



TSOA

TRIUMPH SPORTS OWNERS ASSOCIATION

NEWSLETTER



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FEBRUARY-MARCH, 1975

TR7 ON THE ROAD

The Press Gets Its First Look at the New Triumph



Auto editors had a drive-away, in LeMans start style, of seventeen TR7s at Boca Raton in Florida.

EDITORIAL

The next two pages of Triumph Newsletter deal with excerpts from the first published reviews of TR7. These are based on driving tests in Florida when the car was first shown to about 80 press representatives. Their comments come not only from newspapers in the USA and England, but particularly from the three major car magazines.

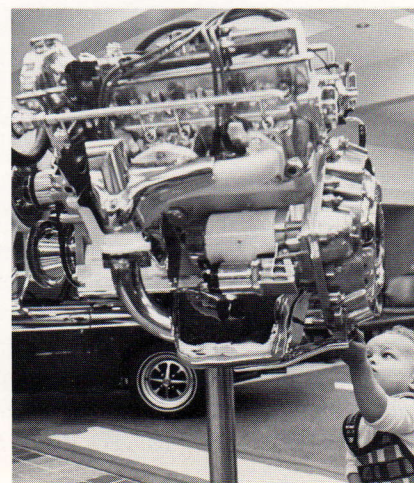
For the benefit of new Triumph owners who may not be too familiar with these publications, there are three big ones—Road & Track; Motor Trend; and Car and Driver. They each road test new cars very thoroughly with complex apparatus and teams of engineers. They are all well written and illustrated, and average over 100 pages. Each costs \$1.00 on the newsstands.

Road & Track came first (1947) and sets high technical standards. It has a valuable and consistent editorial policy due to the personal direction of its engineer/publisher John Bond, who has been with the magazine since its beginnings. (Circulation 365,000)

Motor Trend was next (1949). It used to concentrate on Detroit cars but now deals with the whole industry including imports. It was founded and is still controlled by Bob Petersen, who started his very successful publishing career with Hot Rod. (Circulation 679,000)

Car and Driver claims the highest circulation and goes for a more popular style of writing than the others, having developed such lively editors as Dave Davis, Brock Yates and Leon Mandel. Theirs is the first TR7 full road test, published in the March issue with fine color photos by art director Gene Butera. (Circulation 700,000)

Of course there are many other interesting and widely read car magazines, such as Road Test, Autoweek/Competition press, Sportscar, etc., but the above are the big three.



The shape of things to come—TR7 slant-four engine under inspection by "J.J.", son of Junius Chambers of The Amsterdam News.

PRESS OPINION OF TR7—TRIUMPH'S NEW 1975 SPORTS COUPE.



Television crews covered the Boca Raton, Fla., launch, including this BBC-TV team from England.

"This TR7 is unlike anything you would expect of Triumph—or of any British sports car, for that matter . . .

The TR7's strong suit is comfort. The cockpit is spacious (wider than either a Corvette's or a Z-Car's) and the driving position is exceptionally good . . .

The padded steering wheel almost entirely blocks the instruments in a Porsche Carrera, but every dial is visible in the Triumph. The illuminated instruments reflect in the windshield of the Mercedes 450SL and SLC at night, but there are no unwanted reflections in the Triumph . . .

The TR7 is one of those rare cars whose agreeable nature hits you as soon as you slide into the driver's seat. It just seems to work. And when you slip into traffic on your maiden voyage, you feel like you've been driving it for years. This is something altogether new for British sports cars . . .

The old TR6, never mind its six-cylinder engine with an extra half liter of displacement, would be the loser in any kind of speed contest, be it drag strip or road course . . .

With air conditioning and a full tank, the Car and Driver test car balanced out at 2340 pounds, more than 300 pounds lighter than a 1974 260Z and even marginally lighter than a TR6 . . .

A car that is very predictable and easy to drive fast . . .

And while hard-core sports-car enthusiasts may lament the lack of an independent rear suspension, there is no question that the TR7 handles better than the independently suspended TR6. It rides better too . . ."

