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# BIANCHI CARS

“The Car of the Connoisseur”

BIANCHI MOTORS (1926) LTD.

319 REGENT STREET, LONDON, W. 1.

Telephones: Mayfair 4734/4735.

Telegrams: Bianchauto, London.





The Bianchi Factory was established in 1885 and is, therefore, one of the oldest manufacturing concerns in the automobile industry. With agents in every part of the world, the name "Bianchi" now stands for exceptionally high-class motor car design and construction, and the reputation of the Bianchi car is unsurpassed in the automobile industry.



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## FOREWORD

THE specification and illustrations which appear in the following pages concerning the Bianchi Cars will prove to the reader, so far as is possible by the study of the catalogue, the superiority of this production; but to fully appreciate the quality of the workmanship, the cleanliness of the design, and the exclusive features of the Bianchi Cars generally, which cannot be depicted in the catalogue, personal inspection and test is necessary.

The Bianchi designers have always striven to produce a car of sturdy construction, of easy accessibility, and with a road performance which appeals to the connoisseur. The result is a production of very high efficiency, with exceptional acceleration and a great reserve of power, which is instantly available. The maximum brake horse-power of all models is developed at low engine speed and the result is economical running and long life to all moving parts.

Some of the details embodied in the pre-war design of the Bianchi Cars proved so successful that, with the exception of slight modifications, these fitments are supplied in our present models.

The Bianchi Car is not designed to compete with the mass production car of to-day; every part is hand-fitted and thus can be driven at its maximum speed from the day it is purchased. The annoying experience of having to drive at 20 miles an hour for the first seven or eight hundred miles is, therefore, not experienced by the Bianchi owner.

Although the Bianchi Car is constructed at the Works of Societa Anonima Edoardo Bianchi in Milan, a large quantity of the material and fitments used, and all the tyres supplied, are of English manufacture; for instance, the steel of which the chassis is constructed is purchased from Sheffield, and the upholstery for the Italian built coachwork is purchased also from English firms. Therefore, purchasers of this car are supporting British industries.





## TERMS OF BUSINESS

**GENERAL.** Prices quoted are subject to alteration and are for nett cash on delivery at our Works in London.

**PAYMENT.** 20% of the purchase price of the car is required with the order, and the balance is due on receipt of the car, or when chassis is ready for delivery.

**DELIVERY.** Delivery is made at the Company's Works, London, and dealers are, therefore, entitled to charge cost of delivery from London to destination. The Company makes every endeavour to deliver at time specified, but accepts no responsibility for delay or non-delivery, and orders are accepted on the understanding that there shall be no claim for damages against the Company or the Company's dealer in this respect.

The Company takes every precaution against fire or theft, but does not accept any liability resulting from these causes, in regard to any car or part of a car entrusted to them for any purpose whatsoever.

**ALTERATIONS TO PRICES AND SPECIFICATIONS.** The Company reserves the right to withdraw any model or alter specifications and prices without notice. Illustrations and specifications must be taken as a general guide, and not as binding in detail. Orders are accepted at prices current at the time, but cars or chassis are invoiced at price ruling on day of delivery, irrespective of the price previously quoted.

**DEALERS.** Dealers appointed by the Company are not authorised to act on the Company's behalf, or to advertise or incur any debts or transact any business whatever on the Company's account, other than the resale of the goods which they purchase from them, neither are they authorised to give any guarantee or make any representation on their behalf other than those contained in the Company's guarantee. Dealers authorised by the Company are personally responsible to their customers for all engagements entered into by them.

**EXHIBITIONS.** All goods are sold upon the express condition that they are not to be exhibited or to be allowed to compete at any exhibition or competition held in the United Kingdom of Great Britain and Ireland, the Isle of Man or the Channel Islands, without the previous written permission of the Company, other than any exhibition or competition held by the Society of Motor Manufacturers and Traders Ltd., or approved by that Society, and the purchaser agrees that goods will not be exhibited or be allowed to compete contrary to the provisions of this clause, and that in case of any breach of this provision the purchaser will forthwith pay to the Company the sum of £250 for every such breach, such sum being agreed liquidated damages which the Company shall be required to sustain. All purchasers of Motor Vehicles or goods from the Company or their Dealers shall be deemed to have purchased with notice of the foregoing conditions.

Customer's cars are driven by the Company's employees at the owner's risk and responsibility.

