



Triumph

T S O A

TRIUMPH SPORTS OWNERS ASSOCIATION



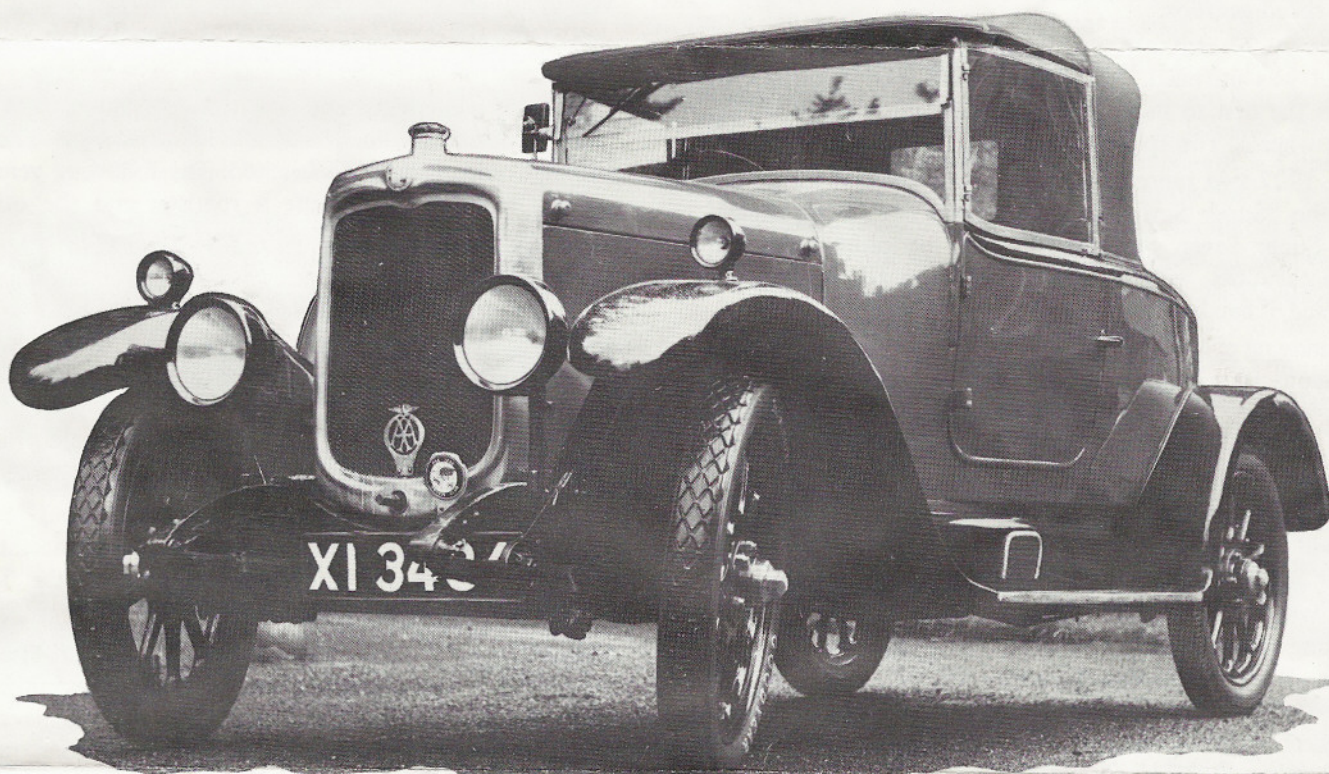
NEWSLETTER

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TRIUMPH'S GOLDEN ANNIVERSARY



1923 Triumph 10/20 drop head with dickey seat.



Motoring Milestones With Triumph

The fifty years between the first Triumph car and the latest model off the assembly line span many notable milestones in British motoring history.

It all began before the turn of the century, although the first Triumph car was not produced until the Spring of 1923. The origins of the company go back to 1885 when Mr. Siegfried Bettmann opened a small office in London to export English bicycles. He was joined within

a year by Mr. M. J. Shulte and the two men decided to make bicycles as well as sell them. In 1889 The Triumph Cycle Company was formed, located in Much Park Street, Coventry.

