

BSA Motorcycles unveil the new generation model at Motorcycle Live

Saturday 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.

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Additional Assets:

BSA Gold Star Product Details & Specification

[https://emails.denfield.co.uk/BSA/press-downloads/BSA Gold Star - Lifestyle.zip](https://emails.denfield.co.uk/BSA/press-downloads/BSA%20Gold%20Star%20-%20Lifestyle.zip)

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