## CONDITIONS AND GUARANTEE

OUR cars, chassis and other goods are sold on the conditions, and with the guarantee given below, instead of the conditions implied by statute or otherwise as to the quality of the goods for any particular purpose, and all other conditions, warranties or guarantee, whether express or implied by Statute, Common Law or otherwise, are hereby excluded in all cases. The guarantee only applies to new cars and chassis sold by us. In the case of cars which have been used for "hiring out" purposes or from which our trade mark or manufacturing number has been removed, or where our cars are transformed, modified or repaired outside our Works, no guarantee, warranty or condition of any kind is given or is to be implied.

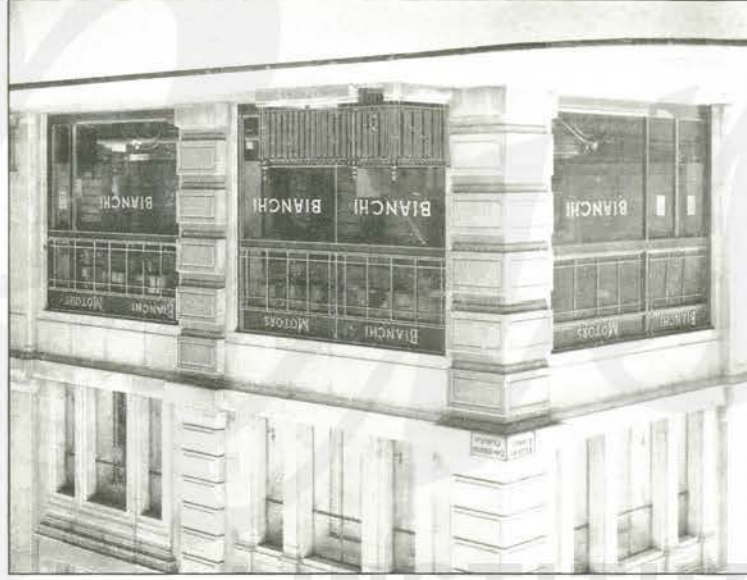
We guarantee subject to the conditions below mentioned that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this guarantee is to extend and be in force for six months only from the date of delivery at our Works, and damages for which we make ourselves responsible under this guarantee are limited to the replacement of any part which may be proved to be defective. Labour and other expenditure incurred in fitting the replacement part will be charged for. We decline all responsibility for accidents to persons or things resulting from defects of material, or faulty construction, nor are we to be liable for any contingent or resulting liability or loss arising through defect or breakdown. We undertake, subject to the conditions mentioned below, to make good at any time within six months any defects in these respects. This guarantee does not apply to defects caused by wear and tear, misuse or neglect.

Any cars or chassis sent to us to be repaired, whether the repairs are required for the purpose of making good the defect referred to or otherwise, will be repaired upon the following conditions, i.e., we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of material and workmanship, such guarantee to extend and be in force for three months only from the time such work shall have been executed, and this guarantee is in lieu and in exclusion of any common law or statute, warranty, condition or guarantee, and the damages recoverable are limited to the cost of any further work which may be necessary to amend and make good the work found to be defective. If a defective part should be found in our cars or chassis or in any part replaced, it must be sent to us carriage paid, within 14 days, and accompanied by an intimation from the sender that he desires to have it repaired free of charge under our guarantee, and he must also furnish us at the same time with the number of the car, the name of the dealer from whom he purchased, and the date of the purchase, or the date when the alleged defective part was replaced, as the case may be. Failing compliance with the above, no notice will be taken of anything which may arrive, but such articles will lie here at the risk of the senders and this guarantee and any implied guarantee shall not be enforceable. We do not guarantee proprietary articles or specialities manufactured by other firms and fitted to our cars, such as TYRES, LAMPS, SPEEDOMETERS, ELECTRICAL EQUIPMENT, ETC., nor does our guarantee apply to any component part supplied to the order of the purchaser differing from our standard specification supplied with our cars and chassis or otherwise. All purchasers shall be deemed to have purchased with notice of the foregoing conditions.





A fully equipped Repairs Department and Service Depot is installed at 79 Lots Road, Chelsea. A staff of skilled mechanics is always at hand to carry out overhauls, repairs and minor adjustments. All jigs, tools, etc., specially made by the Bianchi Factory for the easy removal, refitting and replacement of parts are kept, and it is possible to overhaul and repair a Bianchi Car at a minimum amount of cost.



**LONDON SHOWROOMS AND SPARE PARTS STORE**

The Spare Parts Department at our Showrooms in Regent Street keep a stock of replacement parts for all Bianchi Cars as far back as 1912. The Spare Parts Department hours are 9-6 o'clock on weekdays and 9-1 o'clock on Saturdays, and in case of emergency spare parts can always be sent by Express Post or Passenger Train.