The pedal cycle market was profitable but mechanical propulsion was becoming a reality and the concept fascinated Mr. Shulte who imported a German motor cycle. The company also experimented with engines made by the Beeston Cycle Company. Larger premises were found in Priory Street, Coventry and in 1901 the first Triumph "machine" — basically a pedal cycle with a Minerva 2½ hp engine — was produced. By 1906 production was six machines a week. Three years later the company was manufacturing 3,000 motor cycles a year and gained a world-wide reputation. During the First World War

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Triumph machines were chosen as transport for dispatch riders.

With the end of the war, Triumph started experimenting with light cars and in the Spring of 1923 the company unveiled the 10-20 — and the famous globe badge appeared for the first time on the car's radiator.

The 10-20 was available in convertible form either as a two or four seater with coachwork by the Regent Carriage Company of London. It was well received by the motoring journals of the day as a high quality car with great attention paid to detail work.

The engine was designed by Sir Harry Ricardo, famous for his work on motor cycle engines and delivered a maximum of 23.4 bhp at 3,000 rpm. It was of a four-cylinder side-valve design and transmission was through a four-speed gearbox.

The 10-20 sold steadily and in 1924 Triumph's second model was unveiled. The 12.8 hp car was significant as it was the first to have Lockheed hydraulic brakes on the front wheels. Top speed was between 50 and 55 mph.

In 1927 two more models were launched, a 15 hp car and the "Super Seven", powered by a new 7 hp engine. The Super Seven was promoted as the ultimate in the small car class, with hydraulic brakes on all four wheels, a choice of five body styles, and selling from about \$800.00.

Changing conditions and austerity made motorists economy-conscious by 1930 and Triumph responded with the Scorpion Six. It had a six-cylinder engine, but a smaller than usual body and combined a lively performance with low fuel consumption.

In the same year Triumph cars were given a boost when Donald Healey won the London to Brighton Rally in a Super Seven. A year later the Super Nine was launched.

It was in 1932 that Triumph hit on the formula of sporting cars that were special and produced the Southern Cross. With its advanced engine design and attractive body-style the Southern Cross, in various forms, gained many competition successes. Its price of approximately \$1200.00 was also very competitive. As an elegant 9 hp car it was nevertheless capable of 70 mph and a third gear speed of 55 mph.

The theme was enhanced in 1933 with the famous "Gloria" range. The Gloria was offered in six forms, four saloons and two touring versions but all with graceful lines and underslung chassis. Competition successes soon followed and the 1934 Monte Carlo Rally brought victory in the small car class for Donald Healey and his co-driver Tommy Wisdom. In the same year a true sports Gloria was launched with a lighter chassis and special body.

In October 1934 the straight-eight Dolomite appeared, a startling speed car of two litres with a maximum speed of more than 100 mph. The engine was supercharged with an overhead valve, twin-camshaft arrangement with tremendous racing potential. But Triumph announced they were not entering racing although they would help any

private owner of a Dolomite who took part in classic events of the year.

Another famous name, the Vitesse was introduced as a medium size sports car of 'a high standard of comfort and easy speed'.

While the cars continued to capture the public imagination, the financial foundations of the company were strained. The car and motorcycle interests were separated and the car company moved to Holbrook Lane under the name Triumph Company Limited.

The Dolomite and Vitesse series continued and in 1938 there was a wide range of engine/body combinations. The Dolomite Roadster made its debut in the summer of 1938.

In 1939 the company was in severe financial difficulties and eventually went into receivership. The Sheffield steel firm of Thomas W. Ward acquired it but the war intervened. Much of the factory was bombed and records destroyed. It seemed inevitable that after just 16 years as car makers Triumph would disappear.

But the name was kept alive until the Standard Motor Company acquired the business and formed the Triumph Motor Company (1945) Limited. The following year two models were launched, one a roadster and the other a saloon.

The saloon became famous for its 'knife edge' styling and was later named the Renown after the battleship. It remained in production until 1952. The roadster was to become equally famous with its flowing lines and dicky seats in the tail. In 1949 the Mayflower, a small car with the 'knife edge' styling technique, was introduced.

Triumph had two setbacks with expensive failures in 1950 in a new roadster and Mayflower coupe, but regained ground with a vengeance with the announcement of a sports car that was to set new standards — the TR 2.