CAR AND DRIVER, Patrick Bedard

"The TR7 is right up-to-date in areas long since outmoded in most British sports cars: comfort and ergonomics . . .

The TR7 has a solid feel virtually unknown in previous British sports cars, certainly in the TR6 . . .

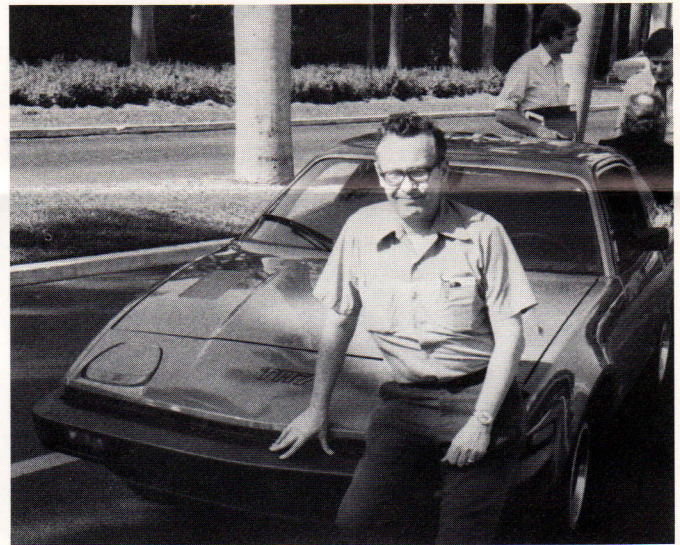
The TR7 is a modern and refined car that will appeal to the buyer attracted by sports-car looks, handling, size and character but turned off by leaky windshields, buckboard rides and ineffective heaters. If the success of Datsun's 240Z is any indication. British Leyland shouldn't have much trouble selling a lot of TR7s at the \$5100 asking price."

ROAD AND TRACK, John Dinkel

"We have to offer our compliments to the British for outdoing most of the Italians this time. The driveline is well proven, there is plenty of space to store luggage and the ride would even please your mother . . .

If British Leyland can hold the price of the TR 7 to roughly that of the TR6, they should be able to attract a nice following for the car. Whether that group is the same one that went for the hustling TRs of years gone by, or a new group, remains to be seen."

MOTOR TREND, John Lamm



John Christy, of Motor Trend, Los Angeles, one of the most experienced auto editors in the business.

" . . . That baby really handles superbly," he said while waiting at Casner Imports on Montana for a flight to L.A. "I was getting 23 miles to the gallon and everything was going great until this." (Christy was involved in a road accident in snow/ice conditions.)

"I only saw this car four days ago in a movie the makers showed us," he said. "In the film was the car being rolled in various accidents to highlight all the new safety features. I'm glad they built them well."

Christy has tested everything from MG Midgets to the big Ferrari, family luxury cars and even off-road campers and mobile homes, as many as five different vehicles in any given month . . ."

*MOTOR TREND, John Christy
(as interviewed by "El Paso Times")*

"I'm 6'4" and beginning to show signs of . . . uh . . . maturity. It is a rare two-seater that will contain me comfortably and a rarer one that can adapt itself both to my height and that of a more nearly average driver without leaving either of us unhappy. Certainly previous Triumphs haven't been able to do it . . .

The TR6 was a step toward civilization, and the TR7 is a giant step toward state-of-the-art in sports car design. The ride is immeasurably better than any previous BLMI sports car."

AUTOWEEK/Competition Press, Cory Farley



Partially disguised with false trim and wheels, TR7 underwent weeks of below zero, cold weather tests in Northern Canada.

“British Leyland Motors, the giant British auto maker, finally has smashed the mold and come up with a new Triumph sports car that isn’t a warmed-over version of the previous year’s model.

What’s more, the new Triumph TR7 is quite startling. It’s a futuristic, wedge-shaped vehicle that has a relatively low base price at \$5,100. It is the first Triumph engineered from the start for the American market . . .

The two-seat auto isn’t only rakish looking; it’s fast, comfortable and very economical. Environmental Protection Agency tests show it getting nearly 30 miles per gallon on the highway and about 21 miles per gallon in city driving. Anyone who knows how to correctly handle its four-speed manual transmission should get better mileage, partly because the TR7 only weighs 2,241 pounds . . .

