

Brough Superior debuts at Pebble Beach 2009

Brough Superior is back! Widely regarded as the most revered of historic brands, the last ever Brough was hand-made in Nottingham, England, back in 1940. It will also be remembered that Brough Superior is the only marque ever to be endorsed as “The Rolls Royce of Motorcycles!” Now, thanks to the efforts of a determined Englishman [see below], two examples of the new series production will be unveiled at Pebble Beach later this month. The news broke just as we were closing for press. It is a fascinating tale, which we’ll cover in a future issue. Brough Superior’s rebirth is the brainchild of Mark Upham, 52. Since 1996 he’s been running a classic motorcycle business at Pettenbach, Austria. In recent years, arguably, he has become the world’s most active purveyor of Brough Superior motorcycles.

With the help of Britain’s MOTORCYCLE TRADER magazine we have reproduced their article about Mark and his BRITISH ONLY AUSTRIA operation, published in 2007, a few months before the trademark, name, and intellectual rights, for the famous marque were purchased by Netherton Industries Ltd. As CEO for Brough Superior Motorcycles Ltd Mark has nursed a fierce affection for the brand since he was a youngster. His first Brough, a basket case 680 ohv, was acquired in 1977.

Brough Superior has appropriately chosen the prestigious Pebble Beach Concours for its first public display. Epitomising exclusivity and style two motorcycles will be showcased at Pebble. And, exactly per Mr George Brough’s traditional policy, both models have been constructed to the clients’ individual specification. The foundation of all new Broughs is based on a 1927 1000cc Alpine Grand Sport model, enhanced with the benefit of contemporary materials. The motorcycles are equipped with either a rigid or sprung rear frame assembly. Orders for bespoke Brough Superiors can now be accepted for future delivery.

Please come by the Mid America tent at Pebble Beach, or contact:

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[at Pebble Beach during the Concours period]