We are also prepared to send skilled mechanics to any part of the country, to carry out repairs and adjustments to Bianchi Cars.

## APPRECIATIONS

The following are a few extracts from the Press Reports as to the performance of the modern Bianchi Car, and are a proof of the exceptional road qualities of our products :

"Assuredly this 15.50 h.p. chassis is the hall-mark of Bianchi achievement to date."—Mr. Massac Buist in *The Morning Post*.

"This Type 20 Bianchi excels in its quietness at all speeds. I frankly admit that I never attempted to drive this model at anything like its possible speed, but with the throttle only partly open it attained a rate of 55 miles an hour from a crawl in half a mile, and held on to it with ease until traffic conditions compelled me to slacken to a more usual touring pace. This was quite sufficient to demonstrate that, given the opportunity, it could do 70 miles an hour if wanted."—*The Daily Telegraph*.

"The acceleration and hill-climbing powers are all the more impressive when one comes to consider that the car, empty, weighs nearly 27 cwt., or 30 cwt. with a couple of male passengers. Consequently the power and liveliness far exceeded our expectations. Many main road hills which can only be climbed at about 30 m.p.h. by various good six-cylinder cars were tackled at 45 m.p.h. or so by the Bianchi, for one of its characteristics is its hanging-on power: it does not quickly lose speed when a gradient is encountered."—*The Motor*, June 21, 1927.

"The chief impression one received from it at the very outset is of Power, with a capital 'P.' Power immediately available at any engine speed. The acceleration on top gear, whether you are travelling at 4 or 40 m.p.h. when you begin to depress the pedal, is quite exceptional for a four-cylinder car. It does not depend on revs., and its capacity for urging the speedometer needle round the dial does not seem to vary much anywhere in its speed range."—Mr. E. M. Wright in *The Bystander*.

"The most notable feature of the 15 H.P. Bianchi, which I took out for one of my test runs a short time ago, is the silent running of the engine."

The following are extracts from a few of the letters we have received from satisfied Bianchi users and the originals can always be seen by applying at our Showrooms in London :—

### WHAT THE OWNER SAYS :—

No. 3039. "The Old Bianchi has done 297,000 miles, which I consider great."

No. 3418. "I am afraid my pen will not do real justice to the Bianchi cars, as words fail me to express my absolute entire satisfaction. It is now ten years since I had my first Bianchi car, and have now driven them well over 60,000 miles, so I think I may claim to know a little about them...etc."

No. 4683. "I hope that I shall experience an equal amount of pleasure and satisfaction with my new car as I have from the old 12 20. I part with her with regret for she has served me remarkably well, and never during the whole three years' running has she let me down."

No. 3899. "During the eleven years I have driven it I have never been delayed on the road through mechanical trouble. This speaks volumes for the sound quality, dependability, and lasting wear of the car, and for all-round efficiency I do not think this could be beaten."

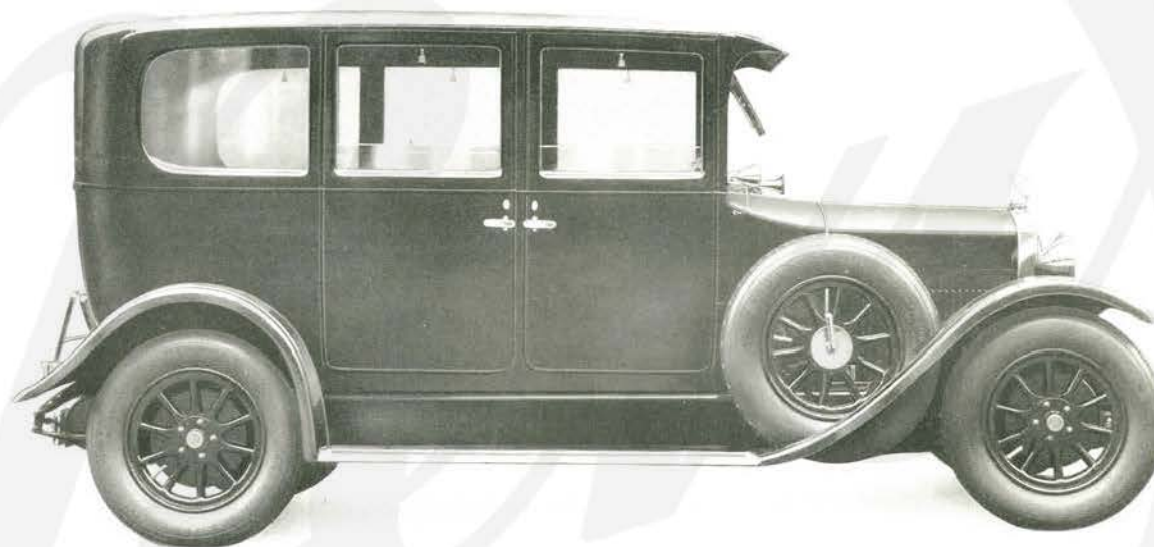
No. 3451. "I have had good reason to be satisfied with the 25.30 h.p. landaulette you sold me in 1913, and have had it in use for some 11 or 12 years, and we have lately decided to have it completely overhauled on account of the high quality of the engine and general movements."



