SUGGESTED RETAIL PRICE LIST
TRIUMPH

CONDITIONS OF SALE

Standard-Triumph continually strives to improve the performance and value of its products. Because changes are always being made to better the product, the Company reserves the right to substitute changes in specifications and prices any time without notice.

For further information see your Triumph dealer or write to:

STANDARD-TRIUMPH MOTOR COMPANY, Inc.
575 MADISON AVENUE
NEW YORK, N. Y. 10022

Effective from April 1965

MAIN UNITED STATES DISTRIBUTION CENTERS
AND PARTS WAREHOUSES

1. GENSER-FORMAN, INC.
1200 Springfield Road
Union, New Jersey
Telephone: Millwood 8-0000
Connecticut, New York, Massachusetts, New Hampshire, New Jersey,
New York, Pennsylvania, Rhode Island and New England

2. MIDWEST TRIUMPH DISTRIBUTORS, INC.
7244 Stony Island Avenue
Chicago, Illinois
Telephone: 374-2500
Illinois, Indiana, Iowa, Kansas, Minnesota, Nebraska, North Dakota,
South Dakota, South Dakota, Missouri and Wisconsin

3. LEYLAND TRIUMPH SALES COMPANY, INC.
8411 East Jefferson Avenue
Central Zone
Detroit 14, Michigan
Telephone: Valley 1-7900
Outlook, District of Columbia, Kentucky, Maryland, Michigan,
North Carolina, Ohio, Virginia and West Virginia

4. LEYLAND TRIUMPH SALES COMPANY, INC.
220 Edgewood Street
Central Zone Regional Office
Baltimore, Maryland 21222
Telephone: 633-9106

5. LEYLAND TRIUMPH SALES COMPANY, INC.
4610 Toohig Highway
Southeastern Zone
New Orleans, Louisiana
Telephone: 896-8871
Alabama, Arkansas, Colorado, Florida, Georgia, Louisiana,
Louisiana, Nevada, New Mexico, Oklahoma, Puerto Rico, South
Carolina, Tennessee, Texas and West Virginia

6. LEYLAND TRIUMPH SALES COMPANY, INC.
709 Tallyrand Avenue
Southeastern Zone Regional Office
Jacksonville 7, Florida
Telephone: 354-1674

7. LEYLAND TRIUMPH SALES COMPANY, INC.
225 Japhet Street
Southeastern Zone Regional Office
Houston, Texas
Telephone: OR 2-2576

8. LEYLAND TRIUMPH SALES COMPANY, INC.
1857 West 144th Street
Western Zone
Gardena, California 90249
Telephone: Faculty 1-2771 and Davis 9-7575
Alaska, Arizona, Hawaii, Idaho, Montana, Nevada, northern
California, Oregon, Southern California, Utah and Washington

9. LEYLAND TRIUMPH SALES COMPANY, INC.
316 S.W. 87th Avenue
Western Zone Regional Office, Portland 25, Oregon
Telephone: CY 2-4417

10. LEYLAND TRIUMPH SALES COMPANY, INC.
2140 Bush Street
Western Zone Regional Office
San Francisco, California
Telephone: 7-4336

SUGGESTED RETAIL PRICE LIST
CONDITIONS OF SALE

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STANDARD-TRIUMPH MOTOR COMPANY, Inc.
575 MADISON AVENUE
NEW YORK, N.Y. 10022

Date: 4/30/66
Effective from April 1965
# TRIUMPH

## CONDITIONS OF SALE

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**STANDARD-TRIUMPH MOTOR COMPANY, Inc.**
575 MADISON AVENUE
NEW YORK, N.Y. 10022

