and Lighters



LICENSED PRODUCT CONCEPTS

Watches



LICENSED PRODUCT CONCEPTS

Eyewear



LICENSED PRODUCT CONCEPTS

Computer Games



LICENSED PRODUCT CONCEPTS

Sportswear



LICENSED PRODUCT CONCEPTS

Electronics