The styling really turns heads. The TR7’s body reflects the functional contours of racing cars.”

CHICAGO SUN TIMES, Dan Jedlicka

“The TR7s’ in-line four cylinders produce about 90 horsepower and offer 29.9 miles per gallon on the highway and 20.7 in city driving. However, I roughly estimated about 24 miles per gallon in city driving, even with my cowboy boots on . . .

Shifting was smooth with clearly defined gates. Triumph’s engineers have quite correctly set up the gear ratios to permit drivers to enter high-speed expressway traffic with no problem. At least you won’t get run over by a semi-trailer.

Even with the four cylinder engine, smooth rapid acceleration can be maintained. Automotive writers on the preview said the TR7 will top-end at about 105 m.p.h. I’ll take their word for it. There’s sufficient power to pass anything on the road driving at legal speeds, so that’s no problem.”

OKLAHOMA JOURNAL, Don Shockey

“The TR7’s wedge shape—certainly not new, at least not to racing cars—brings up the obvious question: in the interest of less drag and therefore better fuel economy, why hasn’t the industry gone in that direction before?

Chief engineer Lloyd said wind tunnel tests proved that the shape is essentially ‘slippery. Its low aerodynamic drag factor helps fuel mileage and performance.’

The design also helps keep the front of the car down on the ground at high speeds—as Indianapolis racers have known since the mid-1960s.”

THE BOSTON GLOBE, Charles Yarbrough
—*Washington Star-News*

“It is a civilized machine, entirely enclosed by a rigid hardtop with roll-up windows, capable of speeds well over 100 miles an hour. It will accelerate from 0 to 60 in 11 seconds, and from 40 to 60 in a tick over eight seconds, which qualifies it as a fun car to drive. So will a lot of cars do all these things. But the TR7 also will dive into and out of a corner much faster than the average driver will ever ask of it.”

OAKLAND TRIBUNE, Calif., Hugh Randolph

“Once the car is at speed (and it does move out quite well), the steering is quick and responsive. The car can be driven hard and seems to actually enjoy taking hard bumps, ruts and chuck holes. The suspension still retains the Triumph feeling, and, as BLMI says, the TR7 is ‘a sports car.’”

San Antonio EXPRESS and NEWS, Texas, Jim Abbott

“In a test where speed seemed no deterrent it handled very well. The company even arranged two rain storms to try its response . . . Obviously it is not intended for a 55-mile-per-hour speed limit but it is the two-seater look at its best.”

Erie TIMES/NEWS, Pa., Ed Mathews

“It has the profile of half a pound of Cheddar, and it is, they say, ‘the shape of things to come.’ It carries two people and the fairly critical responsibility for the coming shape of British Leyland motors.

While Lord Stokes was detained at home, grappling with the Government over the future of the company, British Leyland unwrapped here the TR7—or Bullet—a nimble, wedge-shaped hard-top with which it intends to challenge the Japanese and German-dominated American sports car market.”

London DAILY MAIL, England, Dermot Purgavie

“I drove the TR7 recently. Its road-holding is striking and the ride is considerably softer than in its predecessors of the TR line.”

Manchester GUARDIAN, England, Keith Ward

“Vorerst nur für die USA: Triumph TR7”

AUTOMOBILE REVUE/Switzerland



World premiere public showing of TR7 was at the Chicago show, which concluded March 2nd. Over 900,000 people attended, making it easily the largest auto show of all.

"HEY MARTHA...WHAT KIND OF CAR WAS THAT?"

1500 Miles Dodging Enthusiasts in a TR7

January 18, a pleasant, sunny Saturday, was press introduction day in Florida for the newest Triumph . . . the TR7. Not in the normal TR mold of booming hair-ruffling open car, this new Triumph is a hardtop coupe, wedge-shaped and trendy looking, with an overhead cam four, lush seats, big trunk, and a very satisfying sports car feeling about it.

