



Triumph in '67



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Are you ready for the Triumph 2000?

Would you rather have all-round independent suspension or two-tone paintwork in a car?

Do you realise that acceleration is the key to safe overtaking?

What makes better sense today: a car 14 ft. 6 ins. long or one 15 ft. 6 ins. long?

Do you prefer to seat five people in comfort or to pack in six?

NO PRIZES ARE OFFERED for guessing which answers indicate you will enjoy the Triumph 2000. When Leyland thought out the Triumph 2000 they designed it for the man who brings an awareness of what driving is all about to his motoring. That's why the Triumph 2000 accelerates *signally faster* than any of its peers (especially in the key middle speed ranges). Extra money is spent on a highly sophisticated independent suspension system to make a car so footsure as to seem almost bonded to the road. The Triumph 2000 may be marginally smaller than its immediate competitors (14 ft. 5 $\frac{3}{4}$ ins. long, 5 ft. 5 ins. wide, 4 ft. 8 ins. high), and yet it is so much more comfortable, quieter, and more civilized that in everyone's mind it is linked with cars costing £200 more.

Leyland welcome the comparison. So do Triumph 2000 owners. It's very flattering to join a motoring elite for £200 less than other people pay. And look what you get for your money. 6 cylinder 1,998 cc. engine giving 90 bhp at 5,000 rpm, 40-60 in 8.7 seconds. Extras: overdrive, automatic transmission.

What's new for '67?

The Triumph 2000 has always been associated with more expensive cars. This link is even stronger in the new 1967 Triumph 2000's; real leather upholstery and a comprehensive system of 'full-flow' ventilation lend even more refinement to this fine motor car.



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Triumph 2000 Estate The slimmest shape that ever carried 50 cubic feet of luggage

The Triumph 2000 Estate has the same sleek dimensions as the saloon. It also carries five people in comfort with room to spare. But with the rear seat folded flat, its favourite act is swallowing luggage. Suitcases are small fry, the 2000 Estate feels more at home with family trunks and a few hampers. As well it might with rear end statistics that read like this: Maximum height 30½ inches, width 54½ inches, maximum length 63½ inches.

Performance is in the same athletic class as the saloon with 6-cylinder smoothness. And the estate doesn't miss any of the social graces. Two further refinements

have just been added: it has *leather* upholstery and the same 'full-flow' ventilation system as the new saloon. The load area has a fitted pile carpet, the waist rails have walnut cappings. There are aluminium strips to protect the floor (with rubber inserts to protect your luggage). And as soon as you lift the tailgate the load area is automatically lighted by a rear roof light (which also has its own switch).

When you're carrying a full load there's no need to worry about the front seats. The rear seat and squab fold over to give the greatest possible load space—and the squab forms a bulkhead to protect the front seats.

Looking in your mirror, there are 790 square inches of visibility via the tailgate window.

To sum up, the Triumph 2000 Estate is an extremely obliging paradox. Within a slim-as-saloon shape it offers a huge 50 cubic feet of cargo space.

Length 14 ft. 5¾ ins., Width 5 ft. 5 ins., Height 4 ft. 8 ins. Turning circle 32 ft.

Engine: 1,998 cc., 6 cylinders.

90 bhp at 5,000 rpm.

Overdrive and automatic transmission available.



How many Triumph Heralds make a fleet?

In 8 cases out of 10, the answer is probably one. Because every Herald has at least a *dual* personality. It's equally at home in town or country. Perfectly happy as a 4-seater family car or sporting saloon. Cases 9 and 10 who may need more than one Herald can choose from a range of 4.

The Herald 1200

Check the performance figures and you'll see that the Herald is one of the nimblest lightweights around. Yet together with fleetness of foot, you have heavyweight strength, a chassis made from steel girders. Not that the Herald is all rugged he-man. There's a walnut facia, wall to wall carpeting—and like all the Herald range the 1200 has a legendary reputation for parkability.

The Herald Convertible

Offers all the Herald virtue, plus a weatherproof hood that slips up or down in seconds.

The Herald Estate

Arranges things so that you can take it with you. The single rear door reveals cavernous cargo space, 45 cu. ft. Enough to take your favourite St. Bernard . . . and its kennel.

The Herald 12/50

Cruises all day in the late sixties. To complement the energy, front disc brakes are standard. So are windscreen washers, heater/demister and ingenious sunshine roof.

The safety factor

The steel girder chassis of every Herald gives immense

strength and a low centre of gravity for sports car handling. The all-independent suspension improves road holding, seems to bond the car to the road. On serious impact the steering column telescopes into itself and the facia collapses.

