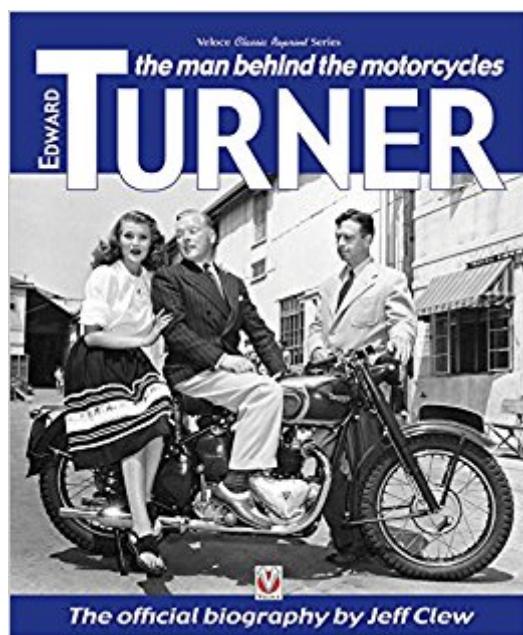


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# Edward Turner: The Man Behind The Motorcycles



## Synopsis

Reprinted after a long absence! For the first time, the life of Edward Turner, one of Britain's most talented motorcycle designers, is revealed! Although seen by many as an irascible man who ran a very tight ship, it is an inescapable fact that Triumph was a highly profitable, industry pushing company. Turner's hugely successful sales campaign after World War 2 stunned American manufacturers, and had long-lasting repercussions on their own home market. No one can deny the impact his Ariel Square Four made at the annual Motor Cycle Show in 1931, his superbly-styled single cylinder Tiger models in 1936, and his revolutionary Speed Twin that dominated the Show in 1937. Even more was to follow with his post-war Thunderbird and Bonneville twins.

## Book Information

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## Customer Reviews

so much is packed into its 160 pages that no British bike enthusiast will be able to put it down Old Bike Mart this book is an excellent addition to any enthusiast's library. Jonathan Hill - freelance All of Turner's trials, tribulations, tragedies and successes are laid bare to be read. A great book, buy it. Nacelle Turner's story turns out to be as complex and as interesting as the times he lived and thrived in. Clew tells the story with clarity in his book that any motorcycle enthusiast-not least those who love classic British bikes-should have in their library. Ultimate MotorCycling This book, a reprint of the original title, is also a wonderful snapshot of the industry itself ... A pretty good read with some excellent photographs, many of which came from the Turner family's albums. Old Bike Australasia --This text refers to an alternate Paperback edition.

Jeff Clew was an active motorcyclist from 1946 in both road and competition events. He retired in 1991 as Editorial Director of the Haynes Publishing Group, was a regular contributor to Old Bike Mart, and on irregular occasions to most other motorcycling magazines. He was a member of the Vintage MCC and founder of one of its Sections, also a member of the LE Velo Club and of the London Douglas MCC and the Kickstart Club of Torbay. Jeff also had some experience of broadcasting on radio and TV.

I thought this might be a good counterpoint to Bert Hopwood's "Whatever Happened To The British Motorcycle Industry". The two were both collaborators and antagonists. However, this book is just a pale examination of Turner's life scattered amongst the details of the British motorcycle industry. Too little time is spent discussing Turner's actions and motivations. What did he do with all that money when Triumph was booming? Why didn't he invest in research and new tooling? Where was the justification in ignoring the impending Japanese invasion? Too much time is spent on British trials and scrambles results and only a final, pasted on, chapter is given to the American market. I don't regret reading the book but I really wish it had been better written to report on a man who represented both the best and worst of British industry. If you only have time for one book, Bert Hopwood's is much better as are Hughie Hancox's two books - "Tales of Triumph Motorcycles & the Meriden Factory" and "Triumph: Production Testers' Tales from the Meriden Factory" I ride a '77 T140V and I approve of this message.

Very infomative.

very interesting

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