Radiator and Headlamps of Bianchi Car.



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15 50 H.P. Type 20 Bianchi Saloon.

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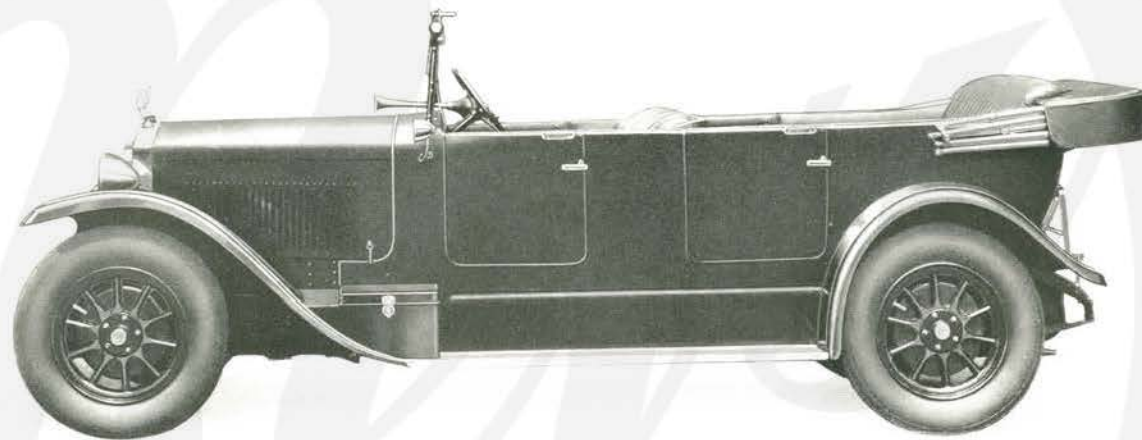


## 15/50 H.P. TYPE 20 BIANCHI SALOON

### SPECIFICATION.

- Body.** Constructed of finest quality well seasoned English Ash, strengthened where necessary with mild steel body plates. Panelling of stout gauge aluminium, the upper framing and all doors being completely covered with aluminium.
- Windows.** Sliding into the lower part of the doors when not in use, operated by special lifters with ratchet adjustment. The rear quarter glasses and back light are fixed. Silk blinds are fitted to all windows.
- Upholstery.** In finest quality English Leather or Bedford Cord to choice, with head cloth and laces to match. Pile carpet is fitted to both front and rear compartments. Detachable arm rests are fitted to both sides of the rear seat. The whole is constructed to give the maximum of comfort.
- Seating.** To seat five ; two in front and three in the rear seat. The front seat is in one piece and is adjustable.
- Paintwork.** The complete car is painted in first-class coach style in colours to choice, and finished with three coats of finest durable body varnish.
- Woodwork.** The surround of the instrument board is of Walnut with cubby holes on each side, the doors and rear quarters are finished with waist rail panels to match.
- Doors.** All doors are hung on best quality coach hinges, with slam locks, and fitted with special locking device.
- Tyres.** Dunlop 775×145.

Price : £565 0 0



15/50 H.P. Type 20 Bianchi Standard Tourer.