Effective from April 1965

## MAIN UNITED STATES DISTRIBUTION CENTERS AND PARTS WAREHOUSES

<table>
<thead>
<tr>
<th>No.</th>
<th>Distributor Name</th>
<th>Address</th>
<th>Telephone</th>
<th>Region</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Genser-Forman, Inc.</td>
<td>1200 Springfield Road, Union, New Jersey</td>
<td>900-0500</td>
<td>National</td>
</tr>
<tr>
<td>2</td>
<td>Midwest Triumph Distributors, Inc.</td>
<td>7744 Stony Island Ave., Chicago, Illinois</td>
<td>924-2500</td>
<td>Midwest</td>
</tr>
<tr>
<td>3</td>
<td>Leyland-Triumph Sales Company, Inc.</td>
<td>681 East Jefferson Ave., Detroit 14, Michigan</td>
<td>911-7900</td>
<td>Northeast</td>
</tr>
<tr>
<td>4</td>
<td>Leyland-Triumph Sales Company, Inc.</td>
<td>2200 Edgewood St., Baltimore, Maryland 21222</td>
<td>933-0140</td>
<td>Southeast</td>
</tr>
<tr>
<td>5</td>
<td>Leyland-Triumph Sales Company, Inc.</td>
<td>4610 Esopus Street, New Orleans, Louisiana</td>
<td>995-4817</td>
<td>Southeast</td>
</tr>
<tr>
<td>6</td>
<td>Leyland-Triumph Sales Company, Inc.</td>
<td>709 Taliaferro Avenue, Jacksonville 7, Florida</td>
<td>354-1624</td>
<td>Southeast</td>
</tr>
<tr>
<td>7</td>
<td>Leyland-Triumph Sales Company, Inc.</td>
<td>225 S. Sapelo Street, Houston, Texas</td>
<td>922-2476</td>
<td>Southeast</td>
</tr>
<tr>
<td>8</td>
<td>Leyland-Triumph Sales Company, Inc.</td>
<td>1957 West 144th Street, Gardena, California 90248</td>
<td>901-2717</td>
<td>Western</td>
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<td>9</td>
<td>Leyland-Triumph Sales Company, Inc.</td>
<td>3168 S.W. 87th Avenue, Portland 25, Oregon</td>
<td>244-417</td>
<td>Western</td>
</tr>
<tr>
<td>10</td>
<td>Leyland-Triumph Sales Company, Inc.</td>
<td>2140 Bush Street, San Francisco, California</td>
<td>7-4336</td>
<td>Western</td>
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## SUGGESTED RETAIL PRICE LIST

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<thead>
<tr>
<th>Part</th>
<th>Description</th>
<th>Price</th>
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<tr>
<td>0000</td>
<td>Standard Motorcycle</td>
<td>$999.99</td>
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<tr>
<td>0001</td>
<td>Deluxe Motorcycle</td>
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<tr>
<td>0002</td>
<td>Sport Motorcycle</td>
<td>$1,299.99</td>
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*Prices subject to change without notice.*
TRIUMPH

CONDITIONS OF SALE

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STANDARD-TRIUMPH MOTOR COMPANY, Inc.
575 MADISON AVENUE
NEW YORK, N.Y. 10022

Effective from April 1965

MAIN UNITED STATES DISTRIBUTION CENTERS AND PARTS WAREHOUSES

1. GENESER-FORMAN, INC.
7200 Springfield Road
Union, New Jersey
Telephone: Middletown 8-0050
Connecticut, New York, New Jersey, Massachusetts, New Hampshire, New York, Pennsylvania, Rhode Island and Vermont

2. MIDWEST TRIUMPH DISTRIBUTORS, INC.
5744 Sibley Avenue
Chicago, Illinois
Telephone: 312-2500
Wisconsin, Michigan, Illinois, Indiana, Ohio, West Virginia, Kentucky, and Missouri

3. LEYLAND-TRIUMPH SALES COMPANY, INC.
861 East Jefferson Avenue
Detroit 14, Michigan
Telephone: Valley 1-7905
Michigan, Ohio, and Indiana

4. LEYLAND-TRIUMPH SALES COMPANY, INC.
2200 Edgewood Street
Baltimore, Maryland 21222
Telephone: 633-9106

5. LEYLAND-TRIUMPH SALES COMPANY, INC.
4610 Thoroughgood Drive
New Orleans, Louisiana
Telephone: 834-4805
Louisiana, Texas, Arkansas, Oklahoma, Colorado, Georgia, South Carolina, Florida, North Carolina, Alabama, Kentucky, Tennessee, and Mississippi

