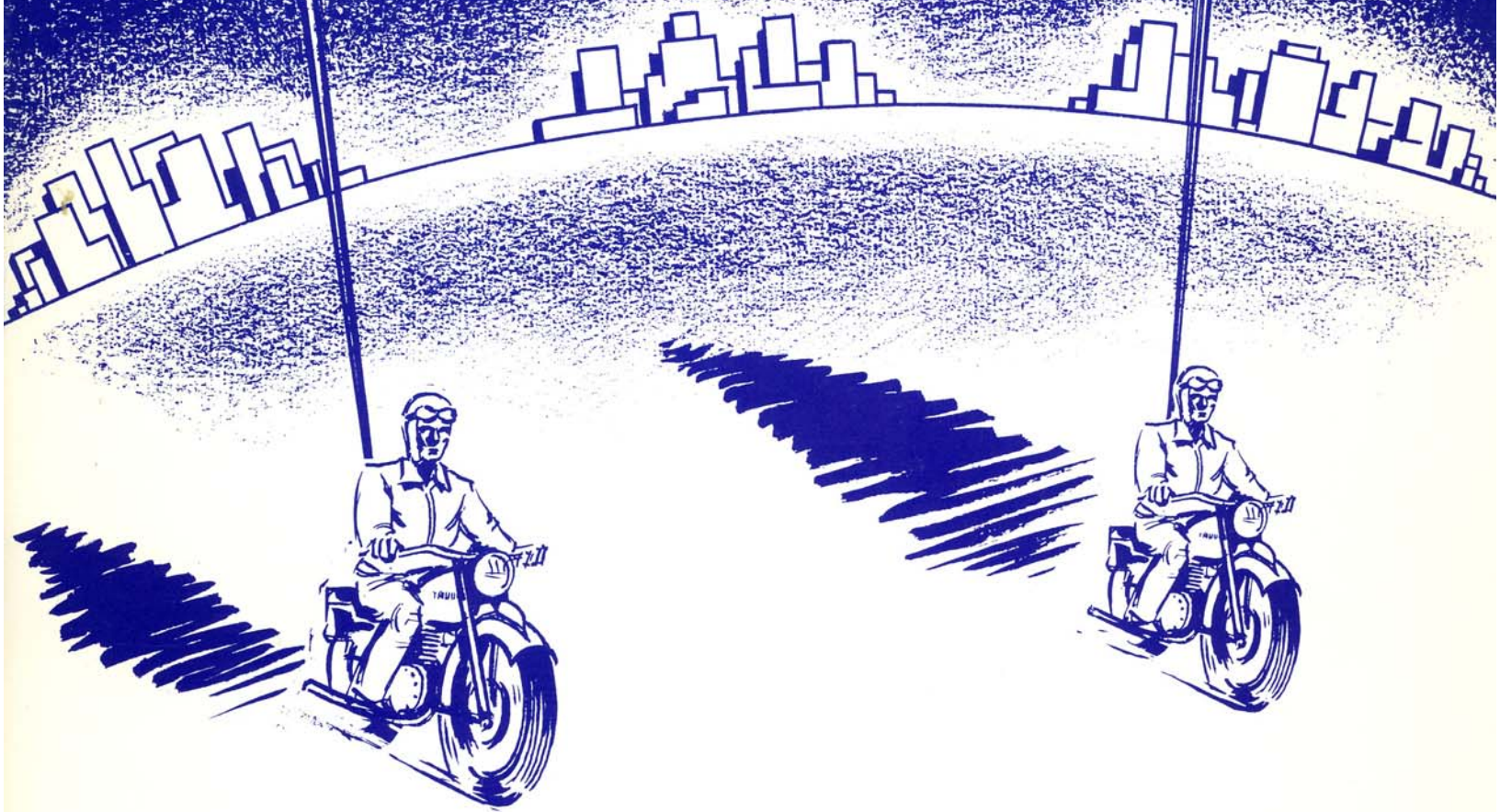
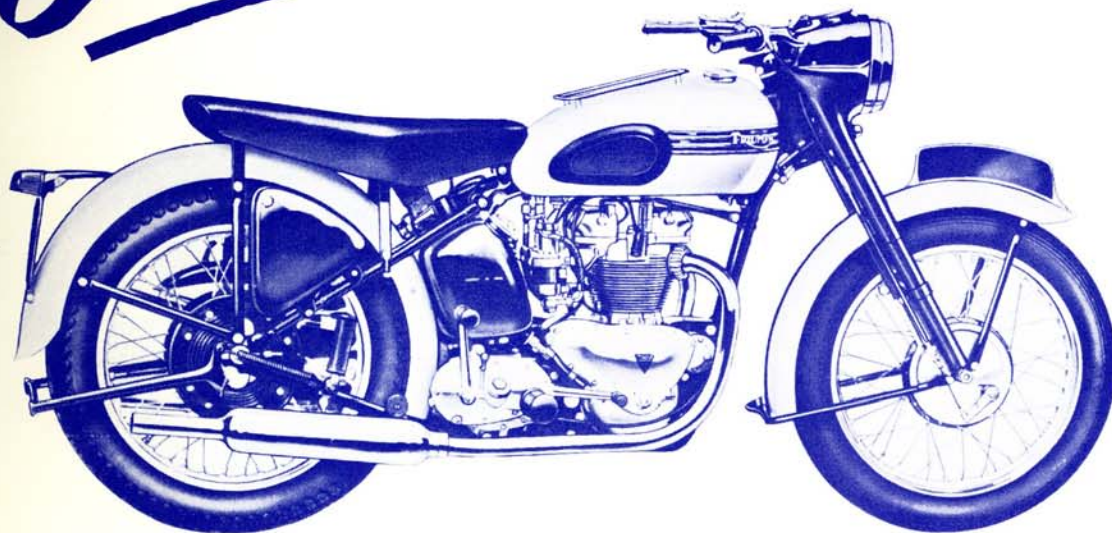


