



Although all of the Power and Glory brochure bikes appear to have been touched in to an extent, colours remained the same with the exception of those of the A75 (bottom right); this is the very same photograph as it appears at the beginning of this chapter. (Author's archive)

same session. Rather strange was the omission of the home and general export blue B25SS, which, even when printed in black and white, would have been noticeable, as the fuel tank was devoid of striping.

On location

The same period saw three BSA location photo shoots

taking place: one on tarmac; the other two off-road. The M6 motorway provided the venue for the 'road' shoot, which took place on a private service station slip road used by staff to access the site. Several bikes were photographed, although, as is often the case, only one shot from the session was ever used: that of the A65 Firebird Scrambler piloted by Stephen Mettam.



Triumph's 'Think Big' brochure, prepared by Small Heath's Advertising Department, featured these cropped shots throughout, in an attempt to give a dramatic, in-your-face feel to the bikes. (Author's archive)

BSA model

B25SS
B25SS
B25T
E35R
E35SS
B50SS
B50T
B50MX
A65T

1971 colours

Flamboyant red/black striping
Flamboyant blue
Polished aluminium/black striping
Plum crazy/white striping
Plum crazy/white striping
Flamboyant red/black striping
Polished aluminium/black striping
Polished aluminium/black striping
Sterling Moss/white bottom

Triumph model

T25SS
T25T
T35R
T35SS
T100R
T100C
TR6R
TR6C
T120R

1971 colours

Tangerine/black flash
Tangerine/black flash
Jealous green/black flashes
Jealous green/black flashes
Olympic frame/black scallop
Olympic frame/black scallop
Pacific blue/white double scallop
Pacific blue/white double scallop
Tiger gold/black double scallop

publicity event that, whilst hosting an international meeting, had Ariel 3s taking part in a parade, and raced later in the evening by some of the speedway riders.

Finally, and for further publicity purposes, two BSA apprentices – Robert Tillotson and Patrick Tomkinson (son of endurance racer Mike Tomkinson) – made a trip to Barcelona for the 1970 Montjuic Park 24 hour race on a pair of Ariels. Making a round trip of 2000 miles all told, the duo camped en route, carrying all necessary equipment aboard the trikes.

Two slogans accompanied the birth of the three-wheeled moped, along with a large, fold-out brochure/poster combination. The poster proper and an A4-sized black and white, double-sided leaflet used the same artwork, albeit in a different arrangement. The slogans? 'It's not a bike, it's not a car, but it's fun' and 'Here it is, whatever it is.'

At the same time BSA accessories subsidiary Motoplas issued a double-sided leaflet illustrating many after sales goodies, such as a tinted windscreen and a groovy 'Ariel 3' transfer for the leading sides of the luggage moulding. As a sign of the times, prices were given in pounds, shillings and pence because of the new decimal currency, due to be introduced in the British Isles in February 1971.



Cindy Kent, David Jacobs, and Olivia Newton-John at Battersea Park in September. (Author's archive)

Teething troubles

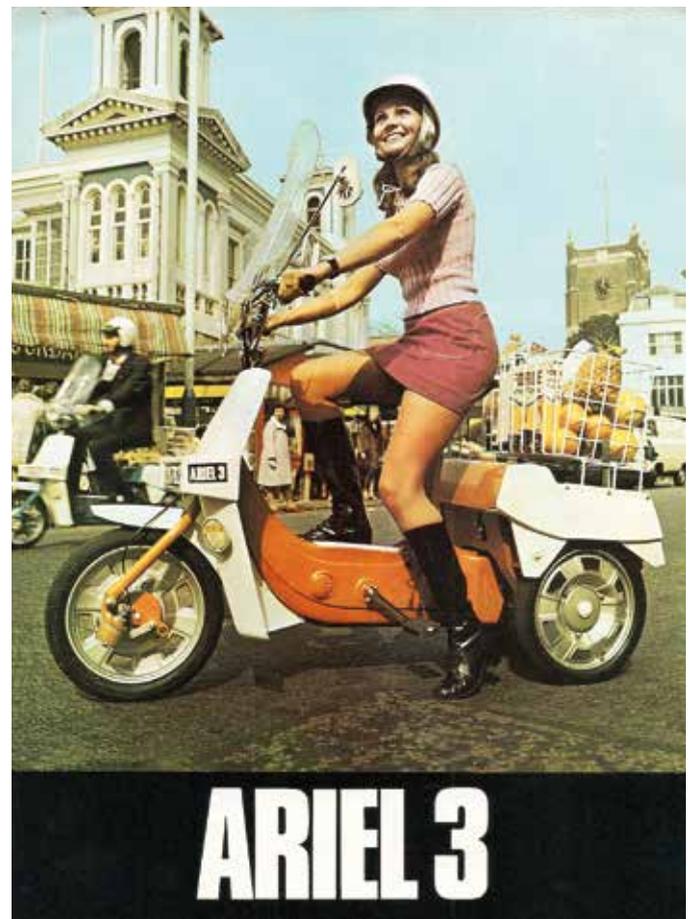
By the end of the year BSA had sent out several service sheets to dealers, detailing minor modifications that were to be carried out on early machines. Most importantly was a revised, larger sparkplug gap, introduced due to some plugs shorting out, plus two other measures that would, in some cases, reduce starting problems: elimination of the

sediment trap loop in the fuel pipe, which was sometimes causing air locks, and ensuring that the small, Encawi carburettor was not in contact with the chain guard – where this occurred, the fuel mix became weak, due to the carburettor failing to sit in the required vertical position.

