

Pioneering Pierce Motorcycle at Charterhouse Auction

An extremely rare Pierce motorcycle is one of the many lots of veteran, vintage and classic motorcycles Charterhouse Auctioneers will be selling at The Carole Nash Netley Marsh Motorcycle Eurojumble near Cadnam in Hampshire on **Friday 4th September**.

“We already have some fabulous entries of motorcycles from mopeds up to 1,000cc bikes with Honda, Indian, SOS, Panther, AJS, Velocette, Matchless, Gilera, Moto Guzzi, Triumph, Yamaha, Norton, BMW, Panther, Ariel, BSA, Francis, NSU” Commented Matthew Whitney. “And I can now add Pierce to this extending list of motorcycle manufacturers going under the hammer”.

Although the Pierce motorcycle at Charterhouse is registered in 1922, it was actually made 10 years earlier in the USA when President Woodrow Wilson was in power. This Pierce was shipped over by its Canadian owner during the First World War when he served as a soldier, and was eventually registered in the UK in 1922, which by coincidence, was the year the current owner was born!



The Pierce-Arrow Motorcar Company produced expensive luxury cars and formed the subsidiary Pierce Motorcycle Company. However, Pierce motorcycles were hugely expensive to build and were reputedly sold for less than they cost to produce which resulted in the company going bankrupt in 1913.

With very low production numbers, Pierce motorcycles rarely appear for sale in the world let alone in the West Country, and this Pierce 600cc single motorcycle being

sold by Charterhouse Auctioneers based in Sherborne, Dorset, is estimated at £50,000 - £60,000 for its 93 year old owner.



1912 Pierce 600cc single to be sold by Charterhouse Auctioneers at the Carole Nash Netley Marsh Motorcycle Eurojumble in Hampshire.

Charterhouse is now accepting further entries for this important Netley Marsh auction of classic motorcycles on Friday 4th September. For further information regarding this auction, contact Matthew Whitney, Department Head, at Charterhouse, The Long Street Salerooms, Sherborne DT9 3BS **01935 812277** www.charterhouse-auction.com or via email **bikes@charterhouse-auction.com**