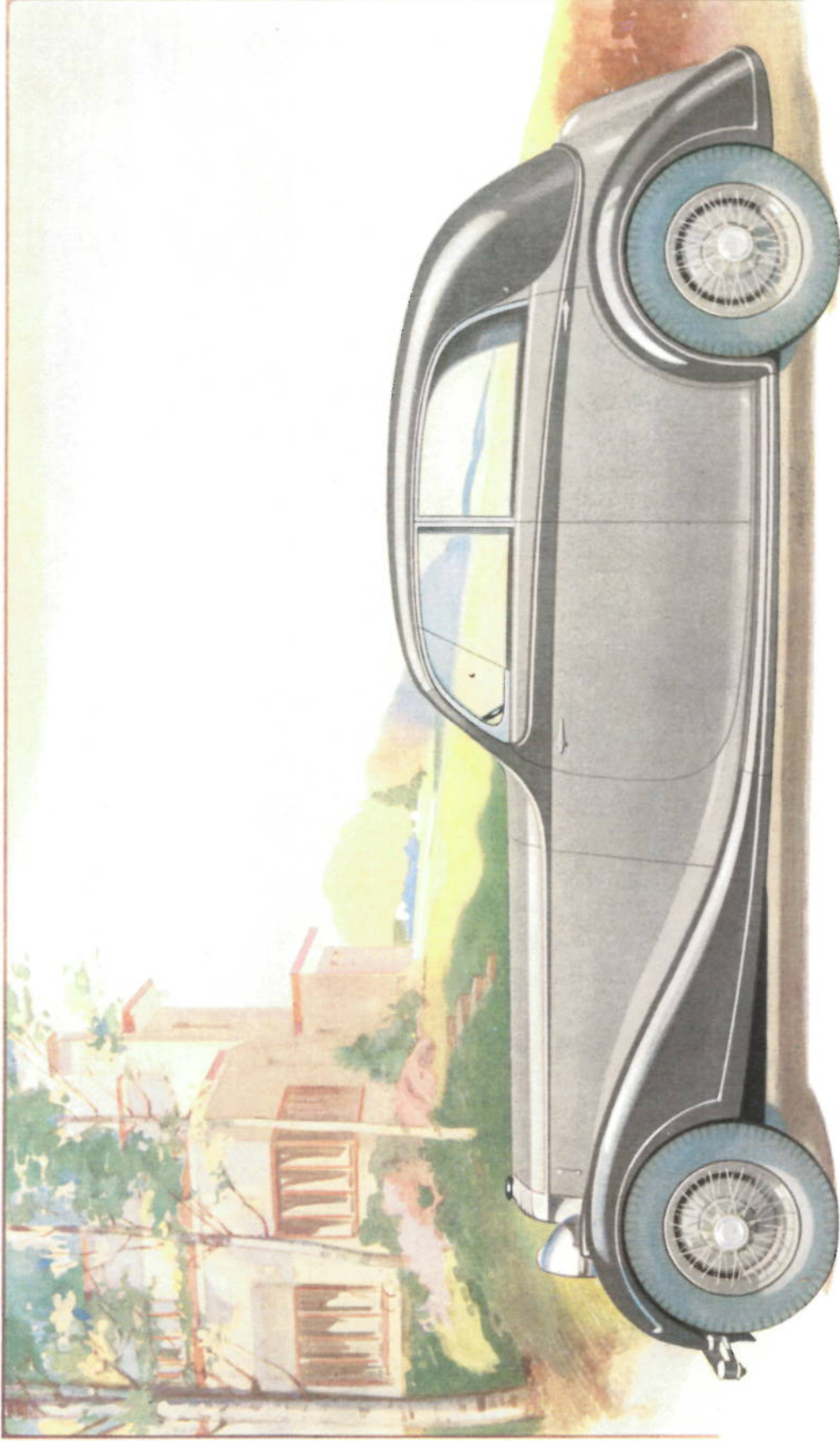


BY APPOINTMENT



TO H.M. KING GEORGE V.

Daimler



'WINGHAM' CABRIOLET · MODEL 225 · BY MARTIN WALTER LTD. : £1450

Daimler

Daimler

'25'

'WINGHAM' CABRIOLET

MODEL 225

Coachwork by

MARTIN WALTER LTD.

£1450
complete

Construction. Best quality ash framing, strengthened by body plates where necessary. Aluminium panels throughout; all joints invisible and panelled over.

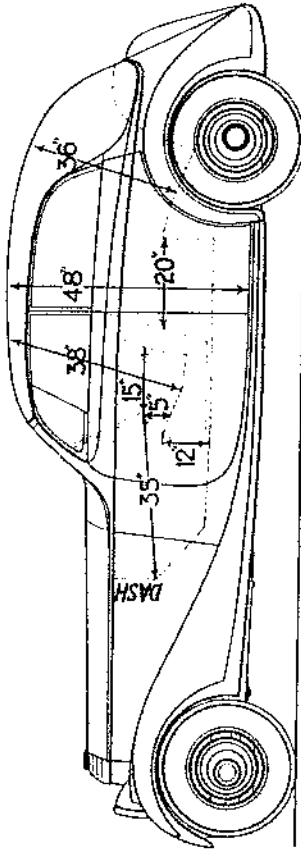
Doors. Four, hung on specially designed centre pillars, fitted with strong hinges, slam locks with double striking plates and special dovetails. Front doors have private locks; rear doors have interior catches.

Windows. The patent Martin Walter construction of window assembly is fitted in each of the four doors, which entirely eliminates a pillar between the windows above the waistline of the body. Windows framed in chromium-plated brass frames and glazed in Triplex plate glass. They are adjustable in any position with mechanical regulators. A draught-deflecting window is fitted on the screen pillar with the object of eliminating draught to the rear seat when the driver's window is lowered.