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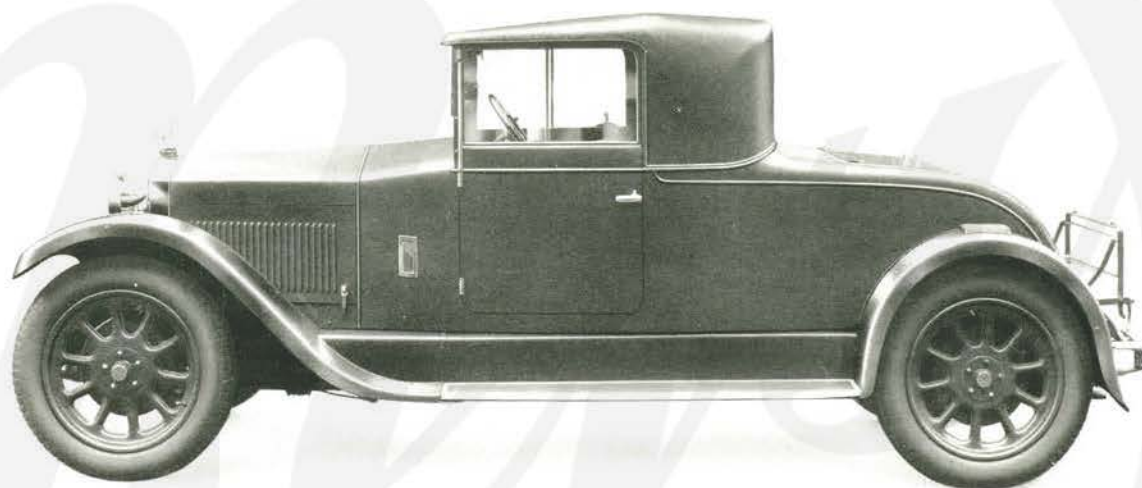


## 15/50 H.P. TYPE 20 BIANCHI STANDARD TOURER

### SPECIFICATION.

- Body.** Built of the best material throughout, with special attention to lightness combined with strength and rigidity. Four large doors are provided, fitted with slam locks, and inlaid mahogany on the inside.
- Side Curtains.** Rigid type, of celluloid, fitting in holes in the doors and panels; small nickel studs are provided to cover the holes when not in use. The curtains are stored in a cupboard at back of the front seat.
- Hood.** One man all-weather hood in black waterproof material, with double flap, which is clipped to the side curtains, giving very complete protection from draught and rain. The hood when down is covered by a hood envelope.
- Trimming.** Of best quality English leather, with well-sprung seats and squabs. The floor is covered with a carpet to match at the back, and with rubber mats in front; a movable foot-rest and locker is also provided.
- Paintwork.** In best quality colours, highly finished, giving a very lasting surface, which will keep its lustre, and will not become dull. Colours: two shades of Blue, Blue Grey, Amaranth Red—wings and valances Black. Lamps and all other bright parts nickel, including hood frame and luggage grid.
- Front Seat.** In one part, adjustable, thus giving increased rigidity to the body.
- Windscreen.** Two-piece windscreen, the top portion being adjustable and fitted with an automatic wiper.
- Scuttle Dash.** Comprises instrument board and two lock-up cupboards in inlaid mahogany.
- Equipment.** Spare wheel and tyre, luggage grid, speedometer, clock, electric and bulb horns, and complete chassis equipment.

Price: £465 0 0



15/50 H.P. Type 20 Bianchi Carlton Coupé.

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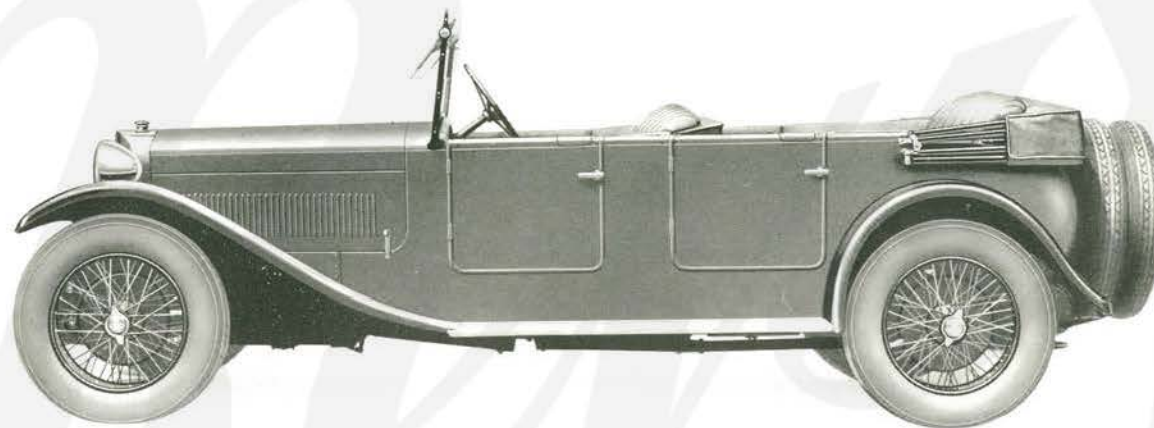