Some facts and figures

Power: the Herald's 1,147 cc. engine gives you power where you need it, between 40 and 50 mph for decisive overtaking, and you can cruise happily in the sixties. **Visibility:** 93 per cent all round. Those slim pillars make all the difference.

Please turn over to see
the complete Herald range →





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Sophisticated Triumph 1300 comes in 81 fittings

People come in several sizes. The 1300 fits them all. Both front seats move forward and back. The driver's seat also moves up, down and *tilts*: giving a total of 81 driving positions. Carrying on with the tailoring, the steering wheel can be adjusted too. With safety in mind, the steering column has a dog-leg joint which jack-knifes on serious impact and prevents the column from being thrust onto the driver.

More safety ideas

All-independent suspension combines with front-wheel drive to give inherent stability. The front disc brakes have high anti-fade qualities and are not affected by water. 'All systems go' dial has 8 warning lights in one dial. One glance tells all, the driver can give all his attention to driving. Stop/direction lights automatically dim at night, there are seat belt anchorages fore and aft,

and the rear doors have childproof locks. The front shelf, facia top, armrests and tops of the front seats are all padded for comfort and safety, the window winders fold away to offer extra space and safety.

1300 weather—set fair

How do you like your weather? The 'full-flow' heater/ventilation system will keep you warm or cool and the air fresh even with the windows closed. Meanwhile it also keeps the rear window demisted. And because it aids the driver's concentration, it's a further safety factor. The seats in the 1300 prompted the 'Daily Mirror' to say, 'even in cars costing more than £4000 I have never tried more comfortable seats'. They even feel air-conditioned. All four are perforated to let air circulate and keep you cool in hot weather. Like lots of leg room? Stretch out in the 1300. The only place it's

mean with inches is in the turning circle. A diminutive 31 ft.

The power pack

1,296 cc. 4 cylinder, front-wheel drive. 61 bhp at 5,000 rpm. Integrally mounted engine, gearbox and final drive with separate lubrication systems.

Summing up

'Car Magazine' voted it 'Car of the Year'! 'Autocar' said, 'The Triumph 1300 . . . stands alone as the best small car currently available'. Stirling Moss said in 'Queen': 'I cannot see how they do it for the money. You get in and find yourself sitting in what must be a motor car costing about £1,200'. We hate to argue, but the 1300 costs a good deal less. As we said before, a sophisticated car.



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Triumph's lusty newcomer, the GT6—may look familiar

If you were by the winning post at Le Mans it certainly will. Because the GT6 takes its breeding from the Triumph Spitfires that came first and second in their class. One significant difference, the power is supplied by a 95 bhp version of the Triumph 2000 engine. But the body, chassis, independent suspension and front disc brakes are of the same stamp as the Le Mans models.

Safe machine

The top speed of the GT6 is well above British limits so never mind that. But its acceleration, properly used, makes it a very safe machine indeed. Figures like 40-60 in 7.5, 50-70 in 8.5 mean you overtake decisively with a reassuring margin. Another impressive figure: a

turning circle of 25 ft. 3 ins. that is about 7 feet less than its rivals.

GT comfort

In spite of the performance there's nothing hairy about the GT6. Deep-pile carpet goes with 68 in second. There's walnut on the facia, leather on the steering wheel and the seats are as welcoming at the end of a long ride as they were at the beginning.

GT6 in detail

Engine, 6 cylinder, 1,998 cc. Performance—top gear acceleration: 30-50 in 7.4 seconds, 40-60 in 7.5 seconds; Through the gears: 0-50 mph 7.8 seconds, 0-60 mph 11.1 seconds. Standing $\frac{1}{4}$ mile: 17.7 seconds.

Chassis: double backbone, channel section with outriggers. Instruments: speedometer, tachometer, temperature gauge, warning lights for headlamp main beam, oil pressure, ignition and direction indicators. Dimensions: Length 12 ft. 1 in. Width 4 ft. 9 ins. Height 3 ft. 11 ins. Luggage accommodation: parcel tray, large luggage compartment behind seats with storage pockets underneath.



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Name a 4-seater lightweight *faster* than the Triumph Vitesse The New Triumph Vitesse 2-Litre—with 95 bhp!

The new Triumph Vitesse is strictly non-conformist. It's not a sports car, not just a saloon. It simply out-performs most of the sporting fraternity, offers more home comforts than the average family car. It has the same strong lightweight body as its predecessor. But under the bonnet there's 95 bhp. It's this energy in a 18½ cwt. car that makes the new Vitesse such a potent machine. 0-60 in 12.6 seconds to be precise.

Raw power

6 cylinders and Leyland engineering are responsible for translating the raw power into smooth traction. And the new Vitesse is as sure-footed as it's volatile. Front

disc brakes, all-independent suspension and typical Triumph handling make sure of that. More safety precautions: the steering column telescopes on serious impact, there are seat belt anchorages and padding where it matters.

