



Formerly known as Silverstone Auctions

PRESS RELEASE: 21st August 2023

AS ICONIC AS IT GETS... THE ROLLS ROYCE OF MOTORCYCLES

Multiple show-winning, correct-numbers, 1938 Brough Superior SS100

£240,000 - £260,000

At auction on Sunday 12th November at the NEC Classic Motor Show in Birmingham



1938 Brough Superior SS100 990cc - Guided at £240,000 - £260,000.

This is as much a legend as it is a superb motorbike, it comes trailing romance and provenance and rightfully the respect of the whole motorcycle world. It is a bike that bikers

dream of and now it comes to sale with Iconic Auctioneers at a guide price of £240,000 to £260,000.

The "Rolls Royce of Motorcycles" was the way the press, in period, described George Brough's bespoke machines. Favoured by the rich and famous and built using the best components and most powerful engines available at the time, it was the bike chosen by TE Lawrence AKA 'Lawrence of Arabia'.

The Brough name is better known for motorcycles than cars, as the company produced over 3,000 two-wheelers between 1919 and 1940. Dubbed the 'Rolls-Royce of Motorcycles', they were prestige machines that attracted a discerning clientele, and among the many famous Brough owners were George Bernard Shaw and T E Lawrence who had no less than eight and, of course, famously lost his life on one.

In fact, the only bike more special than the one being sold by Iconic Auctioneers would be the TE Lawrence bike if ever that turned up for sale – the true Holy Grail of motorcycles, an icon of its kind – the whispers speak of a £1m price tag.

The SS80 used side-valve engines and were road tested to 80mph before being released from the factory, the SS100 used an overhead-valve engine and were road tested to 100mph. This, very well known, Matchless 990cc OHV SS100 (GUM 239) is presented in excellent overall condition and in good running order. It is one of only 102 Matchless bikes produced in total with 34 built with sprung frames and circa only 25 surviving today.



Fitted from new with a Norton 4-speed gearbox, Castle forks and twin float carburettor. Correct numbers and restored by specialist Brough restorer, Tony Cripps, in 2010 to its

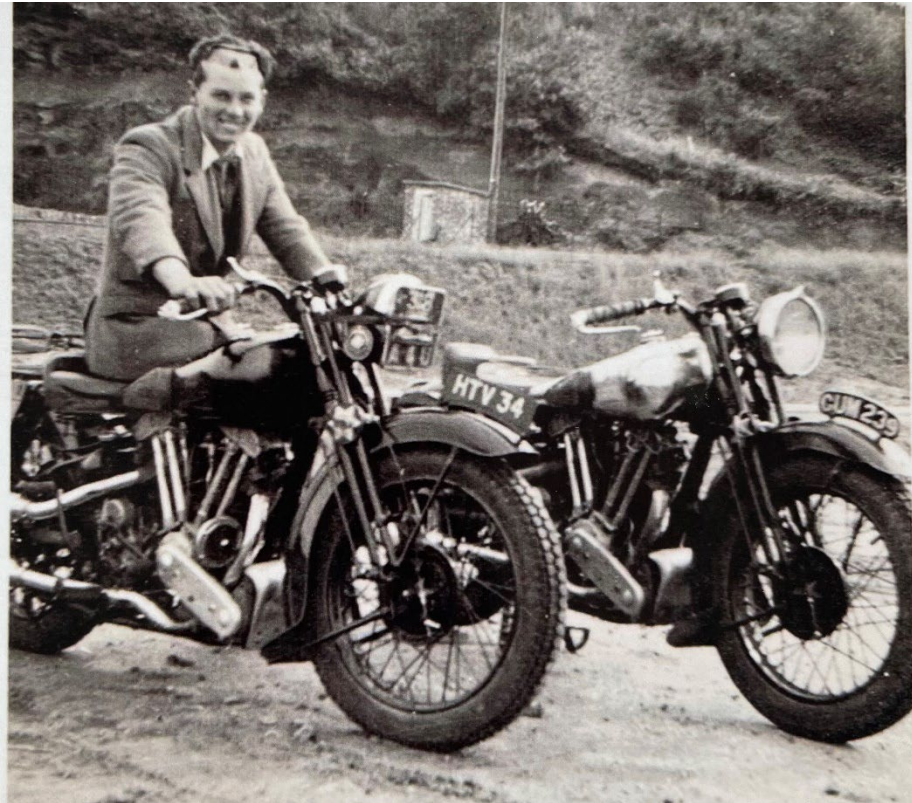
current condition. Registered new on New Years Eve 1938 and shipped to dealers Watson Cairns Ltd. of Leeds. It has a known history since 1954 and with current owner since 2018.

Extensive history file included, containing photos of the bike on a test run with Ron Storey and Barry Robinson in 1954 at the Brough Superior Works in Nottingham and at a Brough Rally in 1962 fitted with a sidecar, copies of old RF60 log books, photos and details of its restoration in 2010, original continuation RF60 dated 1954, a letter from Barry Robinson and copies of the article he wrote, restoration documents and photos, two old MOTs, old tax discs and other associated paperwork. The original fuel tank is included but not fitted.

The machine is a winner of numerous awards including 'Best MX SS100' at the Brough Rally (twice), 'Best ridden to show' once and best bike at VMCC Rally twice. This lot offers a fabulous opportunity to own a well-known and correct Brough Superior MX SS100. UK-registered on a current V5C.

For more information on this motorcycle or any of the others already entered for the Motorcycle Sale at the NEC Classic Motor Show on 12th November, please see www.iconicauctioneers.com. If you have a motorcycle or collection that you are interested in selling, please contact our motorcycle specialists on +44 (0) 1926 691 141 or enquiries@iconicauctioneers.com.





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IMAGES

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ABOUT ICONIC AUCTIONEERS

Iconic Auctioneers, formerly known as Silverstone Auctions, started in 2011 and rebranded in August 2023. It is a world-class, specialist auction house for the sale of classic cars, competition cars, modern supercars and all types of collectors' cars, as well as modern and historic motorcycles and items of automobilia.

As one of the UK's leading auction houses they hold the exclusive automotive auction rights for some of Europe's biggest motoring events such as The NEC Classic Motor Show, The Silverstone Festival, Supercar Fest, MCN Motorcycle Shows and many more.

The team are passionate about seeking out the finest cars, motorcycles and collectibles and connecting them with right buyers from around the world, which has helped them achieve a number of record-breaking auction prices on behalf of vendors.

The company has achieved the following impressive statistics:

- Held 87+ auctions (as of August 2023)
- Sold 5,200+ cars and motorcycles (as of May 2023)
- Total sales in excess of £270m (as of May 2023)
- Customers in over 30 countries
- No seller's commission charged on vehicles entered with no reserve

More about Iconic Auctioneers can be found on their website iconicauctioneers.com, by emailing enquiries@iconicauctioneers.com or by calling +44(0)1926 691 141.

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