## 15/50 H.P. TYPE 20 BIANCHI CARLTON COUPÉ

### SPECIFICATION.

- Body.** The frame is built of the finest English Ash, the main pillars being strengthened with mild steel body plates. Panelling of hand-beaten aluminium, giving great lightness combined with strength.
- Seating.** The front seat is in one piece, and is adjustable for leg room and slope of back rest. The dickey seat will seat two passengers in comfort.
- Windscreen.** The front screen is of two panels, the top half opening outwards, and the bottom half fixed. The side shield glasses arranged in two pieces, the front piece fixed, and the rear piece to slide forward for signalling, etc.
- Instrument Board.** This is fitted in a polished walnut surround containing cubby holes. The door fillets are made to blend with the instrument board and are highly French polished.
- Upholstery.** The interior is upholstered in best quality leather to choice. The main and dickey cushions and back rest squabs are built on lace web spring frames, suitably padded to give a high degree of comfort.
- Painting.** Cellulose finish in three colours to choice.
- Spare Wheel.** This is carried on the offside front wing.
- Ventilation.** Ventilators are fitted in each side of the scuttle dash.
- Tools.** These are carried in a foot rest tool locker in the rear boot.
- Equipment.** Spare wheel and tyre, clock, electric and bulb horns, and complete chassis equipment.

Price : £525



15 60 H.P. Bianchi Silent Sports.

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## 15/60 H.P. BIANCHI SILENT SPORTS

### SPECIFICATION.

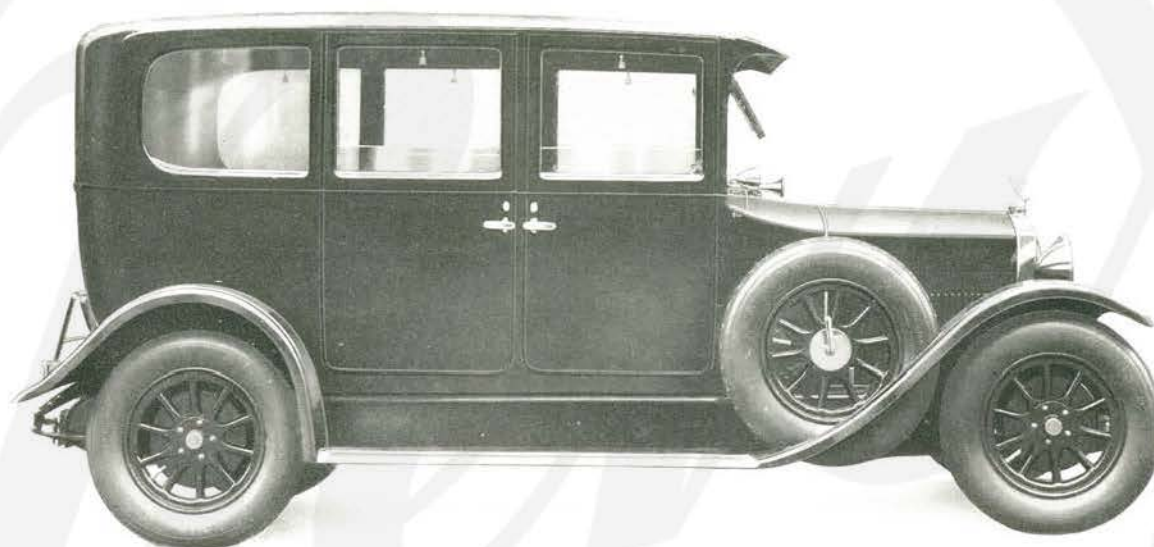
- Engine.** Monobloc, 4-cylinder, 78 m.m. bore  $\times$  120 m.m.; stroke, 2,300 cc.; B.H.P., 60 at 3,000 r.p.m. Three-bearing crankshaft with Bianchi Special Balancers. Treasury rating, 15 H.P. Tax, £15.
- Valves.** Mushroom type extra large, operated by push rods, with return springs, very silent in operation.
- Body.** Aluminium panelled, very light in construction, to seat four, with bulbous back and low lines.
- Wheels.** Six Rudge Whitworth wire wheels fitted with tyres.
- Brakes.** All four-wheel brakes are operated by Dewandre Servo, giving very light and progressive braking at all speeds. Hand brake operates on rear wheels only.
- Radiator.** Vee-fronted Honeycomb radiator giving effective cooling, and of pleasing streamline appearance.

