



[3]

A Norwegian success history.

The intension of these pages is to give the reader knowledge of the Norwegian motorcycle producer Jonas Øglænd and some of the many mopeds and motorcycles that they made between 1931 and 1994. Regarding produced models, I will focus mostly on the motorcycle models from 1950 to '59.

My grandfather bought a brand new Svithun Swing 150cc in May 1957. It became a good friend for him, as a mail carrier, until 1962 when the Swing was put aside in advantage to a VW Beetle. When I grew up, I was told that I should have the Swing when I turned 18. When I finally got the Swing, in 1989, I had to overhaul the whole bike before I could start it again. It was under this process and in various mc-meetings after on, I learned what I now know about Øglænd and Tempo. In the first few years with the license in my hand, I had many fine rides with the Swing, but after some years, it turned up faster and newer bikes, and these days it is rare to see me on the Swing.

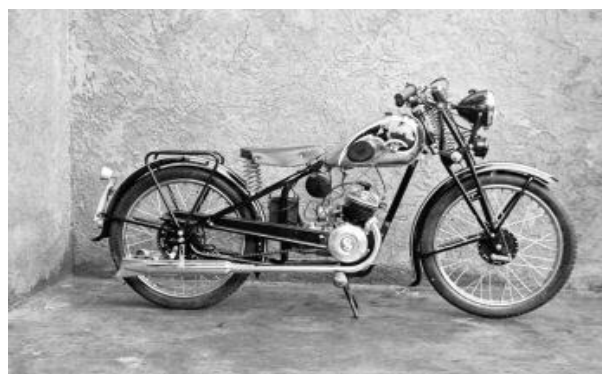
Jonas Øglænd

In 1868, at the age of 21, Jonas Øglænd started his own retail shop in Sandnes, outside of Stavanger [2]. At the end of 1892 one of his sons, J.J.Øglænd, came home from Germany with the agency agreement for «Hengstenber», a bicycle produced in Bielefeld [2]. They sold only a few of these, but in 1897, Jonas Øglænd got the agency agreement for the American bicycle “The World” [2]. The sales figures got better, and soon it was “The World” cycles from Øglænd all over Norway [2]. In 1906, they started their own production of parts, and thus reducing the import from America. [2]

In 1903, Ernst Sachs from the German firm Fichtel & Sachs A.G came up with an invention called the Torpedo (bicycle) hub [2]. Øglænd got the agency agreement for it in 1905, and the business contact with Fichtel & Sachs should prove to be long and fruitful [2]. In 1909, the bicycle production had 24 employees, and the production increased [2]. Their bicycles were to be produced under the label of DBS all up to 1989, when it was sold to the Swedish Monark Corporation. In the meantime, it became a respected brand all over Scandinavia [1]. Around 1930, after many successful years of bicycle production, Øglænd obtained the exclusive rights for the new and ingenious petrol engine from Fichtel & Sachs [2]. It was especially designed for use in reinforced bicycle frames [2]. In the first years of production, the lightweight motorcycles were built on frames imported from Germany. Øglænd then began making frames by them selves [2]. In 1932-33, they introduced their own motorcycle, still named “The World”. It came with a 74cc engine, and had the look more of a bicycle than of a motorcycle. The name Tempo was introduced in 1935 [1]. As seen on Picture 1 and Picture 2, they appeared more like real motorcycles and less as a bicycle with an engine towards the Second World War (WWII). [2]



Picture 1: 1934-39 Tempo Standard 98 cc Sachs with pedals: (Photo: Stein Tranvik.)



Picture 2: Tempo Luxus 1939 with Sachs (Photo: Øglænd, Oddgeir Berge's photo collection)

For the 1940 season, Øglænd was able to deliver a wide range of motorcycles, but then WWII started and it was all put on ice [2]. Under WWII, they managed to keep the production line up by producing a battery driven tricycle called Tempo Elektro (Picture 3), this was a Transport with an electric motor from NEBB [1]. It was the first one to come with a differential and had fixings for tank, petrol engine and exhaust for aftermarket mounting. [1]



**Picture 3
Tempo Elektro (photo: Ole Birger Gjerve)**

After WWII Øglænd got a massive production up thru the 50's and 60's with a top in 1965 of 22000 units [1]. Roughly 350000 units were produced in total, from 1931 to 1994 [2].

Øglænd has primary used Sachs engines in their motorcycle production, but they were also delivered with Villiers engines both in the 1930's and between 1948 and 1959. [1]

Mopeds

In 1953, Øglænd started their moped production with Tempo Victoria. As with motorcycles, the first type was based on a bicycle frame. It was not, however, a Sachs or Villiers motor, but came from the German Victoria, hence the name [1]. The engine produced one hp and was mounted directly on the back wheel. It was to be short-lived; already the next year came the successor Tempo Handy with a Sachs engine [1]. Then it was opened for a new success market, and Øglænd produced 67 different types of mopeds up to 1994, whereas 28 of them was different Tempo Corvette types [1]. Until this day most people associate Tempo with

Corvette, many do not even know that Tempo produced motorcycles. The production of mopeds in Norway ceased in 1987, and after some license production in Portugal, it was the end of Tempo as a moped/motorcycle brand in 1994 [1].

Motorcycles in the 1950's and 60's

At the end of WWII, there was a shortage of means of transport. This, combined with heavy restrictions on sales of new cars, resulted in a huge boost of sales of mopeds and motorcycles. Here Øglænd was in a perfect situation with their locally produced, low-cost motorcycles. They already had a wide distribution-net all over the country and were able to deliver both motorcycles and spare-parts in a relatively short notice. There where, however, also a limitation on motorcyclesales, but it was a lot easier to obtain a permit for purchasing a mc than for a car. Also for the manufacturers, there were restrictions of how many units they could sell. Øglænd solved this problem by letting their business customers sell the bikes under their own name [1]. This is why my Tempo was called Svithun, Svithun was the trademark of Maskinhuset A/S in Stavanger, not far for Sandnes. Maskinhuset A/S had departments all over Norway; this is why the Svithun brand can be found far outside Stavanger.