1971 promotion campaign

For 1971 a new, smaller brochure was prepared, the photo shoot for this taking place during February, although many images from the previous brochure were still retained. The cover was styled on a large-sized poster that carried a new slogan: 'Ariel 3 lets you laugh all the way to the shops.'

April saw the Ariel 3 girls mobilised once again for a new campaign covering England and Wales. 78 distributors had been given the task of appointing 1000 new dealers between them, and the eight girls, working in teams of two and again equipped with the Transit vans, had the task of collecting two machines from a distributor and visiting the



Cover artwork of 1971's Ariel 3 brochure. (Author's archive)

*Vision Enterprises statement,
Monday, July 12 –*

“The Board of Vision Enterprises Ltd, a company controlled by Dr D M McDonald, announced that it has approached the board of the Birmingham Small Arms Company Ltd, to indicate that, subject to Vision being satisfied with the present financial position of BSA, Vision intends to make a cash offer for not less than 50% and not more than 60% of the Ordinary stock of BSA at a price of 55p per share. The offer would thus take the basic form of being for 60% of each Ordinary stockholders’ holding.”

Lionel Jofeh astride a 650cc Thunderbolt at the Royal Lancaster. Besides divisional work, Jofeh also represented group interests, and from January 1971 was the CMCA’s President. (Courtesy VMCC)



however, and by the end of the week, 850 redundancies had been announced, 400 of which were Small Heath production workers, the remainder taken from as far afield as Triumph's Meriden plant and the R&D centre at Umberslade Hall, though a proportion of this number would naturally be taken up by pending retirements. Trade union and management representatives held several discussions on how to minimise job losses, and a partial solution was arrived at in the case of production

staff. At a mass meeting – and in what was undoubtedly a heartening display of solidarity – the majority present agreed to these proposals, which entailed all of Small Heath's production workers, some 3500, switching to short-time working, forfeiting their annual production bonus and becoming more flexible as a labour force. With these assurances in place a reduction in the number of redundancies was achieved, resulting in slightly more acceptable job losses of 130 production workers at Small

Lionel Jofeh –

Appointed by BSA Chairman Eric Turner in February 1967 to replace Harry Sturgeon as the group's Managing Director, Marcus Lionel Jofeh had caused waves before he had even accepted the position. Fellow director John Rowe had at the time urged Turner to fill the post from the British motor industry, as the operations of the two spheres were very similar with obvious advantages, and from a confidential letter he wrote to BSA's auditor, Cooper Bros, during the dying days of BSA in 1972, it is clear that he did not endorse Turner's choice. In response to criticisms that he should have appointed from within the division, Eric Turner went on record as saying that although there were several candidates of sufficient stature and ability within the division, by recruiting from outside, any potential personal animosity between internal candidates would be avoided.

By the mid-1960s – and always known as Lionel – Jofeh had risen to the top of the aircraft precision instrument design and manufacturing company Sperry Gyroscope Ltd, holding both the position of Managing Director and Chairman. Such was his standing within certain circles that the end of the previous decade saw him bestowed with an OBE.

There is little doubt, though, that whilst at BSA Jofeh was universally unpopular, largely due to some rather negative and remote personality traits. Various described by many colleagues as arrogant, unfeeling, vain and unapproachable, he would not accept any criticism of himself or his decisions, and always believed himself correct in every matter he concerned himself with. However, regardless of this, some, although not actually having any sympathy for him, do believe that he was at all times acting in what he thought were the best interests of the division, however misguided many of his actions were felt – and indeed proved – to be. An example of the way he dealt with people and situations is related here by the division's Chief Stylist, Stephen Mettam –

"He surrounded himself with 'yes men' and disregarded or re-located (or sacked) anyone who told him what he did not want to hear. One guy senior to myself (not my boss) who had known Jofeh for years prior to joining BSA, was present when I presented to L J some design changes that were required to make the Rocket 3 more acceptable to the US west coast market. L J had weeks before already told me what he thought should be done. I was a biker and I was a designer, and I had spoken/written to BSA personnel on the west coast. I think I knew what the problem was and what was needed. I knew what could be done in a hurry without spending much money. Lack of time and money were part of the equation. I presented the 'solution' as if it satisfied what were L J's requirements. He listened, no-one present disagreed, L J departed, not looking very happy. The aforementioned 'senior guy' took me to one side and said 'Lionel Jofeh is no fool; he knew you were not telling him what he wanted to hear. If you ever try that again, he will be certain to remove you'."

Jofeh's mutually agreed resignation in July 1971 was ultimately precipitated by the series of delays and financial deficits which had greatly escalated during the first part of the year. Each report he submitted to the parent board painted a blacker picture, month by month, and regardless of the many contributory factors to production delays outside of his control, overall responsibility for the catastrophic situation was undoubtedly Jofeh's, so it was only right that he 'resign.'

It is indeed ironic that while he was away in the USA at the end of June personally dismissing American BSA President Peter Thornton, Finance Director Laurie Beeson, in Jofeh's absence, delved into the Motor Cycle Division's finances to discover the most devastating figures yet – a shortfall of over £750,000 in Jofeh's previously forecast profit for the month of April. One board meeting later, Jofeh followed in Thornton's footsteps.