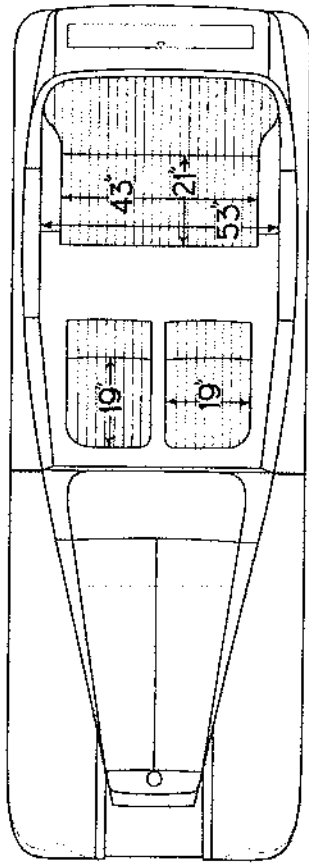
Windscreen. Sloping one-piece screen of Triplex glass arranged to open and fix at any angle.

Wings and Steps. Long domed aluminium wings, with deep valances and drip flanges. Steps covered with rubber and fitted with rubber slats.

Seating. Two persons, including driver, on adjustable front seats. Two or three persons on rear seat.



N.B. Front seats adjustable 3 1/2 in. fore and aft of central position shown.

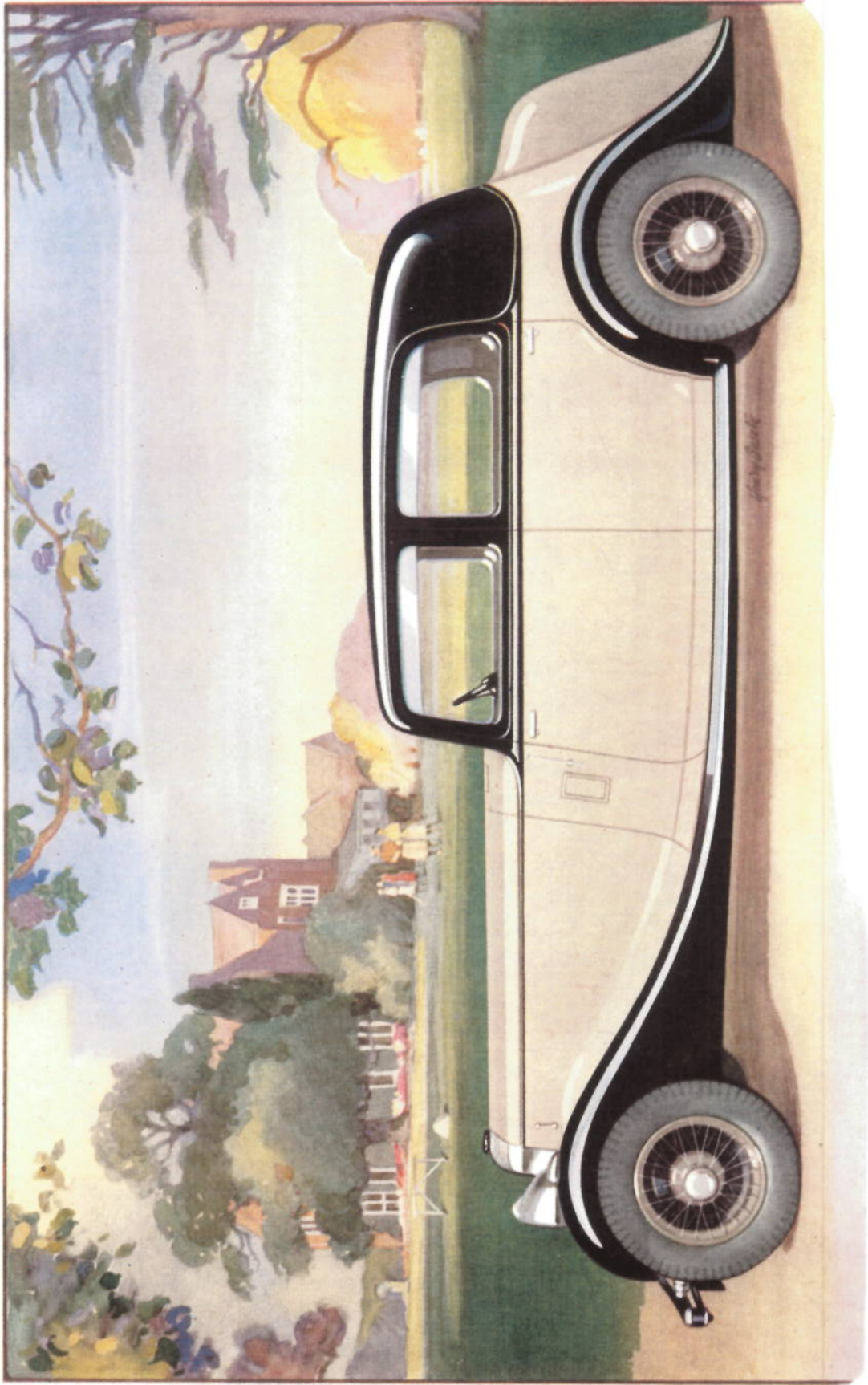


Head. The self-acting head fitted to this body is of patented construction and provides for the head to be easily raised or lowered by a simple action, without the necessity of folding any material or involving any complicated action. The head folds with the windows in any position and is designed to form a pleasing contour from the exterior, and the cloth lining to the interior makes it indistinguishable from a Saloon when closed.

Upholstery. The seats are upholstered in best quality leather or cloth to choice, with cushions and squabs formed with Dunlop "Latex" interiors. The head is covered in a superior quality Mohair and lined in cloth. The floor boards and other portions of the body are covered in best quality pile carpet with felt under carpets.

Painting. In cellulose throughout, colour to choice.

Equipment. Two interior electric lights, with switch. Silk door pulls. Folding arm rest to centre of rear seat. Side arm rests to rear seat, incorporating flush type ash trays. Pockets to front doors. Interior sun visor. Ventilators in sides of scuttle. Commodious luggage trunk at rear of body. Dual electric wipers, arranged flush in screen rail. Driving mirror. Traffic indicators. All metal fittings are unfurnished.



