Make this your year of TRIUMPH
TRIUMPH HERALD 1200 SALOON

Seven places where the Herald outscores other light cars.
Engine: 1147 c.c. fluent, tractable unit with a 'big-car' feel.
Suspension: Independent all round. The wheels, not you, take the bumps.
Turning circle: 25 ft. You make a U-turn where others make a Y-turn.
Servicing: Only once in 6000 miles. (Almost no grease points).
Visibility: 93%, all-round vision.
Comfort: Driving seat with 52 positions. One of them is yours.
Sturdiness: A real steel-trimmed chassis.
Comment: Still the most advanced light car design on the market.

TRIUMPH HERALD 1200 CONVERTIBLE

Quick-change artist in the grand manner. One minute it's fun in the sun with the hood neatly stashed away out of sight. Sixty seconds later it's a snug weather-retractable saloon.
And, of course, it has all the Herald virtues. Diminutive turning circle, all-round independent suspension and 6000 miles between servicing. Front wheel disc brakes available too (that goes for all Heralds, of course).

TRIUMPH 2000

But it is when you drive the Triumph 2000 that it wins your full respect. Twenty minutes at the wheel are enough to tell you this car is special. The harmonised power of the 6-cylinder engine sweeps you smoothly from zero to fifty in 9.9 seconds. In a mannerly silence. All-round independent suspension stops road-shocks before they get to you; and makes for exemplary roadholding around the sharpest bends.
Add manoeuvrability; faultless braking; infinitely variable driving position. Optional extra: if you would like to cut out the endless changing up and down of town driving you can have Borg-Warner Automatic Transmission.
The final car-like touch.
TRIUMPH HERALD 1200 SALOON

The Triumph Herald is a light car that offers a lot of comfort and style. It is available with a choice of two engines: 1100 cc or 1200 cc. The 1200 cc model offers more power and a slightly better performance. The Herald is also known for its excellent fuel economy, making it a popular choice for those who want to save on fuel costs.

TRIUMPH HERALD 1200 ESTATE

The Estate model of the Herald offers additional space for luggage. It is a practical choice for those who need extra space for family or work. The Estate model is also available with a power steering option for easier handling.

THE SKYLIGHT TRIUMPH HERALD 1100

This model is a convertible version of the Herald. It offers an open-top driving experience with a retractable roof. The Skylight model is a great choice for those who enjoy driving in the sun.

TRIUMPH VITESSE SALOON

The Triumph Vitesse is a classic car that offers a blend of style and performance. It is available with a choice of engines: 1900 cc or 2200 cc. The 2200 cc model offers more power and a better performance. The Vitesse is also known for its excellent handling and smooth ride.

TRIUMPH VITESSE CONVERTIBLE

The convertible version of the Vitesse offers an open-top driving experience with a retractable roof. It is a great choice for those who enjoy driving in the sun.
TRIUMPH T.R.4

Now you can lap in luxury in a real sports car. For the TR4 has all the virility of a sporting Triumph plus the comfort of the very best saloon cars. Winding windows, full-height doors and a cockpit that keeps you snug even at 100 mph. But if the TR4 owes something to Midas—it owes a great deal to Mercury too. You are wafted from 0-50 in just 7½ seconds and the maximum speed is a very impressive 110 mph.

TRIUMPH SPITFIRE 4

No other sports car in its class goes as fast or as safely as the Spitfire. Its twin carb. 1147 cc. engine gives it a top speed of 92 mph—reaches 50 mph in 11 furious seconds. And all-round independent suspension makes the Spitfire corner with the certainty most cars only give on the straight.

To complement this energy—front wheel disc brakes. But comfortingly, there’s a more urbane side to the Spitfire’s nature. Wind-up windows, a king-size cockpit and Michelotti styling make it the most elegant of town cars. And its 24 ft. turning circle is a built-in solution to the parking problem. Overdrive and a sleek, snug-fitting hard top are both available as extras.
ONLY you know what kind of car you are looking for—saloon, sports car, convertible, estate car. But you can be sure you'll find it in the Triumph range. Take a good look at the cars in this leaflet—then go for a ride in one of them. All you do is ring your dealer. He'll gladly arrange a trial drive for you. No charge. No obligation. Or write to Standard-Triumph at Coventry.

12 MONTH GUARANTEE
STANPART SERVICE ALL OVER THE WORLD

CONDITIONS OF SALE

The goods manufactured by the Standard-Triumph Group are supplied with an express warranty which excludes all warranties, conditions and liabilities whatsoever implied by Common Law, Statute and otherwise. The Manufacturer reserves the right to vary the list prices at any time, and all goods are invoiced at the prices current on the day of delivery, ex-works. The Manufacturer further reserves the right on the sale of any vehicle to make before delivery without notice any alterations to or departures from the specification, design or equipment detailed in its various publications.

Every precaution has been taken to ensure the accuracy of this publication but the Manufacturer accepts no liability for errors or omissions.