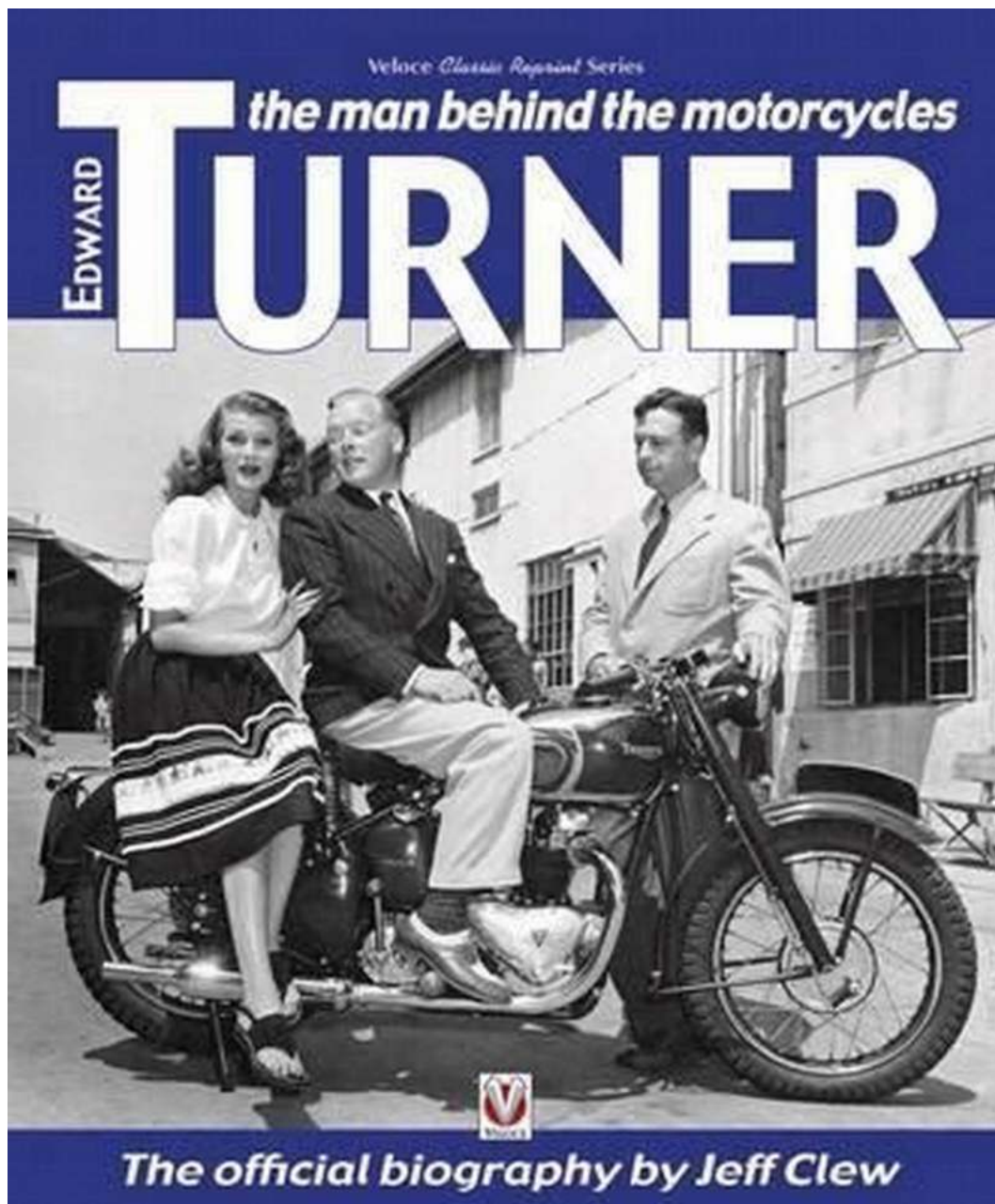


# Discover the Fascinating Story of Edward Turner: The Man Who Revolutionized Motorcycles

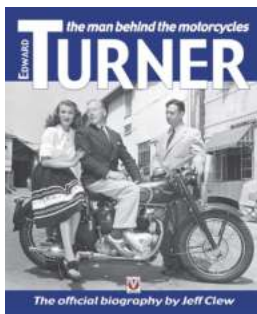


When it comes to motorcycles, one name stands out as a true industry legend - Edward Turner. His innovative designs and visionary ideas transformed the two-

wheeler industry forever. From iconic motorcycles like the Triumph Speed Twin to the legendary Bonneville, Edward Turner left an indelible mark that continues to shape the motorcycle world to this day.

## A Visionary Engineer Ahead of His Time

Born in 1906 in Cambridgeshire, England, Edward Turner exhibited his engineering skills from a young age. Influenced by his father, a highly skilled engineer, Turner quickly developed a passion for machinery and mechanics. It was this passion that laid the foundation for his groundbreaking career in the motorcycle industry.



### Edward Turner – The man behind the motorcycles

by Claudia Botterweg (Kindle Edition)

★★★★☆ 4.5 out of 5

Language : English

File size : 5469 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Print length : 160 pages

Lending : Enabled



After joining Ariel Motors in 1928, Turner's talent and dedication soon caught the attention of the company's management. He quickly rose through the ranks, eventually becoming Ariel's chief designer. During his time at Ariel, Turner developed several innovative designs that cemented his reputation as a visionary engineer.

## The Birth of the Iconic Ariel Square Four

One of Turner's most significant achievements was the creation of the Ariel Square Four, a revolutionary motorcycle that combined speed, power, and reliability. Introduced in 1930, the Square Four featured a unique four-cylinder engine configuration, providing exceptional performance and smooth operation.