The nation's automotive writers loved it, and you may have read their comments in your local paper. In fact, all the British Leyland people at the press meeting and the dealers who attended sessions afterwards loved it too. It was no chore to have the keys to a bright yellow TR7 and the assignment to drive it back to British Leyland, Leonia.

Luggage for two has always been a problem in a sports car. If the suitcases fit, there's no room for the shoe bag. Lay a clothing bag on top of the suitcase and the trunk won't close. And so on. Packing a TR7 is different.

The first look inside produced some forebodings. There is no suitcase space behind the seats, but there is a well suitable for briefcases, books, small soft bags, and general clutter. A big plus is the glovebox . . . enormous! Two Mobil Travel Guides, endless maps, a giant size flashlight, my wife's purse, and a sewing kit did not fill it, and there was still room to set cups on the lid when lowered.

Forebodings? Forget it! We packed all of the luggage that normally occupies every last inch of space, trunk and interior, of a TR6, into just the trunk of the TR7, leaving the entire interior at our disposal. The well behind the seats held over 50 lbs. of oranges and grapefruit in bags, plus our beach bag. Flat articles slid neatly behind the seats as did folded coats to be used on the northern leg of the trip.

Florida weather in January can be unpredictable, and we began our journey in cloudy and cool weather with the windows open. A necessary detour through Palm Beach came at noon, just as the sun broke through and the temperature approached ninety. On with the air conditioning (the TR7 is available with factory-installed air conditioning) and up with

Escaping inland towards central Florida, we whizzed through a couple of Florida's famous cloudbursts, and the car's aerodynamic qualities were easily noticed. Plenty of water hit the windshield but not in the firehose pattern so noticeable in older cars. It flowed up the windshield and disappeared over the roof. With the large wipers and de-humidified interior air, visibility was never a problem.

Near Sebring there are several stretches of straight, unobstructed and lightly traveled road. Maybe it was the proximity of the incredible old race circuit, maybe the now bright, sunny, perfect driving weather, but my right foot was having trouble. It wanted to push down, hard, on the accelerator and eventually did. Will the TR7 do 105 mph? You bet it will and stay as steady on the road as it does at 50.

Route 95 stretches most of the way from Florida north now, but there is a gap in Southern Georgia and a side excursion to Savannah was indicated. There is a new waterfront restaurant/boutique/market/tourist area there, which is quaint and picturesque but reached by one of the worst excuses for a road in any tourist area in this country. One of the TR7's strong points is rear suspension travel (a full 8 inches), and it worked to our great advantage on the rutted cobblestones. The car also became a tourist attraction as it proceeded slowly along the street.



Back on 95, we continually got the circle treatment from other drivers. That's an approach from behind, pass on the left, slow down in front, and ease back on the right, giving the driver of the other car a full 360 degree view of the TR7, while I tried not to run into him. Maneuverability is a TR7 strong-point. Most excitable were the Fiat X1/9 and Porsche 914 drivers who frantically accelerated and braked, trying to see the name of the car. Odd, but the Fiats had trouble keeping up.

There were no mechanical problems and no discomforts to report for the entire trip. In fact, despite its 85 inch wheelbase, the TR7 is one of the most comfortable highway cars I've had the pleasure of driving. It suits a female driver too. The cloth-faced seats are a departure from Triumph tradition, but they have the desired bucket effect and certainly hold you in place.

Sliding into our driveway in New Jersey about 9 P.M. on the second day of the trip, we stopped and did some figuring: 1500 miles, including side trips without fatigue and averaging 29 miles per gallon without being unduly careful. The TR7 is a great road car.

M.L.C.



the windows. The interior cooled right down, in seconds, and with the twin electric fans which supplement the normal fan on air-conditioned cars, the temperature gauge was observed to *drop* a little. It stayed down during a half-hour crawl in heavy traffic through downtown Palm Beach. Part of the traffic problem was what we were driving. Palm Beach is sports/foreign car territory, and all the natives wanted to see what the heck it was.