6. LEYLAND-TRIUMPH SALES COMPANY, INC.
705 Tallyrand Avenue
Jacksonville 7, Florida
Telephone: 354-1624
Florida, Georgia, and Alabama

7. LEYLAND-TRIUMPH SALES COMPANY, INC.
225 Japhet Street
Houston, Texas
Telephone: 8R 2-2276
Texas

8. LEYLAND-TRIUMPH SALES COMPANY, INC.
1957 West 14th Street
Gardena, California 90248
Telephone: 277-1377
California

9. LEYLAND-TRIUMPH SALES COMPANY, INC.
3168 S.W. 87th Avenue
Portland, Oregon
Telephone: CY 2-4417
Oregon

10. LEYLAND-TRIUMPH SALES COMPANY, INC.
2140 Bush Street
San Francisco, California
Telephone: JORDAN 7-4336
California

SUGGESTED RETAIL PRICE LIST
MAIN UNITED STATES DISTRIBUTION CENTERS
AND PARTS WAREHOUSES

(1) GENSER-FORMAN, INC.
1200 Springfield Road
Union, New Jersey
Telephone: Mürdock 8-0050
Connecticut, Maine, Massachusetts, New Hampshire, New Jersey,
New York, Pennsylvania, Rhode Island and Vermont

(2) MIDWEST TRIUMPH DISTRIBUTORS, INC.
7744 Stony Island Avenue
Chicago, Illinois
Illinois, Indiana, Iowa, Kansas, Minnesota, Nebraska,
North Dakota, South Dakota, Missouri and Wisconsin

(3) LEYLAND-TRIUMPH SALES COMPANY, INC.
CENTRAL ZONE
8811 East Jefferson Avenue
Detroit 14, Michigan
Telephone: Valley 1-7800
Delaware, District of Columbia, Kentucky, Maryland, Michigan,
North Carolina, Ohio, Virginia and West Virginia

(4) LEYLAND-TRIUMPH SALES COMPANY, INC.
CENTRAL ZONE REGIONAL OFFICE
2200 Edgewater Street
Baltimore, Maryland 21222
Telephone: 633-8106

(5) LEYLAND-TRIUMPH SALES COMPANY, INC.
SOUTHEASTERN ZONE
4610 Tchoupitoulas Street
New Orleans, Louisiana
Telephone: 895-4871
Alabama, Arkansas, Colorado, Florida, Georgia, Louisiana,
Mississippi, New Mexico, Oklahoma, Puerto Rico, South
Carolina, Tennessee, Texas and Wyoming

(6) LEYLAND-TRIUMPH SALES COMPANY, INC.
SOUTHEASTERN ZONE REGIONAL OFFICE
709 Tallyrand Avenue
Jacksonville 7, Florida
Telephone: 354-1624

(7) LEYLAND-TRIUMPH SALES COMPANY, INC.
SOUTHEASTERN ZONE REGIONAL OFFICE
225 Japhet Street
Houston, Texas
Telephone: OR 2-2578

(8) LEYLAND-TRIUMPH SALES COMPANY, INC.
WESTERN ZONE
1957 West 144th Street
Gardena, California 90249
Telephone: Faculty 1-2771 and Davis 9-7575
Alaska, Arizona, Hawaii, Idaho, Montana, Nevada, Northern
California, Oregon, Southern California, Utah and Washington

(9) LEYLAND-TRIUMPH SALES COMPANY, INC.
WESTERN ZONE REGIONAL OFFICE, PORTLAND
3168 S.W. 87th Avenue
Portland 25, Oregon
Telephone: CY 2-4417

(10) LEYLAND-TRIUMPH SALES COMPANY, INC.
WESTERN ZONE REGIONAL OFFICE
2140 Bush Street
San Francisco, California
Telephone: Jordan 7-4336
**TRIUMPH TR-4A**

**CONVERTIBLE MODEL**
- East Coast, Gulf Ports & Great Lakes P.O.E. $2,899.00
- West Coast P.O.E. $2,899.00

**HARDTOP MODEL** (Removable Roof Section)
- East Coast, Gulf Ports & Great Lakes P.O.E. $3,099.00
- West Coast P.O.E. $3,099.00