SPORTS SALOON MODEL 220 BY ARTHUR MULLINER, LTD : £1450

Daimler

Daimler

'25'

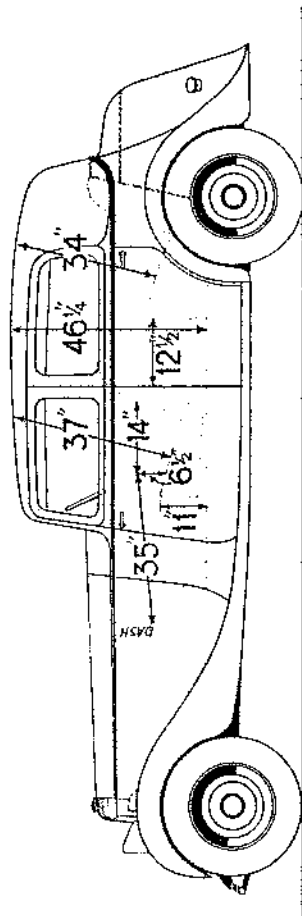
SPORTS SALOON

MODEL 220

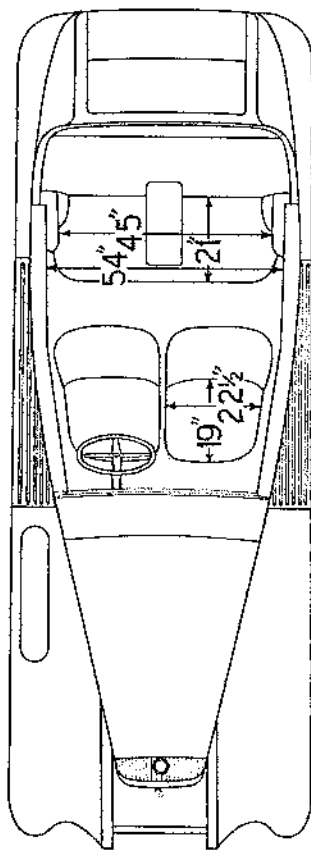
Coachwork by

ARTHUR MULLINER LTD.

£1450
complete



N.B. Front seats adjustable 2 1/2 in. fore and aft of central position shown.



Construction. Light English ash frame work, aluminium panels. Chromium moulding at waist line.

Doors. Four, hung on centre pillars, with one lock and three catches.

Roof and Quarters. Metal panelled. Sliding roof over front seats.

Windows. Frameless glasses, with patent lifts, to doors. Fixed louvres. Triplex glass throughout.

Windscreen. Sloping flat type in one piece, permanently fixed. Triplex glass.

Wings and Steps. Semi-cycle wings connected to long steps. Front wings have inside casings. Swept steps covered with rubber inset strips. Rear wings to harmonize.

Seating. Two persons, including driver, on adjustable chair type front seats. Two or three persons on rear seat.

Upholstery. In leather to choice. Roof and quarters in cloth. All seats fitted with springs and padded with hair and wadding. Cushions and squabs plained. Floors covered by Sorbo rubber mats and pile carpets, with rubber heel pad for driver.

Painting. In cellulose throughout; colour to choice.

Equipment. Two electric roof lamps with switches. Roller blind to rear window, operated from driver's seat. Side arm rests and single centre arm rest to rear seat. Recessed companions. Ash tray in front. Door pulls moulded into woodwork. Pocketers in rear doors. Ventilators in sides of scuttle. Small tables incorporated in backs of front seats. Panelled luggage boot at rear of body, with lid to fold down to form grid. Extra roof space top of boot. Dual windscreen wipers. Two interior sun visors. Driving mirror. Traffic indicators. Licence holder. All metal fittings chromium plated.



SPORTS SALOON (MODEL 219) BY WINDOVERS LTD ; £1450.

Daimler



SPORTS SALOON (MODEL 218) BY HOOPER & CO. (COACHBUILDERS), LTD., £1515.

Daimler

Daimler

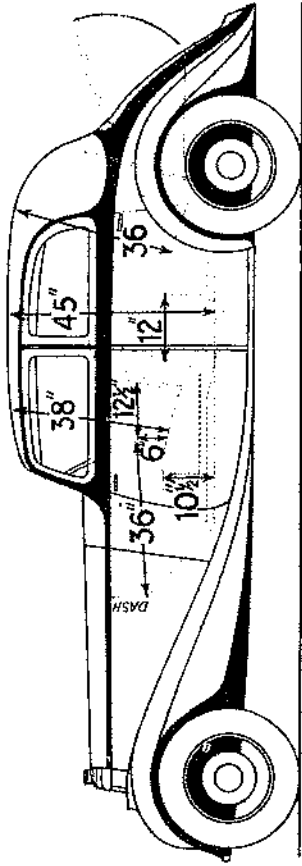
'25'

SPORTS SALOON

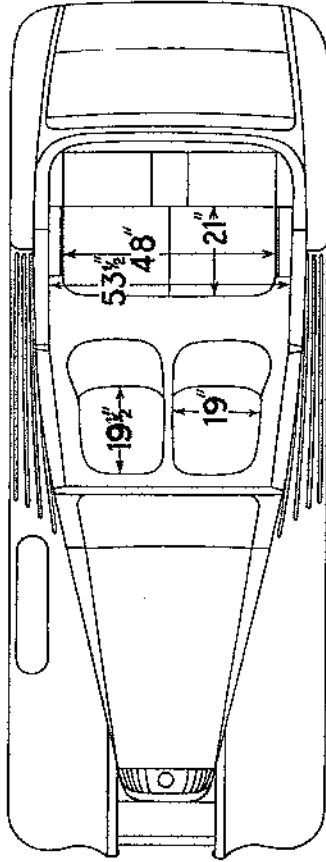
MODEL 218

Coachwork by
HOOPER & CO.
(Coachbuilders) Ltd.

£1515
complete



N.B. Front seats adjustable 3 in. fore and aft of central position shown.



Construction. Finest English seasoned ash framing, built as lightly as possible, consistent with safety; strengthened by steel sheath plates. Panelled in aluminium, mouldings being worked into panelling.

Doors. Four, hung on middle pillars, fitted with best English slam locks and 'Hooper' special concealed hinges. Nearside front door has private lock, others have interior catches.

Roof and Quarters. Panelled in aluminium on anti-drumming principle with leather-covered centre panel. Sliding roof over front seats.

Windows. Frameless glass with mechanical winders to doors. Fixed louvres at top. Triplex plate glass throughout.

Windscreen. In one piece, hinged at top to swing forward; fitted with special ventilating and locking device. Triplex plate glass.

Wings and Steps. Domed aluminium wings, with stone shields and valances. Long flowing type front wings. Long platform steps covered with moulded strips in aluminium channels.

Seating. Two persons including driver, on adjustable chair type front seats. Two or three persons on rear seat.