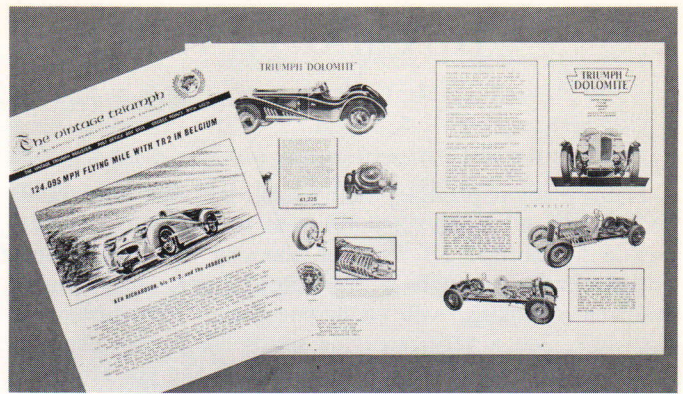
CLUB NEWS

More News from North New Jersey

What sounds like a well organized club is the Triumph Sports Car Club of North New Jersey. Their main motive is as a rallye club and they already have a list of 15 events of rally type from April through November.

If a member is not familiar with rallying, says Donna Matushak, the TSCC secretary, their more experienced rallyists are glad to help teach the sport, or how to be a check point worker, check out crew, lead car or even rallye master. There is also a social program of ski trips, canoe and camping trips, picnics, dinners, visits to the Watkins Glen GP, etc. Sounds good.

New Jersey Triumph enthusiasts may write Donna at 15 Center Court, Garfield, New Jersey 07026 (201-478-6718). Meetings are held in Little Falls, N.J.



Original sales brochure of the 1935 Dolomite Straight 8

“The Vintage Triumph”

—new bi-monthly newsletter launched

More news from Grosse Pointe, Michigan about the Vintage Triumph Register, where president Randy Mason has launched their new publication ‘The Vintage Triumph’. This first number is a 12-pager filled with interesting articles about Triumphs from 1935 to 1975. It is printed on good quality coated paper and has many illustrations, including an exclusive double spread of the original sales brochure put out for the fabled Triumph Dolomite Straight Eight of 40 years ago. You can get this publication by joining VTR (at \$8). Address to, Vintage Triumph Register, Box 6934, Grosse Pointe, Michigan 48236.

British Leyland Assistance for Race Drivers

British Leyland Motors Inc. has announced full scale continuation of its financial assistance program for Sports Car Club of America racing drivers.

The British Leyland assistance program pays drivers of Triumph cars from \$200 to \$50 depending on finishing positions and model year, with drivers of current models earning the most.

British Leyland team driver for Triumph in the 1975 season will be John McComb of Group 44 in a TR-6, which is now in D Production where it is expected to be more competitive than it was in CP.

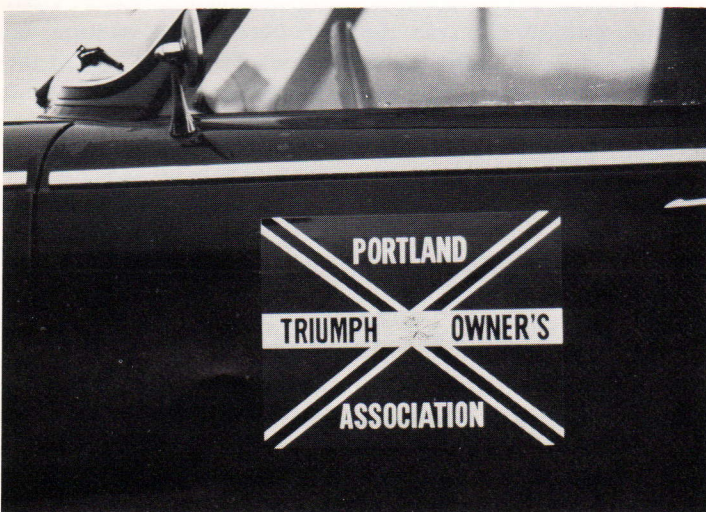
Bright Ideas from Oregon

“Here is some club information for you. The first photo shows our magnetic sign. We now have 25 of them out on Triumphs. The design is of our club logo and in the center is a rose (Portland, City of Roses). We have found these to be fantastic advertising besides looking really sharp.”