**TR-4 EQUIPMENT AND ACCESSORIES FITTED FREE OF CHARGE**
- Leather Upholstery, Rubber Mats on front floor, Dual Sun Visors, Carpets on rear floor, Padded Dashboard, Padded Passenger Grab Handle, Lockable Glove Compartment, 2-Speed Electric Windshield Wipers, Trip Speedometer, Tachometer, Adjustable Steering Column, Front Disc Brakes, 4-Speed All-Synchronesh Gearbox, Full Flow Oil Filter, Dual Horns, Bumper Guards, Spring-Spoked Steering Wheel, Complete Instrumentation, No-Loss Cooling System.

**TR-4A ACCESSORIES AS ORIGINAL EQUIPMENT**
- Heater $65.00
- Tonneau Cover $35.00
- Wire Wheels $12.50
- White Wall Tires $35.00
- Michelin "X" Tires $35.00
- Independent Rear Suspension $150.00
- Overdrive $160.00
- Windshield Washer $10.00
- Surrey Top Kit (for Hard Top Models) $25.00
- Triumph All Transistor Push-Button Radio $68.95
- AM-FM Converter $57.95
- Lighter $4.80
- Seat Belts (2 pair) $17.00
- Luggage Rack (Aluminum) $27.50
- Luggage Rack (Chrome) $34.95
- Occasional Rear Seat (All Colors) $35.00
- Front Bumper Guard $14.95
- Wind Wings (Pair) $18.95
- Custom Gear Shift Knob (Emblem) Chrome $3.25, Wood $3.75
- Custom Rubber Mats (Pair) $9.95
- Hard Top Kit — Detachable (Fiberglass) $239.00
- Threshold Plates $4.95
- Sill Plates $3.95

**COMPUTATION EQUIPMENT**

A complete list of computation accessories, SCCA-approved, is available. Write to Standard-Triumph Competition Department for full details and prices.

**TRIUMPH SPITFIRE 4 MK 2**

**CONVERTIBLE MODEL**
- East Coast, Gulf Ports & Great Lakes P.O.E. $2,148.00
- West Coast P.O.E. $2,148.00

**HARDTOP MODEL**
- East Coast, Gulf Ports & Great Lakes P.O.E. $2,348.00
- West Coast P.O.E. $2,348.00

**SPITFIRE 4 ACCESSORIES & EQUIPMENT FITTED FREE OF CHARGE**

**SPITFIRE ACCESSORIES AS ORIGINAL EQUIPMENT**
- Heater and Windshield Washer $34.00
- Tonneau Cover $35.00
- Wire Wheels $25.00

**TRIUMPH 1200**

**CONVERTIBLE MODEL**
- East Coast, Gulf Ports & Great Lakes P.O.E. $1,699.00
- West Coast P.O.E. $1,749.00

**SEDAN MODEL**
- East Coast, Gulf Ports & Great Lakes P.O.E. $1,699.00
- West Coast P.O.E. $1,749.00

**TRIUMPH 1200 ACCESSORIES & EQUIPMENT FITTED FREE OF CHARGE**

**TRIUMPH 1200 ACCESSORIES AS ORIGINAL EQUIPMENT**
- Heater and Windshield Washer $49.90
- Disc Brakes (Front) $49.00
- White Wall Tires $26.00
- Triumph All Transistor Push-Button Radio $68.95
- AM-FM Converter $57.95
- Tonneau Cover (Convertible Only) $30.00
- Lighter $4.80
- Seat Belts (2 pair) $17.00
- Air-Full Wheel Covers (set of 4) $15.95
- Custom Gear Shift Knob (Emblem) Chrome $3.25, Wood $3.75
- Triumph Air Conditioning Unit* $295.00 (plus installation)

*TRIUMPH-ALISE AIR CONDITIONING. Now your economy 1200 becomes a luxury car with the addition of TRIUMPH-ALISE. Costs car in 1 minute. No extra fan capacity or takes only to be to run. Fan specially con- trolled cooling vents make certain that each passenger travels in perfect comfort, instant action, three fan speeds, does not interfere with leg or trunk room. Only custom air conditioning available for an economy car.