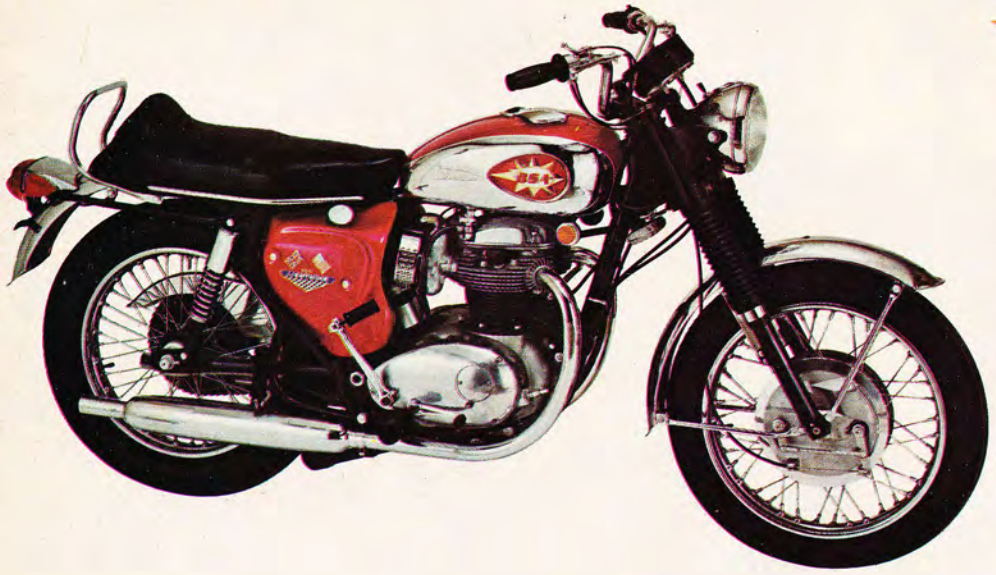
THE BOLD WORLD of BSA for 1968



BSA

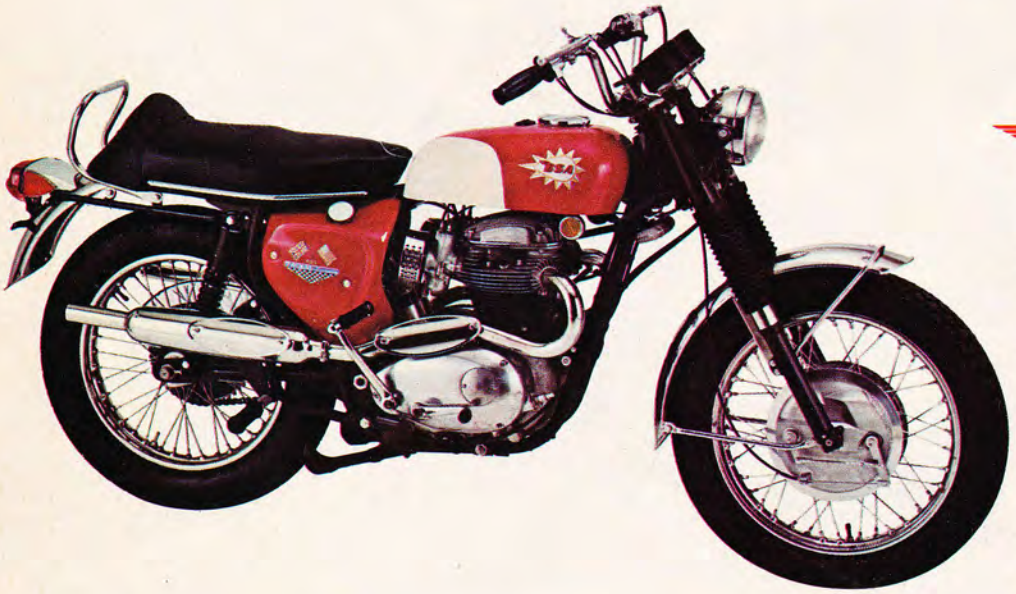
LIGHTNING

650cc (40 cu. in.) Twin with dual carburetors

Acceleration to match its name, sport bike stop-and-go power.