Upholstery. Leather or cloth throughout to choice. Pleated cushions and squabs with spring web cushion frames stuffed with horsehair and down. Floors covered with Sorbo rubber matting and pile carpet.

Painting. In cellulose throughout; colour to choice.

Equipment. Two roof lamps with separate switches. Silk blind to back window, operated from front seat. Folding arm rest to centre of rear seat. Fixed elbow rest at each side of rear seat, with ash trays let into forward ends. Ash tray and cigar lighter on instrument board. Tray type pocket at back of nearside front seat. Small table at back of outside front seat. Two interior cloth covered sun visors, folding to roof. Trap door ventilators in sides of scuttle. Extra roof space in trays under front seat cushion, fitted into baize lined receptacles. Luggage boot at rear, built in as part of body structure, accessible from exterior through hinged lid, also from interior by hinging forward rear squab. Klaxon dual screen wiper fitted at base of screen. Driving mirror. Lacene holder. Built in illuminated rear number plate. Hooper patent telescopic signal indicators, fitted to front corners of roof, concealed when not in use. All metal fittings are un tarnishable.



LIMOUSINE (MODEL 217) BY ARTHUR MULLINER, LTD.; #1425.

Daimler

Daimler

'25'

ENCLOSED LIMOUSINE

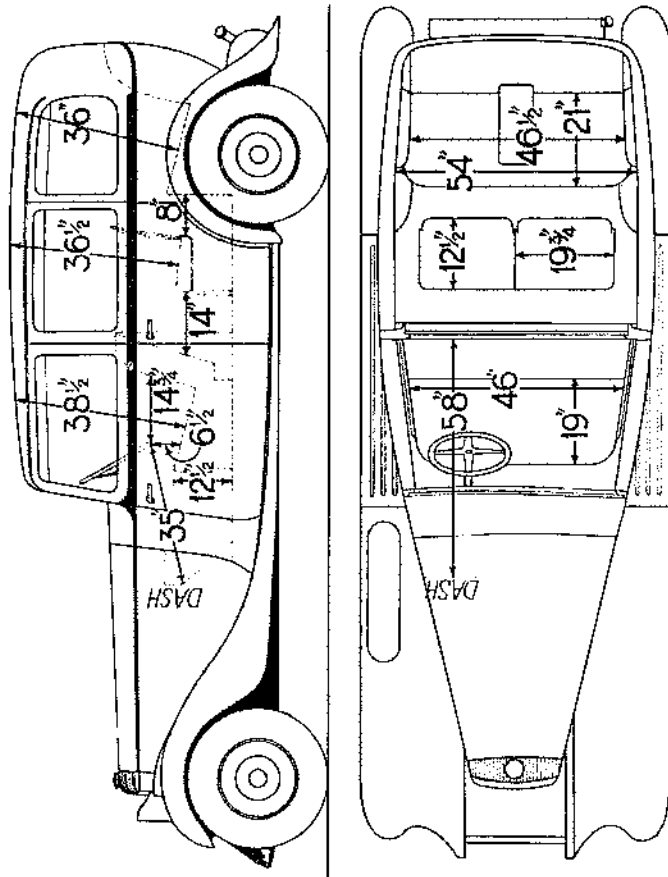
MODEL 217

Coachwork by

ARTHUR MULLINER LTD.

£1425

complete



Construction. Light English ash frame work, aluminium panels and mouldings.

Doors. Four, all hung on rear pillars, with two locks and two catches.

Roof. Fixed, dome shaped and fitted with anti-drumming fabric panel.

Windows. Frameless glasses, with mechanical winders, to doors and partition to lower behind driver. Fixed louvres to floors, and quarters. Triplex glass throughout.

Windscreen. In one piece, permanently fixed. Triplex glass.

Wings and Steps. Domed wings with deep flanges; front wings have inside casings. Swept steps covered with rubber inset strips.

Seating. Front seat for two persons including driver. Rear compartment accommodates two or three persons on rear seat, and two on folding seats to face forward, with toe room under partition.

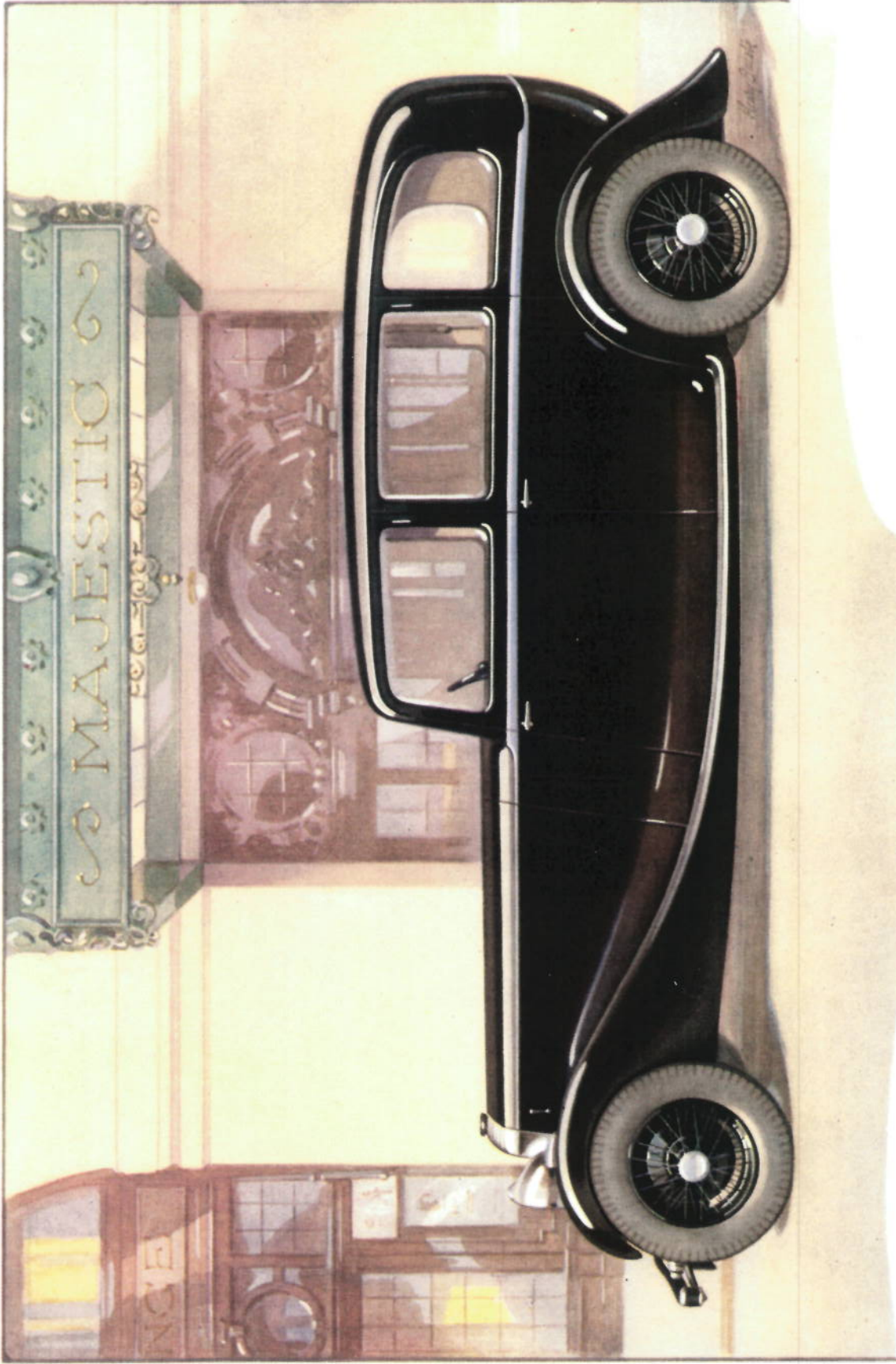
Upholstery. Rear compartment in cloth to choice; front seat in leather. All seats fitted with springs and padded with hair and wadding. Rear