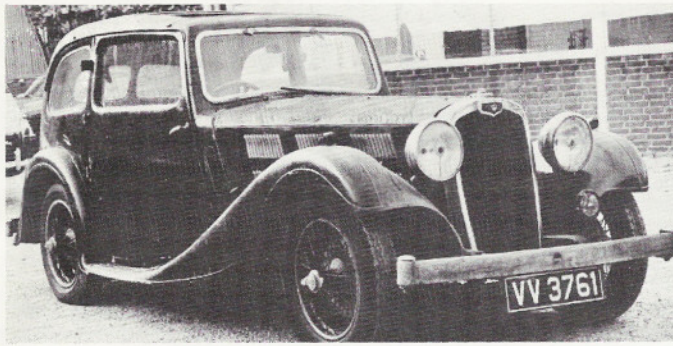
A prototype was exhibited at the 1952 Earls Court Motor Show — and received universal acclaim. But still not satisfied with the appearance, Triumph rethought the body design — particularly the rear — and the model underwent more engineering development before it was launched in May 1953.

The little TR 2 sparked off a torrent of overseas orders and was quickly earning thousands of pounds in foreign exchange. It proved its outstanding performance when Ken Richardson, then Competitions Manager of Standard, recorded a top speed of 124 mph on the Jabbeke Highway in Belgium the same year.

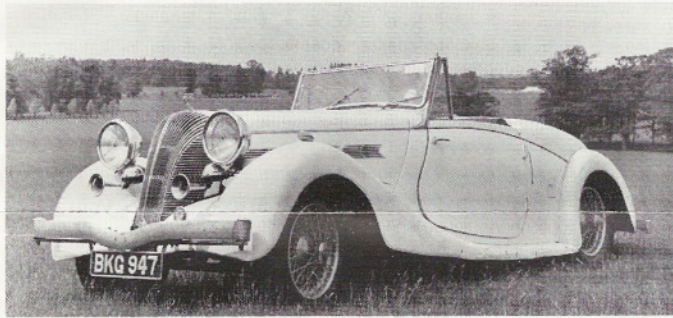
At home and abroad the car swept the board in races and rallies and in 1955 TRs took first three places in their class in the Liege-Rome-Liege Rally. Within two years of its launch the TR 2 had more than 100 victories in all types of events to its credit. By 1955 TRs were competing in North and South America and Asia as well as in Europe.

The TR 2 was succeeded by perhaps the most famous

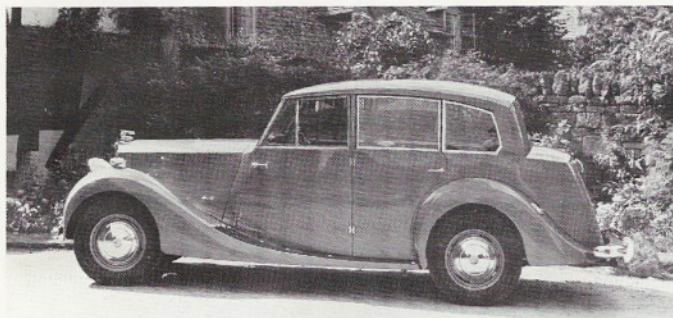
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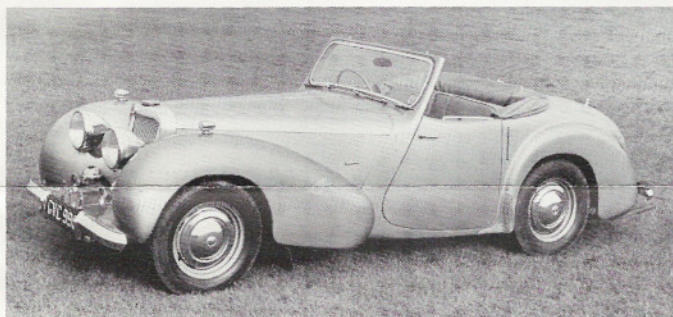
1935 Triumph Gloria Six-Cylinder Coupe.