This is the thriller, scaled up to highest highway performance. This is the BIG dual twin: twin carbs, twin cylinders, new double leading shoe racing front brake. This is the one with the revs, the full race camshaft, with the 53 long-legged horses. This is the best in super sport.

Twin mounted speedometer and tach give you a commanding view of real performance. See and feel surging power at the flick of your wrist.

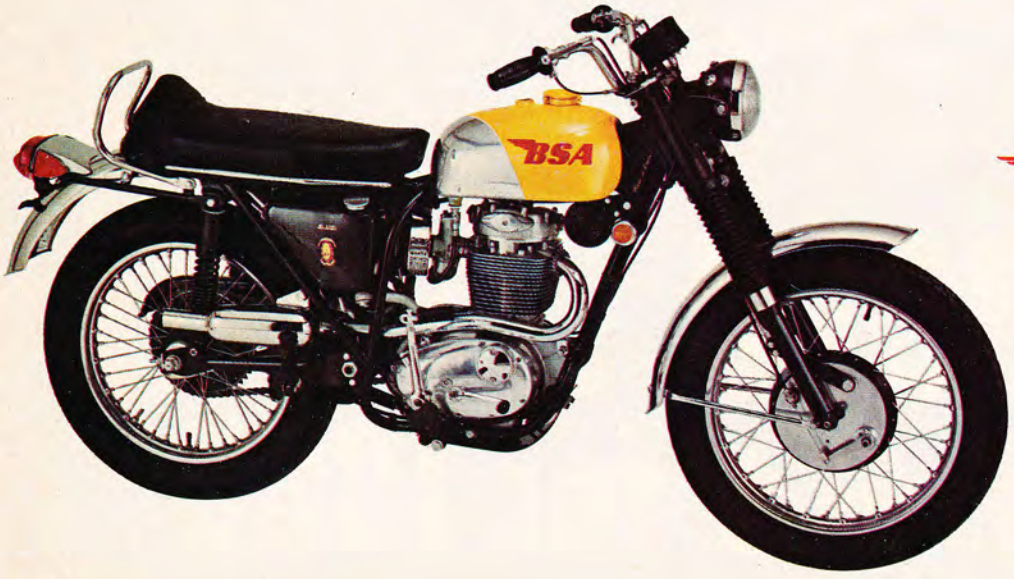


BSA

FIREBIRD SCRAMBLER

650cc (40 cu. in.) Twin with dual carburetors

This big twin leaves the other scrambl·s buzzing in its wake. It's the famous Lightning engine with 10 to 1 compression and quiet, free-flow exhausts to giv you every last fraction of horsepower. Add to this our new double leading shoe, racing type front brake and you have the winning edge in power, speed, and handling.



BSA

VICTOR 441 SPECIAL

441cc Alloy Single

This is the one that won the 250-Mile National Championship Enduro. It acts and looks like a winner. Doubles as a road cruiser with new 12 volt battery, lighting and ignition contact breaker. The best in both fields is BSA.

CLASS

In every performance range, in every type of bike, BSA class tells. It shows in the chrome plate and flashing enamel colors on the outside and in the superlative finish of all moving parts inside.

Class tells in performance. In every category, BSA puts surging power at your disposal.

Class tells in engine features: high-lift camshaft for maximum go and speed — finned rocker box cover cools the oil as it hots up the looks. Large-bore exhaust pipes hush the power and ease up on the back pressure.

Finally, class tells in durability. Every BSA is built to give you all the go you can handle — and to go year after thrilling year.

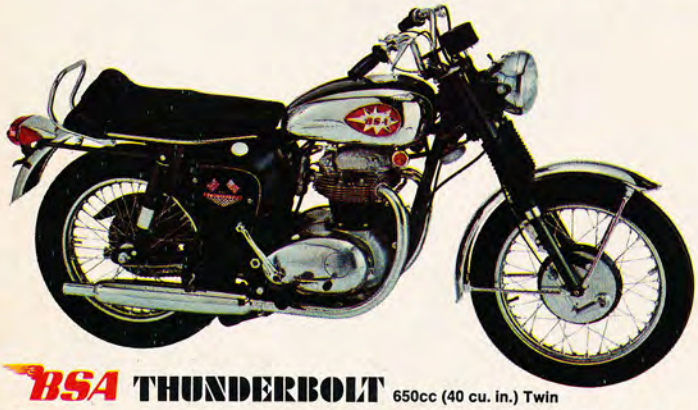
TOUGH AND FAST

BSA power wins! Here's Dick Mann winning the 1967 Peoria National TT Championship in his BSA 650.