seat plain with two cushions, front seat plented. Front floor covered with pile carpet with rubber heel pad for driver. Rear floor covered with pile carpet and Mohair rug.

Painting. In cellulose throughout; colour to choice.

Equipment. Two electric roof lamps over rear seat, with switches. Electric light over driver with independent switch. Rope pulls. Plated ascending handles to interior. Roller blinds to all windows of rear compartment. Single folding arm rests to centre of rear seat. Telephone for communication with driver. Long companion sets under each quarter window, with ash tray on each side, and in one a pocket book and mirror. Pockets in two rear doors. Parcel net. Ventilators in slide through top of partition. Extra tool space underneath front seat. Twin electric windscreen wiper. Two interior sun visors. Driving mirror. Traffic indicators. Licence holder. All metal fittings chromium plated.

N.B.—Enclosed Landaulette of similar design, but with folding head at rear, can be supplied at £1435.



ENCLOSED LIMOUSINE (MODEL 216) BY WINDOVERS LTD.; £1465.

Daimler

Daimler

'25'

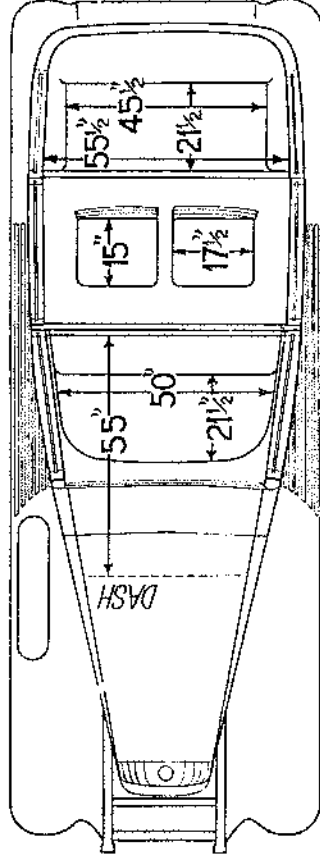
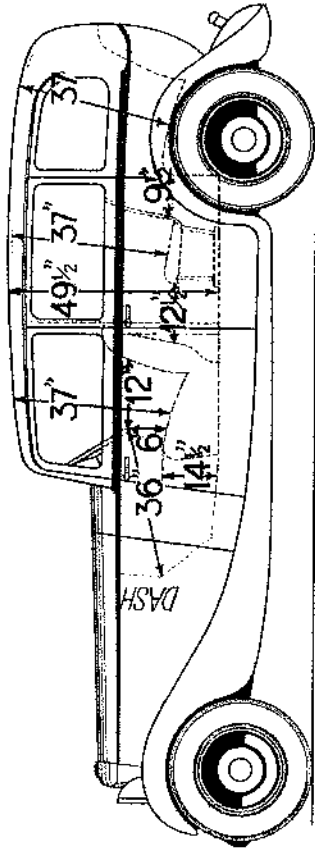
ENCLOSED LIMOUSINE

MODEL 216

Coachwork by

WINDOVERS LTD.

£1465
complete



Construction. Best quality ash framing, strengthened by body plates where necessary. Aluminium panels throughout, all joints invisible and panelled over.

Doors. Four, all hung on rear pillars, fitted with strong hinges, slam locks with double striking plates and special dovetails. Nearside doors have private locks, outside have interior catches.

Roof. Fixed. Panelled in aluminium with a centre anti-drumming fabric panel.

Windows. Doors have frameless glasses to lower with mechanical regulators. Quarter windows hinged for ventilation. Sliding glasses in partition behind driver. Triple glass throughout.

Windscreen. Sloping one-piece screen of Triple glass, arranged to open and fix at any angle.

Wings and Steps. Dressed aluminium wings, with deep valances and drip flanges. Steps covered with rubber and fitted with fluted rubber slats in unturntable channels.