“The second photo is of the world's only 31 ft. Spitfire. The owner is Mike Barratt who had the trailer custom made to haul his 17 ft. canoe and a surprising amount of camping equipment. Who says you can't tow things with a Triumph? “I am going to have my collection of TSOA newsletters hardbound for use at club functions as a reference and general information volume. Please send me Vol. 20 No. 4 for April 1974 which I am missing.”

—Thomas McCoy, Portland, Oregon

Editor's Note: We were glad to send along the back issue to Tom, who is a keen member of the Portland Triumph Owners Association.



A poster sized copy of their club emblem is used by Portland, Oregon, Triumph enthusiasts to attract new members.



“World's only 31 ft. Spitfire”—or who says you can't tow things with a Triumph? (See news above)

Special Articles on Triumph

Many reports are appearing in the press just now about TR7, but Road and Track magazine have some particularly wide coverage in their April issue. Not only is there a technical analysis and driving impressions (see earlier page), but Graham Robson, the leading authority on Triumph history, has written an article "A Half Century of Triumph Sports Cars".

Then in May, editor Ron Wakefield tells us, there will follow a TR7 full road test, plus a styling analysis by Werner Bührer.

LETTERS TO THE EDITOR

Future of the Newsletter

"Appearing in the December 1974 issue of the newsletter was a letter from Don Chalmers. I find myself in agreement with Mr. Chalmers and would like to see more on British Leyland and their future in particular.

I encounter quite a few Triumph owners who have never heard of TSOA. Perhaps this situation could be rectified through better dealer promotion and periodic ads in widely circulated newspapers. I look forward to seeing the classified section each month, but feel, with increased awareness of the newsletter, this too, could be more attractive."

Garry M. Ford
Blue Ridge Summit, Pa.

80,000 Miles in TR6

"A note in reply to the request in a recent Newsletter for gas mileage figures on TR6's.

My 1970 TR6 has returned figures ranging from 24 m.p.g. to 38 m.p.g. Canadian gallons under the following conditions: In town, 24-26 m.p.g.; Highway, 29-33 m.p.g.; Icy conditions, 38 m.p.g. The average m.p.g. in U.S.A. figures would be: In town, 20 m.p.g.; Highway, 24-25 m.p.g.

These mileages have remained consistent over the 80,000 miles I have had the car (from new).

Of general interest the car has been equipped with a roll bar and been used in Slaloms, Rallies, Hillclimbs, Ice Dices and a Racing School with some success and is presently undergoing motor and suspension modifications to make it more competitive in Hillclimbs and the local Slalom series."

R. G. Martin, Calgary, Alberta

CLASSIFIED

FOR SALE

One early model GT6 rear end differential carrier assembly with approximately 3.27:1 ratio, original and in very good condition. One mid-sixties Spitfire (Mark II) rear end differential carrier and complete housing with stub axles, approx. 4.50:1 ratio. One pair Spitfire Mark II front disc brakes; includes discs, calipers, hubs, upper & lower control arms; average cond. Two Cosmic 4½ in. x 13 in. Spitfire magnesium wheels, never used. Make a reasonable offer; take one or all. Theodore A. Hill, 114 W. Church St., Centre Hall, Pa. 16828; (814) 364-9621.

1972 TR6 in mint condition. 29,000 miles serviced as prescribed intervals by Triumph mechanic. Never been driven outside 20 mile radius of my garage. Absolutely stock except for Raid Formula Steering wheel, a pair of Cobie 35 Clear fogs, and stereo tape deck. AM/FM and factory hardtop, 4000 miles on four Semperit steel M266's, plus snows. Saffron yellow/black upholstery, never been banded. Serious inquiries only, asking \$4,000. Frederick M. Penicet. 51 Walker Ave., Rye, New York 10580; (914) 835-3161.

1961 TR3 (all metal) side curtains, excellent condition. White \$100. plus freight. David Wenzler, 3272 N. Humboldt Ave., Milwaukee, Wisconsin 53212.