Dick also rode his BSA to victory in the 12-mile National at Reading, Pennsylvania, where BSA made a clean sweep.

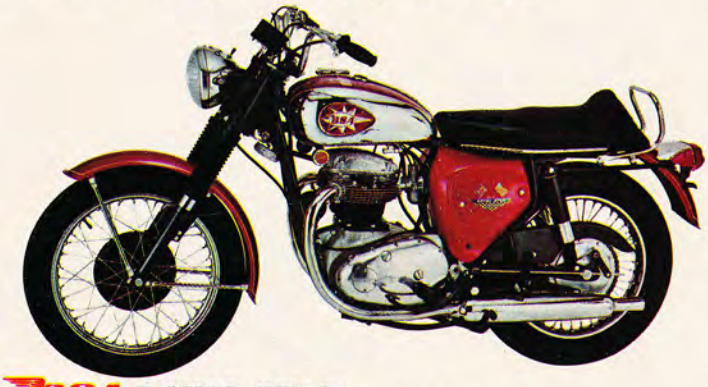
BSA — with Dan Haaby up — won the 8-mile National at Ascot, California. BSA took 4 out of the first 5 places in this greatest of all dirt track events.

Great for the roughest trails. And underneath the glossy beauty there is ruggedness to spare. Oversized racing brakes, rugged shock absorbers measure up to the engine thrust.



BSA THUNDERBOLT 650cc (40 cu. in.) Twin

Big engine, small rev-count per mile, smoothest cruising performance and flashing new chrome fenders. The Thunderbolt is the one with the tamed thunder.

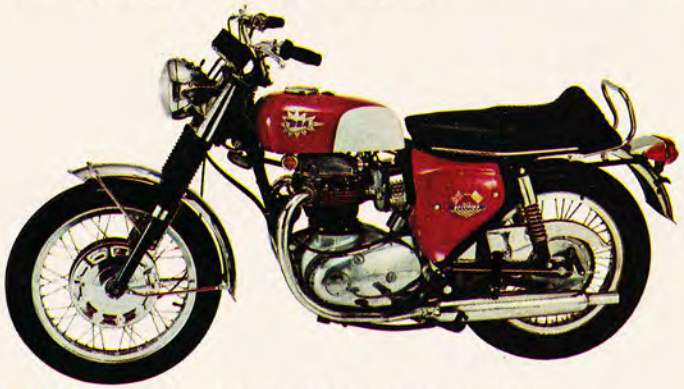


BSA ROYAL STAR 500cc (30.5 cu. in.) Twin

All the power you'll ever need to flatten the steepest hills, even with two up. Easy starting, easy riding, easy to look at and the lowest priced, full sized Twin in the line.

BSA STARFIRE 250 250cc (15 cu. in.) Single

This is the lightweight with the heavyweight performance. Four-stroke o.h.v. power makes this one look and act like a bike with twice the displacement.



BSA SPITFIRE MK IV SPECIAL

650cc (40 cu. in.) Twin with dual carburetors

This is the super sport tuned for performance. This is the one described as the "fastest street machine under 750cc". This limited-edition bike has racing parts and the new double leading shoe racing front brake and has been timed at an actual 120 mph, but canters along at top legal speeds like a well-mannered thoroughbred.

BSA SHOOTING STAR 441 441cc Alloy Single

Big power, light weight, this adds up to the best of handling and sparkling top-end performance. And because go-power without stopping power is no go, the Shooting Star has a new front brake — a full 8" in diameter.

Specifications may vary between Eastern & Western models.
Prices and specifications of all models subject to change without notice.

BSA

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