**Extra** for Sixth Wheel and Tyre, **£6.**

„ „ Dewandre Servo Brake Mechanism, **£15.**

**Price :** | Chassis **£395.**  
| Complete with Monza Type 4-seater Body, **£525.**





10/30 H.P. Type S.5 Bianchi Saloon.

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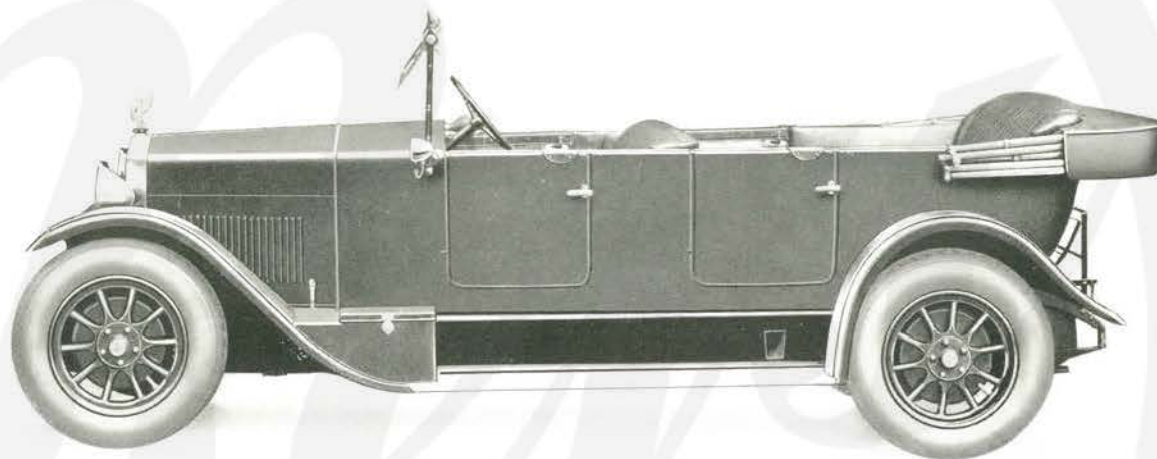


## 10/30 H.P. TYPE S.5 BIANCHI SALOON

### SPECIFICATION.

- Body.** Constructed of finest quality well-seasoned English Ash, strengthened where necessary with mild steel body plates. Panelling of stout gauge aluminium, the upper framing and all doors being completely covered with aluminium.
- Windows.** Sliding into the lower part of the doors when not in use, operated by special lifters with ratchet adjustment. The rear quarter glasses and back light are fixed. Silk blinds are fitted to all windows.
- Upholstery.** In finest quality English Leather or Bedford Cord to choice, with head cloth and laces to match. Pile carpet is fitted to both front and rear compartments. Detachable arm rests are fitted to both sides of the rear seat. The whole is constructed to give the maximum of comfort.
- Seating.** To seat four: two in front and two in the rear seat. The front seat is in one piece and is adjustable.
- Paintwork.** The complete car is painted in first-class coach style in colours to choice, and finished with three coats of finest durable body varnish.
- Woodwork.** The surround of the instrument board is of Walnut with cubby holes on each side, the doors and rear quarters are finished with waist rail panels to match.
- Doors.** All doors are hung on best quality coach hinges, with slam locks, and fitted with special locking device.
- Tyres.** Dunlop 730 × 130.

Price : £450



10 30 H.P. Type S.4 Bianchi Standard Tourer.

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## 10/30 H.P. TYPE S.4 BIANCHI STANDARD TOURER

### SPECIFICATION.

- Body.** Built of best material throughout, with special attention to lightness combined with strength and rigidity. Four large doors are provided, fitted with slam locks and inlaid mahogany on the inside.
- Side Curtains.** Rigid type, of celluloid, fitting in holes in the doors and panels, small nickel studs are provided to cover the holes when not in use. The curtains are stored in a compartment at the back of the rear seat.
- Hood.** One man all-weather hood in black water-proof material, with double flap, which is clipped to the side curtains, giving very complete protection from draught and rain. The hood when down is covered by a hood envelope.
- Trimming.** Of best quality English Leather, with well-sprung seats and squabs. The floor is covered with a carpet to match at the back, and with rubber mats in front, a movable foot-rest and locker is also provided.
- Paintwork.** In best quality colours, highly finished, giving a very lasting surface which will keep its lustre and will not become dull. Colours: two shades of Blue, Blue Grey, Amaranth Red—wings and valances black. Lamps and all other bright parts nickel, including hood frame and luggage-grid.
- Front Seat.** In one part, adjustable.
- Rear Seat.** Wide enough to seat three people.
- Windscreen.** Two-piece windscreen, the top portion being adjustable and fitted with an automatic wiper.
- Scuttle Dash.** Comprises instrument board and two lock-up cupboards in inlaid mahogany.
- Equipment.** Spare wheel and tyre, luggage-grid, speedometer, electric and bulb horns, and complete chassis equipment.