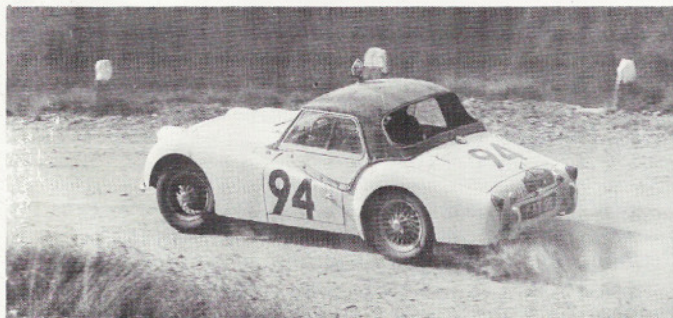
1938 Triumph Dolomite Roadster.



1946 Triumph 1800 Saloon.



1946 Triumph 1800 Roadster.



1958 Triumph TR 3.

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of the whole range, the TR 3 — which incorporated disc brakes as standard equipment. It won more events than any other car between 1955 and 1961 — the year in which it was restyled and became the TR 4 with increased engine capacity. This model took first three places in its class in the 1962 Alpine Rally in its competition debut.

Another milestone in motoring for Triumph was the introduction of the TR 5 (TR-250 in U.S.A.) in 1967. Two years later came the TR6, still in production today, and eagerly sought after by enthusiasts. To date more than 210,000 TRs have been built with 92 per cent of total production exported — with North America taking a staggering 82 per cent of all TRs built.

While the company's reputation was firmly established in the high performance field, engineers were working on more innovations in the saloon car market.

The Triumph Herald, launched in May 1959, was packed with new features, including all-round independent rear suspension for the first time in a popular British family car. The Herald could out-manoeuvre a London taxi and had a separate chassis with bolt-on panels, which made repairs less costly. The design also eliminated chassis grease points. On the safety side the Herald incorporated an impact-collapsing dashboard of compressed fibre and steering column designed to collapse on severe impact.

Unable to satisfy the demand for cars, an ambitious project to increase production to 300,000 cars a year was started at Canley, Coventry. More than 250,000 tons of rock and soil were excavated to make the ground floor of a three story assembly complex which cost over 25 million dollars.

In April 1961 Triumph became part of the Leyland Motors group and a new sports car, the Spitfire was launched. It was powered by a modified Herald engine with twin carburetors.

A year later the Vitesse 6 was introduced, again based on the Herald but with a six cylinder engine and restyled bodywork and twin headlamps. The Triumph 2000 appeared in the autumn of 1963.

Triumph branched out into new markets with the 1300, which was launched at the 1965 London Motor Show and soon received the 'Car of the Year' award. Although a new approach for the company, its sophisticated appearance and luxury interior brought it immediate popularity as an economical four-door family saloon. The 1300 remained in production until 1970.

The success of the GT Spitfire at Le Mans and Sebring led to the introduction of the GT6 in 1966 and is still popular today. A Mark III version of the Spitfire itself was announced the same year.

In May 1968 Triumph became part of Britain's largest motor manufacturing organisation, the British Leyland Motor Corporation, and the company's role was defined

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as producing high quality cars with sporting appeal to bridge the volume and specialist car markets.

The Triumph 2.5 PI, introduced in 1968, was the first British saloon car to benefit from the advantages of petrol injection. The 2498 cc straight six cylinder engine is a longer stroke version of the 1998 cc engine fitted to the Triumph 2000 and GT 6.

The 1970 Triumph leapt into the luxury touring car market by introducing the Stag. For the first time Triumph used a V8 engine, this being developed from the successful slant-4 engines Triumph had been making for Saab of Sweden for several years. A roll bar was incorporated in the Stag's design, increasing the safety factor.

With the end of production of the 1300 two cars were introduced to replace it, the rear-wheel-drive Toledo and the front-wheel-drive 1500.

Keeping the same shape as the 1500, the Dolomite was announced in 1972. This car has a twin carburetor version of the slant-4 engine and a more luxurious trim.

After fifty years of making motor cars Triumph have stayed true to the company's tradition — started with the 10-20 — of producing cars that are different and incorporating high standards of engineering and finish.