Sleek appointments

Vitesse owners are maintained in the manner to which they are accustomed. There's deep-pile carpet on the floor, leather on the steering wheel, walnut on the facia. There is seating for four, generous in comfort. The front seats have thigh supports to make sure the driver takes corners as firmly as his car.

Statistics

Length 12 ft. 9 ins. Width 5 ft. 0 ins. Boot with fitted mat holds 11 cubic feet of luggage. Turning circle 25 ft. 0 ins. Chassis: double backbone of channel steel section with side members. Engine 6 cylinder 1,998 cc. Top gear acceleration: 50-70 in 9.5 seconds, 60-80 in 11.8 seconds. Through gears: 0-60 in 12.5 seconds.

Sister Ship

The Vitesse 2-Litre Convertible combines all the mechanical features of its sister saloon with a weatherproof hood. Lets in the sun or turns off the rain in seconds.



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Triumph Spitfire MK 2—holds the road but hugs corners

The Triumph Spitfire thrives on hairpins, hill-climbs—and your skill.

Set the Triumph Spitfire going up the nearest mountain road and a short time later your head may well be in the clouds. In contrast your wheels will never have been more firmly bonded to the road. The Spitfire rewards skilful driving like the Le Mans winner its pedigree is. Just before you head for the hills, check what's in store.

Power

Put your foot on 67 bhp with acceleration from 0 to 60 in 14 seconds, standing $\frac{1}{4}$ mile in only 19.5 seconds. Engine: 1,147 cc., with twin carbs.

Accommodation

Two bucket seats are deeply comfortable, roll-padded

and covered in supple, two-way stretch PVC. They are set well back, lots of room for long legs. The floor is carpeted wall to wall and hood closes limpet-tight. Rain or draughts never intrude. A hardtop version is also available.

Safety

The permanent, 4-wheel grip of all-independent suspension means you go round corners faster, stay safer all the way. The front disc brakes are fade-free, unaffected by rain and self-adjusting. The chassis is light but incredibly strong and braced at every point for added safety. The steering column is designed to telescope on serious impact.

Trophies

Following its success at Le Mans, the Works

Triumph Spitfire won its class in the Geneva Rally—for the third year running! The Spitfire's rally success shows in 3 ways. 1. Performance—speaks for itself. 2. Race-proved reliability, means the Spitfire shrugs off the irritations of everyday motoring. 3. Safety. Rallies test cars to the limits, the Spitfire's record proves that it is as safe as it's sporting.

Dimensions

Length, 12 ft. 1 in. Width 4 ft. 9 ins. Height (with hood) 3 ft. 11 $\frac{1}{2}$ ins. Turning circle 24 ft.

The instruments: Speedometer, tachometer, temperature gauge, fuel gauge, warning lights for headlamp main beam, oil pressure, ignition and direction indicators.



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20 seconds in a Triumph TR4A with all-round independent suspension and disc brakes, tells you why 9 out of 10 are exported

Success in the sports car field today means success in the U.S.A. No sports car has a more glowing record than the Triumph TR4A—over 80% of the total exported goes to North America.

The hearty 2-litre engine gives a top speed of 110 mph and acceleration to match (0-50 mph in 7.9 seconds). All-round independent suspension together with rack and pinion steering mean precise control on all corners. You sit in (not on) the bucket seats, the foot controls are simpatico (ideal for heel and toe changes) the front wheel disc brakes instantly responsive.

The TR4A inspires the confidence that comes from driving a car with as many safety characteristics as

performance points. Race-proved handling, 4 wheels on the road at all times. Rigid steel girder chassis. A steering column that collapses on impact. Safety padding on all edges and door waist rails. Anti-burst door locks. Inside the cockpit comfort is generous, impressive. The facia gleams with walnut. The floor is carpeted wall to wall. The hood is fully convertible. (You can raise or lower it in one piece in seconds.) A unique hardtop version is available as a special model.

The vital statistics:

Length, 13 ft. 0 ins. Width, 4 ft. 10 ins. Height (hood erect), 4 ft. 2 ins.

CONDITIONS OF SALE

The Standard-Triumph Group reserves the right to vary the ex-works price of all products manufactured by it at any time and all goods are invoiced from the factory at the ex-works price current on the day of delivery.

The manufacturer further reserves the right on the sale of any vehicle to make before delivery without notice alterations to and departures from the specification, design and equipment detailed in its various publications.

The technical data and other information contained in this publication have been obtained from authoritative sources and while intended to give a fair description of the vehicle and its capabilities, its accuracy is not guaranteed nor does the manufacturer accept any liability for any errors or omissions.

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