The Ariel Square Four became an instant hit among motorcycle enthusiasts, showcasing Edward Turner's talent not only as an engineer but also as a designer. Its distinctive styling and advanced features set it apart from other motorcycles of the time, earning Turner widespread acclaim.

### **Triumph Motorcycles: A New Chapter Begins**

In 1936, Edward Turner was appointed the general manager and chief designer of Triumph Motorcycles, marking the beginning of a new chapter in his illustrious career. At Triumph, Turner's design genius reached new heights, as he oversaw the creation of some of the most iconic motorcycles in history.

Under Turner's guidance, Triumph released the Speed Twin in 1937. This groundbreaking motorcycle introduced the concept of the parallel-twin engine, providing an unmatched combination of power, reliability, and affordability. The Speed Twin set the standard for modern motorcycles and established Triumph as a leading manufacturer in the industry.

### **The Triumph Bonneville: A True Legend is Born**

No article about Edward Turner would be complete without mentioning the legendary Triumph Bonneville. Named after the famous salt flats in Utah, where motorcycle speed records were set, the Bonneville took the world by storm when it was introduced in 1959.

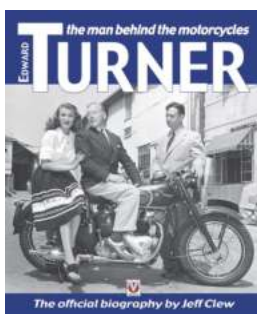
With a top speed of over 110 mph, the Bonneville became an instant icon, capturing the spirit of the emerging motorcycle culture of the 1960s. Its timeless design, powerful engine, and unrivaled performance made it a favorite among riders around the globe.

## A Lasting Legacy

Edward Turner continued to contribute to the motorcycle industry until his retirement in 1967. His innovative designs, impeccable engineering, and forward-thinking ideas laid the foundation for numerous technological advancements that are still prominent in today's motorcycles.

Turner's legacy lives on in the hearts of motorcycle enthusiasts worldwide. His visionary approach and unparalleled contributions to the industry continue to inspire designers, engineers, and riders alike. From his early days at Ariel Motors to his tenure at Triumph, Edward Turner's impact on the motorcycle world remains immeasurable.

So, the next time you hop on your motorcycle and feel the thrill of the open road, take a moment to appreciate the man behind the motorcycles - Edward Turner, the true visionary who forever changed the landscape of two-wheeled transportation.



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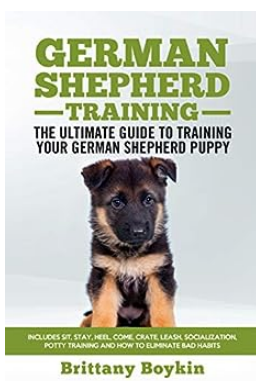
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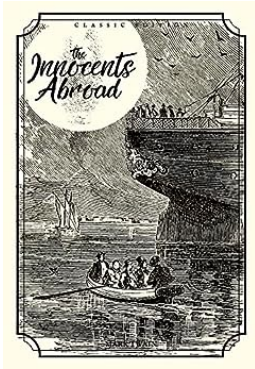
The deeply researched biography of the man who was probably the most important individual in the history of the British motorcycle industry. In the words of Triumph's famous sales slogan, Edward Turner designed "The Best Motorcycle in the World". Records details of all the world famous motorcycles designed by Edward Turner.

For the first time the life of Edward Turner, one of Britain's most talented motorcycle designers, is revealed in full, so this is much more than just another book about Triumph motorcycles. Although seen by many as an irascible man who ran a very tight ship, it is an inescapable fact that that his was a highly profitable company. His hugely successful sales campaign after World War 2 stunned America's own manufacturers and had long lasting repercussions on their own home market. As Bert Hopwood once said to the Author, Turner was an inventive genius who had the flair for pleasing shapes and an uncanny ability to perceive what the buying public would readily accept, to produce it at the right price. No one will deny the impact made at the annual Motor Cycle Show by his aerial Square Four 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.



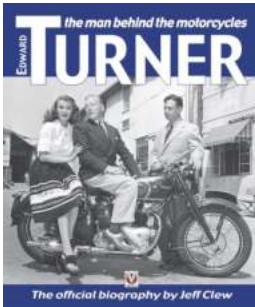
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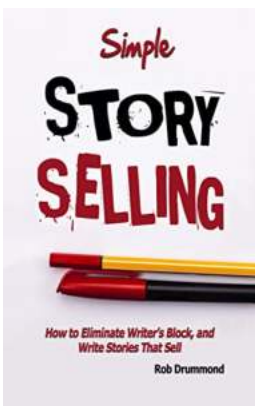
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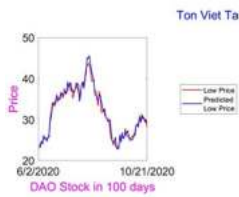


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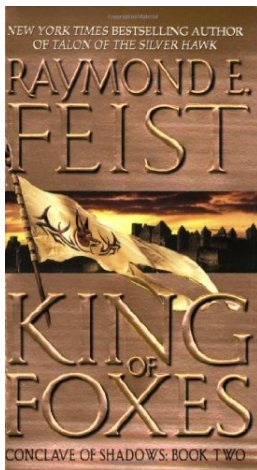


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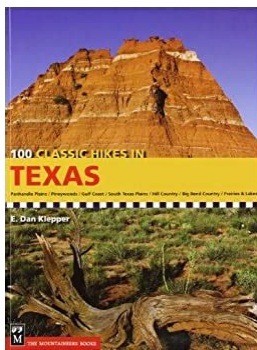
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