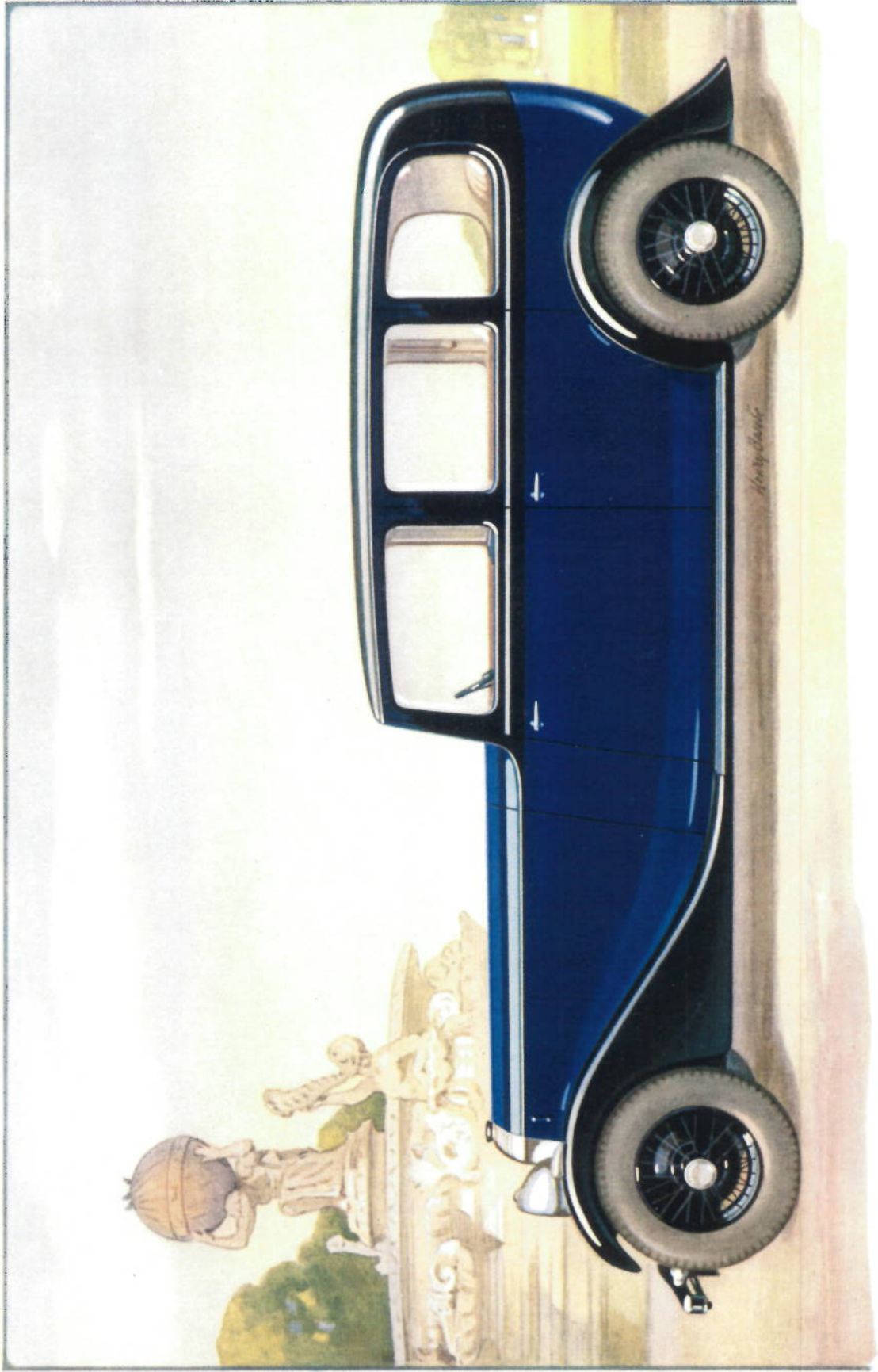
Seating. Front seat for two persons, including driver. Rear compartment accommodates two or three persons on rear seat, and two on comfortable additional folding seats facing forward and folding away flush.

Upholstery. Rear compartment in best quality cloth to choice; front seat in leather. Rear cushions constructed with special type springs and the whole stuffed with best curled horsehair. Front floor covered with lin-rubber and loose sponge rubber mat. Rear floor covered with lino and Sorbo rubber under Axminster carpet. Additional Mohair interior mat.

Painting. In cellulose throughout, colour to choice.

Equipment. Two interior electric lights, with switch. Silk rope pulls. Rear blind, operated from driving seat. Folding arm rest to centre of rear seat. Telephone for communication with driver. Ash tray and cigar lighter merged into front screen filler. Ladies' and smokers' compartments moulded into cabinet work. Pockets to front doors. Interior sun visor, arranged to fold up into roof when not in use. Ventilators in sides of seats. Extra tool space under front seat. Dual electric screen wiper. Driving mirror. Traffic indicators. All metal fittings are unturntable.

N.B. Enclosed Limousine of similar design, but with folding head at rear and drop quarters with special concealed fittings, can be supplied at £1475 complete.



LIMOUSINE (MODEL 215) BY HOOPER & CO. (COACHBUILDERS), LTD.; £1495.

Daimler

Daimler

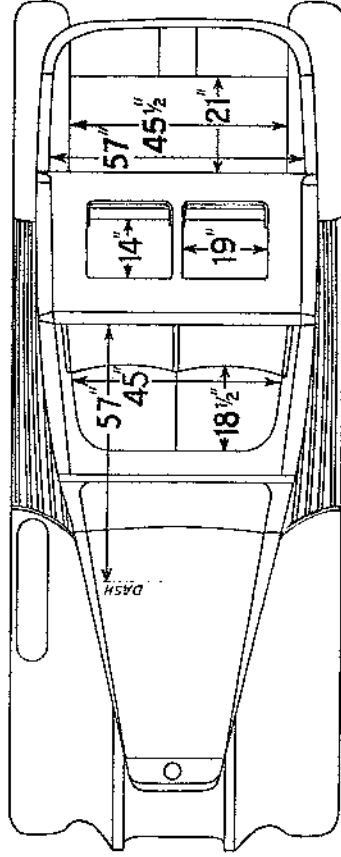
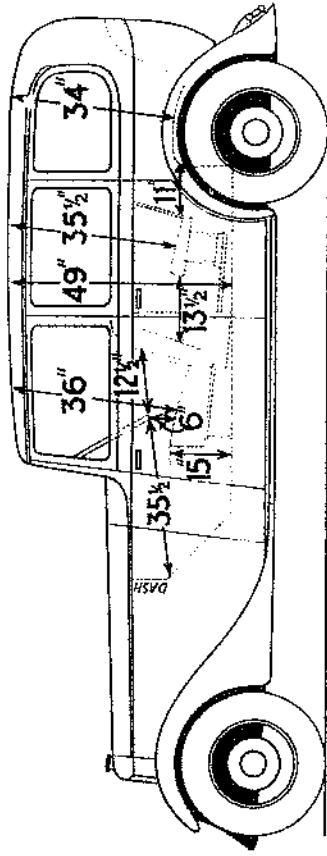
'25'

ENCLOSED LIMOUSINE

MODEL 215

Coachwork by
HOOPER & CO.
(Coachbuilders) Ltd.

