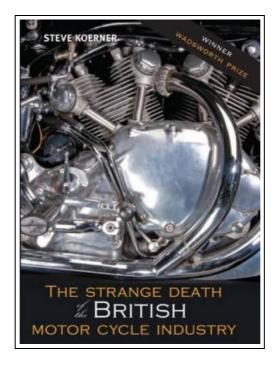
The Strange Death of the British Motorcycle Industry (Paperback)



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Reviews

The book is simple in read safer to comprehend. It is writter in straightforward words and phrases instead of confusing. You wont truly feel monotony at anytime of your time (that's what catalogues are for concerning in the event you request me). (Brannon Koch)

THE STRANGE DEATH OF THE BRITISH MOTORCYCLE INDUSTRY (PAPERBACK)



Crucible Books, United Kingdom, 2013. Paperback. Condition: New. New ed. Language: English. Brand New Book. The British motor cycle industry once stood at the top level of world production. BSA, Ariel, Norton, Triumph, Matchless and Vincent led the world in design, technology, and popularity. After 1945, when the German industry failed to develop, British bikes continued to be untouchable both on the racetrack and in the showroom. Then it all began to go horribly wrong. Lucrative overseas markets began to decline, and foreign scooters tore into the UK market. At the same time, rates of motorcycle accidents rose and many British consumers were deciding to buy cars instead of two-wheelers. Finally there came a whirlwind from the East, as fierce competition arrived from innovative, sophisticated and more mechanically reliable Japanese machines. By the early 1970s, with alarming rapidity, the British motor cycle industry had all but disappeared. REVIEWS Of interest to motorcycle enthusiasts and students of the history of technology, this volume on the British motorcycle industry examines the dominance of the English industry in the early years of motorcycling and explores the dramatic effects of Asian competition on the industry in the 1960s and 1970s that led to its steep decline. The volume discusses classic brands, industry design and labor practices, international followings and economic trends, and includes numerous black and white photographs of classic British motorcycles. Koerner is a Canadian writer and British motorcycle enthusiast. Reference and Research Book News, 2012/08Koerner is as much a British motorcycle enthusiast as he is an academic, but he doesn t wax nostalgic about the industry. He is critical in hindsight, and although players in the trade aren t identified as heroes or villains, it s fairly obvious who they are. Crippled by the early 1970s there is no easy answer regarding the...



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