Examples of other brands:

- Tambar: Lefstad Sport Trondheim
- Standard: I.H.Beck&Bertelsen, Skien
- Arrow: Erling Sande A/S (Now representing Suzuki motorcycles and snowmobiles)
- Trygg: A company in Lillehammer selling cars, bicycles and sports equipment.

It is very difficult to come up with all the names and trademarks that the Tempo was traded under, as there are many more than those that where listed up here. Some of the brands, like Svithun and Trygg were officially approved from Øglænd. Others were names that was put on at the subcontractors own discretion [1].

Tempo Standard (1951-59)

Introduced in 1951, the Standard proved to be a long lasting success. It had a rigid frame, and was the foundation for both the Tempo Villiers and Tempo CZ, in addition to being standard equipped with the Sachs 150cc engine. In 1957, it came with 125cc and 175cc engines. The 150cc production ceased in 1958 [1]. In 1959, it was the end for rigid frame motorcycles from Øglænd, as the production of the Standard ended.



Picture 4: Tempo Standard 1951-58
(Photo: www.tempoklubben.com)



Picture 5: 1951 Tempo Villiers
(Photo: www.tempoveteran.net)

Tempo CZ (1956)

In 1956, the production of motorcycles was so high that Sachs and Villiers were not able to deliver enough engines. Øglænd then had to find a third supplier so they could meet the marked demands. The choice fell on the Czechoslovakian Ceska'zbojovka (Czech arms factory). Even though the East-Europe had a somewhat bad reputation regarding quality, the CZ engines has proved to be of a very high quality-standard. The Tempo CZ was produced only in 1956. Many of the produced bikes are still running today. [1]



Picture 6: 1956 Tempo CZ (Photo; www.phys.ntnu.no/~dagjoh/)

Tempo Swing (1957-59)

The Swing developed from the Standard. The essential improvements were the back suspension with a swing-arm instead of a rigid frame and a saddle instead of two single seats. This should enhance the ride comfort and make the motorcycle more modern. It was equipped with the same engines as the Standard: 125cc, 150cc and 175cc. In 1959, the production ended in advantage to the new Taifun.



Picture 7: 1957 - 59 Tempo Swing 11-21-31(125cc-150cc- 175cc)
(Photo: www.tempoklubben.com)

Tempo Progress (1957-59)

In 1957, Øglænd was eager to get into the growing scooter-marked. To get a quick start they decided to by an already developed model from Progress-Werke-Oberkirch AG in Germany. They named it Tempo Progress [2]. It had a Sachs 191cc engine with dynastart and fan cooling. They provided it with wheels and a speedometer with Tempo logo in Sandnes before it was shipped to the marked [2]. The efforts were, however, not successful. It is believed that this was because it had to be registered as a heavy motorcycle and it was in fact quite heavy with its 152 Kg. [2]



Picture 8: 1957- 59 Tempo Progress (190cc)
(Photo www.tempoklubben.com)

Sachs motorcycle engines

As mentioned, Sachs was the preferred engine in Tempo motorcycles. These were 125cc (6,5 hp), 150cc (6,0 hp) and 175cc (10,5 hp). The Sachs engines have proved to be durable and trustworthy engines. The four speed was introduced in 1951, and Øglænd used it up to the end of the 1960'es. Notice that the 125 are actually stronger than the 150. A reasonable explanation for this is that while the 150 came in 1951, with an improvement in 1953, the 125 (and the 175) came in 1956 [1]. It then had some years of research and development behind it compared to the 150. The visible differences between a 150 and the later 125 and 175 are the air filter. On the 150 it is only a small round filter that is hardly recognisable as an air filter. On the 125 and 175, it is a big filter box behind the carburettor, as seen on Picture 9.



Picture 9 Cut-trough of a Sachs 175cc
(Photo:Unknown)

Success ?

This is just some of the products that came from Øglænd in all of the years that it was moped and motorcycle production in Sandnes. The golden year of production was not to cease in many years. The 1960's revealed many fine models that are classics today. Even the Royal Norwegian Army had Tempo motorcycles. Øglænd also tried their luck in export, primarily to the other Scandinavian countries, but you could even purchase Tempo's (Tempo Sport) in North Hollywood, California. [2]

Due to length limits of this document, coverage of this period may come in a later stage.

Nevertheless, even after covering only the years up to 1959 it is safe to say that the main title speaks the truth; Jonas Øglænd and Tempo are a true Norwegian success story. Unfortunately, no tree grows into heaven, and today Tempo is only a memory, well taken care of by hundreds of enthusiasts both in Norway and abroad. The brand-club, Tempoklubben, is the largest single brand club in Norway, with almost 2500 members dedicated to keep the Tempo alive.

These pages have been written by Bjørn Haugen as a term-paper hand-in for English-education under the bachelor study at Telemark University College, Porsgrunn, Norway. If there is any comments or questions they can be e-mailed to bhau2@online.no, I will answer as best as I can, or redirect to someone who can..

Reference:

[1] NORSKPRODUSERTE MOPEDER OG MOTORSYKLER by Dagfinn Johnsen
(www.phys.ntnu.no/~dagjoh/)

[2] www.tempoklubben.com (Ole-Petter Aareskjold)

[3]www.faaberg.com