£1495
complete



Construction. Finest English seasoned ash framing, built as lightly as possible, consistent with safety; strengthened by steel sheath plates. Panelled in aluminium, mouldings being worked into panelling.

Doors. Four, all hung on rear pillars, fitted with best English slam locks and Hooper special concealed hinges. Neat side doors have private locks; offside have interior catches.

Roof. Fixed. Panelled in aluminium on anti-drumming principle with leather-covered centre panel.

Windows. Frameless glasses with mechanical winders to doors; fixed or hinged glasses in quarters; sliding glasses in partition behind driver. Triplex plate glass throughout.

Windscreen. In one piece, hinged at top to swing forward; fitted with special ventilating and locking device. Triplex plate glass.

Wings and Steps. Domed aluminium wings, with stone shields and valances. Long platform steps covered with moulded rubber strips in aluminium channels.

Seating. Front seat for two persons, including driver. Rear compartment accommodates two or three persons on rear seat, and two on seats facing forward and folding flush.

Upholstery. Rear compartment in cloth to choice; front seat in black leather. All seats have pleated cushions and squabs with spring web cushion frames stuffed with horsehair and down. Floors covered with Sorbo rubber matting; mohair rug to rear floor.

Painting. In cellulose throughout; colour to choice.

Equipment. Two electric roof lamps, with separate switches. Two silk rope pull-up handles. Silk blinds on spring barrels to partition and rear quarter windows. Blind to back window operated from front seat. Folding arm rest to centre of rear seat. Telephone for communication with driver. Two companion sets moulded into waist rails; nearside fitted with cigar lighter, mirror and ash-tray; offside with ash-tray and mirror. Recessed pockets in each top rear corner, and above main seat elbow rests. Band pockets to side squabs of rear seat. Ash tray on instrument board. Two interior cloth-covered sun visors, folding to roof. Trap door ventilators in sides of scuttle. Extra tool space in sliding drawer under front seat. Klaxon dual screen wiper fitted at base of screen. Driving mirror. License holder. Hooper patent telescopic signal indicators fitted to front corners of roof - concealed when not in use. All metal fittings are unattainable.

N.B. Enclosed Limousine-Landaulette of similar design, but with folding head at rear and drop windows in quarters, can be supplied at £1510 complete.

SPECIFICATION OF THE DAIMLER '25'

Engine

General Dimensions. Eight cylinders in line. Bore 72 m/m. Stroke 115 m/m. Capacity 3.75 litres. R.A.C. rating 25.7 hp. 1934 tax, £26; 1935 tax, £19 10s. Maximum B.H.P. over 90 at 3,600 r.p.m. Maximum r.p.m. 4,000.

Cylinders and Crankcase. Special cast iron, unit construction, ventilated to inlet air silencer.

Detachable Cylinder Head. Special cast iron, pent roof combustion chamber.

Pistons. Heat-treated high silicon aluminium alloy, low coefficient of expansion, T slot type, clearance .002 in.

Crankshaft. 9-bearing type, fully counterbalanced with integral balance weights. Fitted with vibration damper.

Valve System. Overhead, operated by push rods and rockers from camshaft mounted in crankcase. Camshaft chain driven at rear end of crankshaft eliminating crankshaft elasticity effects. Daimler type large clearance cam contours giving exceedingly quiet valve operation with large tolerance in valve tappet adjustments and freedom from valve burning and valve seat wear.

Engine Mounting. Daimler patented bi-axial design supporting engine on rubber at five points.

Fuel System

Petrol Tank. 18 gallons with dash-operated reserve (2 gallons).

Fuel Pump. Mechanical.

Fuel Pipe Line. Designed to avoid vapour lock troubles arising from heat or highly volatile fuel.

Carburettor. Dual down draught type with automatic choke and double idle, giving full power performance straight from a cold start.

Manifold. Dual type feeding the middle four cylinders independently of the adjacent two cylinders at each end of the cylinder block.

Air Silencer and Cleaner. Included.

Cooling System

Radiator. Of classic Daimler fluted design. Honeycomb radiator core separate from casing.

Temperature Control. By thermostat.

Fan. Aluminium 4-bladed, mounted on self-lubricating roller bearings.

Engine Lubricating System

Pressure-fed to all crankshaft, camshaft and overhead valve gear bearings by submerged gear pump with adjustable pressure valve.

Initial Lubrication provided to pistons and tappets when starting from cold and seepage from crankshaft bearings is inadequate.

Filtration. By series type filter, easily accessible for cleaning or replacing filter unit.

The logo features the word "Daimler" in a stylized, serif font. The letter 'D' is significantly larger and more ornate than the other letters, with a decorative flourish extending from its top. The entire word is enclosed within a thin, horizontal oval border.

SPECIFICATION—*contd.*

Transmission System

Daimler Patented Fluid-Flywheel Transmission System, allowing car to be started from rest on any gear by accelerator pedal operation only and manipulated with utmost delicacy at low speeds.

Pre-Selective Noiseless Epicyclic Gearbox of very high efficiency and utmost ease of operation.

Electrical System

Ignition. Double breaker high tension distributor with automatic advance. Two coils.

Dynamo. Regulated voltage type, supplying battery in accordance with its needs independent of engine speed, whilst preventing overcharging.

Starting Motor. Solenoid type with push button on instrument board.

Battery. 12 volt 77 ampere hours, carried under rear floorboard.

Horns. Loud and soft, operated by push buttons mounted under rim of steering wheel.

Lighting Equipment. P.100 Lucas headlamps; alternative centre lamp controlled by foot-operated switch (headlamps out and centre lamp on for passing), stop and tail lamp, wing lamps and reverse lamp. Festoon inspection lamps on each side of engine at front of dash. All wires carried in robust flexible metal conduits sealed at points where individual wires emerge.

Operating Controls

Foot Brakes. Mechanical, with Dewandre Servo preventing over-application of brakes in emergency. Daimler patented compensator between front and rear brakes. Daimler patented single point adjustment to all brakes simultaneously.

