



**EMBARGOED UNTIL 10:00 AM, SATURDAY 4 DECEMBER 2021**

## **BSA Motorcycles unveil the new generation model at Motorcycle Live**

**COVENTRY, England, 4 December 2021** – BSA Motorcycles is delighted to officially reveal their first new model on Saturday 4 December at Motorcycle Live, NEC Birmingham.

The new BSA Gold Star is classified as a modern classic motorcycle, and its form is instantly recognisable as a BSA. A design icon of its era redefined to reclaim its glory in the current times, the new BSA Gold Star's design is a befitting evolution of the brand's most successful motorcycle.

**Announcing the reveal of the new motorcycle, Mr Anand Mahindra, Chairman of Mahindra Group, commented:**

"BSA reigned supreme during the golden era of British motorcycles, renowned for their spirit and impeccable workmanship. We're incredibly honoured to be showcasing a new model that captures the DNA of such a legendary brand, which stamped an undeniable mark on the world of motorcycling. The next chapter in the brand's history is going to be an exciting ride."

Set to rekindle memories of the past, the new Gold Star is pure and retains the essence of its predecessor, such as the round headlamp sitting neatly below the signature twin-pod instruments – keeping the same proportions intact. Another notable feature is the chromed fuel tank with pinstriping and a dominating BSA Gold Star logo, which was inspired by the coveted 'Gold Star' pin won by Wal Handley in 1937, when he lapped the Brooklands circuit at over 100mph on a BSA Empire Star. Add to that the engine cover that harks back to the BSAs of the past, the distinctive kink in the exhaust pipe and silencer design, rear fender with the trademark stays, and it's clear that everything remains true to the iconic Gold Star design.

**Mr Ashish Singh Joshi, Director of BSA Company Ltd., added:**

"For us, the new BSA Gold Star is not just a motorcycle, but an emotion and we pursued the journey of bringing BSA back with utmost passion. To stay authentic to its roots, the new Gold Star was designed and engineered in the UK. The new motorcycle incorporates BSA's DNA and stays a Gold Star that is true to its lineage."

BSA Motorcycles are attending Motorcycle Live, held 4-12 December 2021 at NEC Birmingham. They are exhibiting in Hall 4, Stand 4D10.

**ENDS**



## PRODUCT DETAILS

### Design:

The twin-pod instruments feature individual analogue speedometer and tachometer units with LCD multi-functional display. The needles feature the same reverse sweep function as the original Smiths clocks. The separate tell-tale pod on the headlamp housing is another nod to the era gone by.

The fuel tank builds on the tank of the M24 and DB34 Gold Star, with similar chrome touches on the sides, an offset fuel filler cap and a dash of colour with contrasting pin stripe. The BSA logo commands the same prominent position on either side.

A lot of detail has gone into styling the engine, which is based on a pre-unit single and retains the same looks for authenticity.

The proportions have grown, and the neat packaging lends the new motorcycle a very handsome stance. The new BSA Gold Star rides on wire-spoke alloy wheels –18-inch front and 17-inch rear – giving it a quintessential classic character. A flat seat not only complements the overall design but also works with the optimised handlebar and foot peg position to offer a seating position that's commanding yet comfortable.

The rear is kept minimalistic, with a reimagination of the original Lucas lamps but with modern LED technology within. The signature fender stays – finished in chrome to complete the persona of the new motorcycle.

The new BSA Gold Star will also be available in Legacy Edition, which is inspired by the Gold Stars of the past and finished in a special 'Silver Sheen' colour.

The other unique touches on the Legacy Edition include chrome-finished fenders, mirrors and levers, polished engine covers, white beaded seat and a gloss black finish on instruments, headlight cover and foot pegs, along with chromed components across the motorcycle.

The new BSA Gold Star is available in Insignia Red, Dawn Silver, Midnight Black, Highland Green and Silver Sheen (Legacy Edition).

### Engine:

The new BSA Gold Star inherits the soul of its forerunners and combines it with modern technology to deliver an authentic and reliable BSA riding experience. This modern classic is powered by a 652cc single-cylinder engine – a tribute to the original model.



## **PRODUCT DETAILS (Cont.)**

The engine is liquid-cooled and features four valves operated by dual overhead camshafts, yet it also sports the classic fins dating back to the Gold Star's original air-cooled engine. This culminates in an engine that delivers a peak power of 45hp and peak torque of 55Nm.