THE U.S. PICTURE

The variety of Triumphs produced since the 1923 10/20 is remarkable. Most of them never made it across the Atlantic, being "sold out" on the home market. Even now, the company produces several sedans which are not exported to North America. The reasons for this lie in the complex marketing situation in which overseas auto firms find themselves with regard to the U.S.A.

Safety and emission control equipment must be added to the basic specification of any car brought here for sale. Beyond that, all of these systems must be tested vigorously, according to standards established by the Environmental Protection Agency and the National Highway Traffic Safety Administration. To perform these tests and modifications on large numbers of cars is difficult and expensive. Therefore, British Leyland's overall plan has been to test and ready a balanced line of cars for the North American market, a line in which the products are complementary and do not overlap.

To be practical for sale here, a car must have a potential sales volume adequate to justify the costly testing and modification procedure. This requires production capacity as well as salesmanship. The potential of some of Triumph's new sedans, the Dolomite, for instance, is great. But, the limited production available means that Triumph will continue, for some time, to be represented in the U.S. primarily by sports cars.

CLASSIFIED

ITEMS FOR SALE

TR-3, 1960, 41,000 miles. All original, meticulously maintained, overdrive, luggage rack, headlight flasher and four-way flashers, windshield wings, tonneau cover, extra summer top and half curtains, sump guard, nearly new tires. British Racing Green with black interior, \$2,000. Car in Ft. Lauderdale, Fla. Call T. S. Clark (305) 763-8105.

Classic 1957 TR-3 for restoration or parts car. Rough, but all there. First \$100 takes it. Glen Peterson, RD #2, Box 508, Flemington, N. J. 08822 (201) 782-4868.

TR-6 1971 wreck, 3,300 miles. Engine, trans., rear and other body parts. 1967 TR-4A rear. B.O. Bill Crucius, 75A Strathmore Rd., Brookline, Mass. 02146 (617) 734-1937 after 5 O'Clock.

Spitfire MK race car. Still available, the 1969 National Champion with super Kastner suspension and engine. All latest equipment . . . needs only cut-off switch for '73. Has fuel cell, Minilites, etc. \$2200.00 Mike Cook, 15 Birch Rd., Bloomingdale, N.J., 07403. Days — 201-461-7300. Nights — 201-838-7734.

TR-6 Accessories, American Racing Mags, Auto Syn carburetor Synchronizer, S-2 camshaft, competition valve springs. Joe Sheats, P.O. Box 1374, Pittsburgh, Pa. 15230 (412) 373-0708

Spares and accessories for TR-3A. Write for free list. Francis Collins, 2503 Canyon Creek Drive, Richardson, Texas 75080

ITEMS WANTED

Information on availability of Triumph 1800 or 2000. Miss Ann Purucker, 7427 W. 69th St., Overland Park, Kans. 66204.

Hard-top — preferably factory hard-top, but not mandatory — for TR 6. Have 1971 model but any year should fit. Michael A. Coe. 2905 31st Street, Vernon, B.C., Canada. (604) 545-1341 or 542-9871. Phone collect.

The Competition Preparation Books are all in the process of being revised. For late model cars, advice may be obtained through the British Leyland Competition Department. East of Mississippi 201-461-7300. West of Mississippi 213-323-2470.

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 | \$1.00 |
| TSOA Handbook, 2nd Edition | \$2.00 |
| Triumph Automobile Association badge | \$1.50 |
| 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 |
| Complete list of Competition Parts for all Triumphs | FREE |
| TSOA Jacket Emblem | \$1.00 |
| (Club Discount — 1 Dozen) | \$10.00 |
| Official Triumph Jacket Emblem | \$.50 |
| Triumph Sportscar Champions Jacket Emblem | \$.50 |
| British Leyland Competition Stickers, Mylar | 3 for \$1.00 |

Send Check or Money Order. No. C.O.D.'s please.
Please make checks payable to Triumph Sports Owners Association.

The TSOA NEWSLETTER is published monthly by the Triumph Sports Owners Association, 600 Willow Tree Road, Leonia, N. J. 07605. TSOA is a national organization of American sports car enthusiasts who own a Triumph or are interested in the purposes of the Association. Subscription is included with a \$5.00 membership in the Club.

EDITOR, MICHAEL L. COOK