

Brough Superior Debut Set for Pebble Beach

by Paul Crowe - "The Kneeslider" on 7/6/2009

New Brough Superior Engine

You may remember, a couple of years ago, I wrote about [Cameron Racing Engines](#), a British firm rebuilding old J.A. Prestwich engines. At the same time, we found a new firm in the process of restarting the Brough Superior marque, building brand new JAP powered motorcycles with the Brough Superior name. I'd forgotten about the startup company until I was looking over a brochure for the upcoming Pebble Beach motorcycle auction, August 14-16, and noticed that, 2 original 1939 Broughs will be auctioned, but more interesting, it will be the American debut of the **brand new 2009 Brough Superior**. Two bikes will be on display and for sale while deposits will be accepted for brand new built to order machines.

It appears Cameron Racing Engines will be building the V-Twin powerplants for these new bikes, built in the image of the originals. Production will be very low while price will be rather high but variable depending on owner requirements, since new owners will actually have a lot of say in the exact specs for their new bikes as they're built, somewhat like the old coachbuilders in the early days of the automobile. Mark Upham, CEO, also indicates, the company may be building bikes with new designs as well, which could be very interesting.

This project has been in the works for years so the current economic environment is an unfortunate occurrence that adds a little challenge to the launch, but if the new Brough Superior lives up to its name, I hope it does very well.