The engine has been developed by BSA in partnership with the Technical University of Graz to meet the latest emission standards, without compromising on performance and character.

Designed for a 'torquey' feel throughout the rev range, the engine is made with just one objective – riding pleasure. No matter what your riding style is and irrespective of where you ride, the engine feels right at home. Torque starts building up from as low as 1800rpm, delivering a healthy flow throughout the rev range and resulting in effortless cruising and bursts of acceleration when needed.

### **Chassis:**

Forming the backbone of the new BSA Gold Star is an all-new dual-cradle chassis with a D-Loop integrated into the design; another signature element from the original model. The front wheel is suspended via 41mm telescopic forks while the rear features a traditional swingarm with twin shock absorbers, featuring a 5-step preload adjustment.

To stay true to its classic roots and yet deliver agile handling, the Gold Star gets 18-inch wheels at the front and 17-inch wheels at the rear, shod with premium Pirelli Phantom Sportscomp tyres that come with a vintage tread pattern and great handling characteristics. Braking is handled by Brembo featuring a single 320mm disc at the front and 255mm disc at the rear, and equipped with Continental dual channel ABS.

All this results in a confidence inspiring and engaging ride with agile low-speed handling and poised high-speed manners, which makes the new BSA Gold Star a motorcycle that is as much at home in the city as it is on the open road.



## PRODUCT SPECIFICATION

Vehicle Specifications	BSA Gold Star
<b>Engine</b>	
Engine type	Liquid-cooled, single cylinder, DOHC, 4 valves per cylinder, twin spark plugs
Engine capacity	652cc
Compression ratio	11.5:1
Max. torque	55Nm@4000rpm
Max. power	45bhp@6000rpm
Transmission	5-speed
Cooling system	Liquid

<b>Chassis</b>	
Frame type	Tubular steel dual cradle
Swingarm type	Twin-sided, tubular steel

<b>Suspension</b>	
Front	41mm telescopic forks
Rear	Twin shock absorbers with 5-step adjustable preload

<b>Brakes</b>	
Front	Single 320mm disc, Brembo two-piston floating calliper, ABS
Rear	Single 255mm disc, Brembo single-piston floating calliper, ABS

<b>Wheels &amp; Tyres</b>	
Front tyre	100/90-18 Pirelli Phantom Sportscomp
Front wheel	36-wire-spoke alloy rims 18 x 2.5"
Rear tyre	150/70-R17 Pirelli Phantom Sportscomp
Rear wheel	36-wire-spoke alloy rims 17 x 4.25"



## PRODUCT SPECIFICATION (Cont.)

Vehicle Specifications	BSA Gold Star
<b>Fuel Tank</b>	
Total capacity	12 litres
Fuel consumption	70.6 mpg (WMTC)

<b>Weight</b>	
Dry / Wet	198 / 213kg

<b>Dimensions</b>	
Wheelbase	1425mm
Seat height	780mm
Rake	26.5 degrees

<b>Electricals</b>	
Speedometer	Twin-pod analogue speedometer and tachometer with LCD multi-functional displays & separate tell-tale pod
Battery	12V-12Ah
Headlamp	Halogen 60/55W (H4)
Tail/Stop lamp	LED tail lamp with Integrated licence lamp

<b>Features</b>	Dual-channel ABS (Continental) A&S (Assist & Slipper) clutch Engine immobiliser Handlebar-mounted USB charger 12V socket (jacket heater)
-----------------	--

<b>Service interval</b>	6,200 miles
-------------------------	-------------



## Notes to editors

### About BSA Company Ltd.

BSA Company Ltd, trading as BSA Motorcycles, is a motorcycle manufacturer acquired in October 2016 by Classic Legends Pvt. Ltd., a subsidiary of the Mahindra Group. Their vision is to build motorcycles that retain the DNA of the original Birmingham-based BSA brand.

Earlier this year, BSA Company Ltd. was awarded a £4.6 million grant by the UK Government for the development of zero-emission motorcycles, as part of the low-carbon automotive initiative.

For more information contact:

Denfield (for BSA)

Phone: 01926 881178

Email: [press@bsacompany.co.uk](mailto:press@bsacompany.co.uk)