Price: £325.



## 10/30 H.P. TYPE S.5 BIANCHI NORMAL CHASSIS

### SPECIFICATION.

<b>Engine.</b>	Monobloc, 4-cylinders 64 m/m. bore $\times$ 100 m/m. stroke; rating 10.4, 1,300 cc.
<b>Cylinders.</b>	Of aluminium alloy, with three-bearing crankshaft, connecting rods of "I" beam stampings. Cylinder head detachable.
<b>Valves.</b>	Mushroom type, overhead, operated by push rods.
<b>Lubrication.</b>	Forced feed throughout, including overhead valve mechanism. The chassis is lubricated by Tecalemit Grease Gun.
<b>Ignition.</b>	Marelli Magneto.
<b>Starting &amp; Lighting.</b>	Marelli.
<b>Petrol Supply.</b>	Gravity tank fitted under scuttle dash; capacity, 5½ gallons.
<b>Cooling.</b>	Thermo-syphon.
<b>Clutch.</b>	Single plate, dry, a steel disc being gripped between two Ferodo plates; very light and progressive in action.
<b>Gear-box.</b>	Bianchi patent oscillating type, on front end of torque tube, connected to cross member by a spherical joint. Ratios: Top, 5.25; 3rd, 8.75; 2nd, 13; 1st, 18.
<b>Propeller Shaft.</b>	Fully enclosed.
<b>Rear Axle.</b>	Banjo type, fully floating. Final drive by spiral bevel.
<b>Front Axle.</b>	"I" Stamping.
<b>Brakes.</b>	Four wheel brake system operated by foot pedal. Rear brakes operated by hand lever. Internal expanding with very large drums.
<b>Shock Absorbers.</b>	Hartford front and rear.
<b>Springs.</b>	Semi-elliptic.
<b>Tyres.</b>	Dunlop 730 $\times$ 130 m/m.
<b>Wheel Base.</b>	9 ft. 1 in.
<b>Track.</b>	4 ft. 2 ins.

Chassis Price: £255

## 15/50 H.P. TYPE 20 BIANCHI NORMAL CHASSIS SPECIFICATION.

<b>Engine.</b>	4-cylinder, 78 m/m. bore $\times$ 120 m/m. stroke; rating 15 h.p., 2300 cc.
<b>Cylinders.</b>	Monobloc, with three-bearing crankshaft, connecting rods of "I" section stampings, pistons of aluminium alloy, cylinder head detachable.
<b>Valves.</b>	Mushroom type, overhead, operated by push rods with return springs.
<b>Lubrication.</b>	Forced feed throughout, including overhead valve mechanism.
<b>Ignition.</b>	Marelli Magneto.
<b>Starting &amp; Lighting.</b>	Marelli
<b>Petrol Supply.</b>	Vacuum fed from tank at rear, capacity 14 gallons.
<b>Cooling.</b>	By pump circulation.
<b>Clutch.</b>	Single plate, dry, a steel disc being gripped between two Ferodo; plates very light and progressive in action.
<b>Gear-box.</b>	Bianchi patent oscillating type, on front end of torque tube, connected to cross member by spherical joint. Ratios: Top 4.4; 3rd, 7.5; 2nd, 10.5; 1st, 16.5.
<b>Propeller Shaft.</b>	Enclosed.
<b>Brakes.</b>	Four-wheel brake system operated by foot pedal. Back brakes operated by hand. Internal expanding type with large drums.
<b>Rear Axle.</b>	Two half sections. Final drive by spiral bevel gearing through a differential consisting of four star wheels and two sun wheels.
<b>Front Axle.</b>	"I" Stamping.
<b>Shock Absorbers.</b>	Hartford, front and rear.
<b>Tyres.</b>	Dunlop 775 $\times$ 145.
<b>Springs.</b>	Semi-elliptic.
<b>Wheel Base.</b>	10 ft. 4 ins.
<b>Track.</b>	4 ft. 6 ins.

Chassis Price: £365