



The Ultimate

Year after year, Triumph design leadership asserts itself—long after the experts said that Triumph had reached the ultimate pinnacle of development and performance. We're naturally proud of this ultimate achievement. Sales prove that you agree. The three models above are classics already. Yet, we are not

stopping here. Shortly you will see new engineering, higher degrees of perfection in our new '68 models. They will take the "ultimate" mantle from the '67s. It's nice to know—in whatever year you buy a Triumph,

you're getting the *best*. We're not resting on our laurels, that's why we have so many of them!

TRIUMPH

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