Hand Brake. Operates on rear wheels.

Steering Gear. Cam and lever type. 19 in. diameter steering wheel. Lighting switches mounted on top of steering wheel. The steering gear is rendered immune from vibrations by a flexible spring shackle which completely eliminates shimmy and road shocks.

Engine Controls. Hand throttle and spark advance levers mounted on top of steering wheel.

Accelerator Pedal. At right of brake pedal, conforming to S.M.M.T. standards.

Axles

Rear. Semi-floating axles, bevel differential carried in aluminium casing with tapered steel tubular extensions. Worm reduction gear giving lowest possible rear floor and body height, with increased stability.

Front. Specially light construction to improve front springing. Ball and roller-bearing axle pivots giving light steering.

The logo features the word "Daimler" in a stylized, gothic-style font. The letter "D" is particularly large and ornate, with a decorative flourish that loops around the top and left side of the word. The entire word is enclosed within a thin, horizontal oval border.

SPECIFICATION—*contd.*

Chassis Lubricating System

Spring Shackles. Ball-bearing type, requiring no lubrication, where this type can be used. Others lubricated by group lubricators accessibly placed.

Brake Shafts, Pedals, Supports, etc. Graphite bronze self-lubricating bearings, requiring no attention.

Miscellaneous

Frame. Channel section, very low in front, upswept at rear. Front end of frame of box section. Tubular cross members. Frame fitted with stabiliser to prevent radiator and wing movements on rough roads.

Springs. Semi-elliptic system. Rear springs 56 in. long, front 38 in. Pitching on rough roads and rolling on corners is avoided by careful proportioning of the stiffness of the rear and front springs. Self-lubricating graphite bronze tips are fitted, maintaining constant spring flexibility and eliminating spring harshness and squeaking. Large hydraulic shock absorbers are used to give very powerful spring damping.

Wheels. Five detachable wire wheels, triple spoke with single nut fixing.

Tyres. 7.00—18 Dunlop Fort well base rims.

Wheel Carrier. In well of offside wing.

Instrument Board. Includes 5 in. diameter speedometer, clock, radiator thermometer, petrol gauge, oil pressure indicator, ignition warning light, Yale type ignition switch, instrument board lighting switch, inspection lamp terminals, starter button and damped ammeter.

Scuttle type Dash and Toolbox. An unique feature, which is incorporated as part of the chassis, forming a felt-lined toolbox and carrying well-fitted toe boards. It gives great stiffness to the frame at a point where this is ordinarily lacking. The body is secured to the scuttle immediately in front of the front door pillar. This construction is peculiarly adapted to modern long bonnets extending close to the windscreen.

Tool Kit. A very complete tool kit is provided.

Dimensions. Wheelbase, 11 ft. 10 $\frac{1}{8}$ in.; wheel track, 4 ft. 9 $\frac{1}{2}$ in.; length overall, 17 ft. 1 $\frac{3}{8}$ in.; body space (front of toe-board to centre line of rear axle), 8 ft. 2 in.; width overall (with normal type wings), 6 ft. 1 in.; height of frame when loaded, 1 ft. 7 in.; turning circle diameter, 46 ft.

	<i>Top</i>	<i>3rd</i>	<i>2nd</i>	<i>1st</i>	<i>Reverse</i>
Gear Ratios -	4.86	7.24	11.45	20.28	30.45
M.p.h. at 1,000 r.p.m.	18.5	12.4	7.8	4.4	3.0

Chassis Price - £900

THE **Daimler** CO. LTD.
COVENTRY

Sept. 21st, 1934

SEASON 1934-35.

DAIMLER & LANCHESTER DISTRIBUTORS' PRICES,

NETT F.O.B. LONDON, UNPACKED AND PACKED.

NO.	MODELS.	NETT F.O.B. , UNPACKED.	NETT F.O.B. , PACKED.
	<u>LANCHESTER 10.</u>		
306	Saloon.	£238.10. 0.	£243.10. 0.
308	Sports Coupe.	238.10. 0.	243.10. 0.
307	Sports Saloon.	246. 0. 0.	251. 0. 0.
320	Streamlined Saloon.	246. 0. 0.	251. 0. 0.
309	Drop-Head Coupe.	256.10. 0.	261.10. 0.
305	Chassis.	181. 0. 0.	184.10. 0.
	<u>LANCHESTER LIGHT SIX.</u>		
x 311	Saloon.	£267. 0. 0.	£272. 0. 0.
x 313	Sports Coupe.	267. 0. 0.	272. 0. 0.
x 312	Sports Saloon.	274.10. 0.	279.10. 0.
x 321	Streamlined Saloon.	274.10. 0.	279.10. 0.
x 314	Drop-Head Coupe.	285. 0. 0.	290. 0. 0.
x 310	Chassis.	209.10. 0.	213.10. 0.
	<u>LANCHESTER 18.</u>		
x 316	Saloon.	£422.10. 0.	£428.10. 0.
x 317	Sports Saloon.	433.10. 0.	439.10. 0.
x 315	Chassis.	318. 0. 0.	323. 0. 0.
	<u>DAIMLER 15.</u>		
202	Saloon.	£328.10. 0.	£334. 0. 0.
204	Sports Coupe.	328.10. 0.	334. 0. 0.
203	Sports Saloon.	339. 0. 0.	344.10. 0.
221	Streamlined Saloon.	339. 0. 0.	344.10. 0.
205	Drop-Head Coupe.	346.10. 0.	352. 0. 0.
201	Chassis.	256.10. 0.	260.10. 0.
	<u>DAIMLER 20.</u>		
207	Imp. Saloon, L.Q. 2.	£535. 0. 0.	£543. 0. 0.
226	Saloon. } L.Q. 2.	£513. 0. 0.	£521. 0. 0.
206	Chassis. }	401. 0. 0.	408. 0. 0.
211	Limousine. } L.Q. 3.	577. 0. 0.	585. 0. 0.
210	Chassis. }	419. 0. 0.	426. 0. 0.
	<u>DAIMLER 25.</u>		
214	Chassis.	£654. 0. 0.	£661. 0. 0.

NETT PRICES FOR OTHER MODELS OR SPECIAL BODY STYLES
QUOTED AS REQUIRED.