1963 TR4 Fixed Head. Signal red, wire wheels with knock-off hubs, 8,474 miles. Collector's jewel. Unblemished interior and exterior. Maintained at peak mechanical performance. \$6,000 O.N.O. W. I. Smith, P.O. Box 312, North Wales, Pa. 19454; (215) 855-7856.

1946 STANDARD 8/4A Drophead Coupe LHD. Rebuilt engine, new clutch, battery, brakes. Good rubber. Bumpers rechromed and straightened. Color red; needs new paint. Interior brand new, top in good condition. Will take \$1,000 or best offer, or trade for a TR4 or TR3. John L. Killian III, Box 475, Newport, R.I. 02840.

For TR-3, 4, 4A: 5 wire wheels with mounting adaptors & knock-offs—\$125. With tires (4 good ones), add \$50; TR-4 transmission (left mounting for flywheel cover broken off—steel adaptor made—\$100; TR-3, 4, 4A racing head, ported, polished, with competition valve springs, gives compression ratio of approx. 12.5:1—\$100; misc. TR-3 parts. Contact David Hammond, 3933 Kelley Drive, Klamath Falls, Ore. 97601; (503) 882-5445.

Set of 4 Dunlop wire wheels of rare size 4.00-4.50 x 16. Excellent condition. Will fit 120, 140 and 150 series Jaguars. Also spare in good condition. Reasonable offer accepted or trade for TR3 or TR250 parts. Eric Silberhorn, 116 N. Scott St., Adrian, Mich. 49221; (313) 263-2473.

Parting out '59 TR3, whole car is going, write for good prices. Michael Miller, 157 Union Ave., No. A7, Campbell, CA. 95008.

1963 TR3B, one owner car, 48,000 miles, red with black interior—looks and runs 4.0. One TR4 seat. New, still in crate—black with white piping. Cheap. Call Peter Burris-Meyer; (305) 368-0941.

WANTED

TR3 front emblem and 2 Duzs fasteners for side screens. Ed L. Wilson, Box 386, Cuba, Ill. 61427.

Differential from 1973 or later Spitfire 1500. Please contact Jim Woods, 611-H Brittany Place, Fayetteville, N.C. 28304.

White convertible top (factory top) for TR6. Must be in nearly new to very good condition. Also want late model TR6 seats in black with separate removable head rests. Kent Martin, 804 N. Gladstone Ave., Aurora, Illinois 60506.

Any competition parts for a G Production Spitfire. Marvin Wolf, 423 Budd Lake Drive, Fairmont, Minn. 56031; (507) 238-2823.

Hardtop mounting brackets for TR3 factory hardtop. All brackets needed; 3 for windscreen and 5 for body. Contact Ray Shankweiler, 126 E. Sedgwick St., Phila., Pa. 19119; (215) 843-3263.

TSOA SUPERMARKET

The following items are to be ordered from TSOA Leonia.

Local TSOA Club "Calling Cards"	FREE
List of Triumph Dealers and Distributors	FREE
Replacement TSOA badge	\$2.50
TSOA Handbook, 2nd Edition	\$2.50
Supplement to TSOA Handbook, 197375
Triumph Automobile Association badge	\$2.50
GT-6/2000 Competition Preparation Manual	\$2.50
TR-4/TR-4A Competition Preparation Manual	\$2.50
SPITFIRE Mk-I-II-III Competition Preparation Manual	\$2.50
TR-250/TR-6 Competition Preparation Manual	\$2.50
GT-6+ Competition Preparation Manual	\$2.50
Competition Parts list (Specify model)	FREE
TSOA Jacket Emblem	\$1.00
(Club Discount—1 Dozen)	\$10.00
Official Triumph Jacket Emblem50
Triumph Sportsscar Champions Jacket Emblem50
British Leyland Competition Stickers, Mylar	3 for \$1.00
Triumph history 34-page reprint ("Automobile Quarterly")	\$1.95
"Triumph—50 Years of Sports Car" history poster	\$3.00

Send Check or Money Order. No C.O.D.'s please.
Please make checks payable to British Leyland Motors Inc.

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