THE 1953
TRIUMPH[®]



THE BEST MOTORCYCLE IN THE WORLD

Outstanding BEAUTY • DEPENDABLE



TRIUMPH

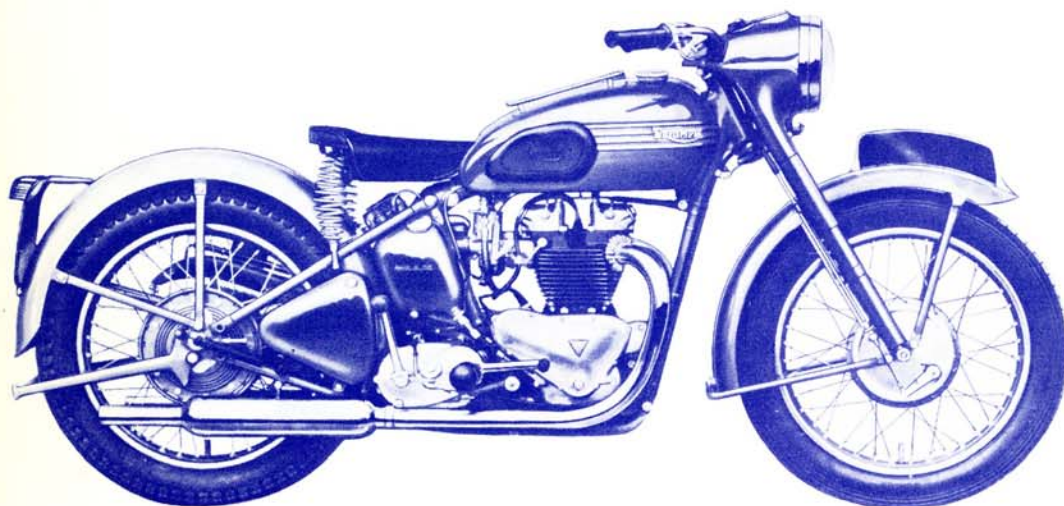
TIGER 100C

30.50 CU. IN.

This model has been produced for the Tiger 100 enthusiast who intends to use his machine for racing. The specification is similar to that of the Tiger 100, but includes *twin Amal carburetors* with remote float bowl, high compression pistons, racing camshafts, twin rotor twist grip and a 1-gallon oil tank. All moving parts of the engine are highly polished and a really exceptional performance, in racing trim,

can be expected.

In road form, the T100C is equipped with small diameter exhaust pipes, mufflers and lights—a few hours work converts it to a complete competition model. The Tiger 100 holds the American 30.50 cu. in. Class A Speed Record—134.59 m.p.h. The ever popular Tiger 100 is also available as a standard road machine.



TRIUMPH



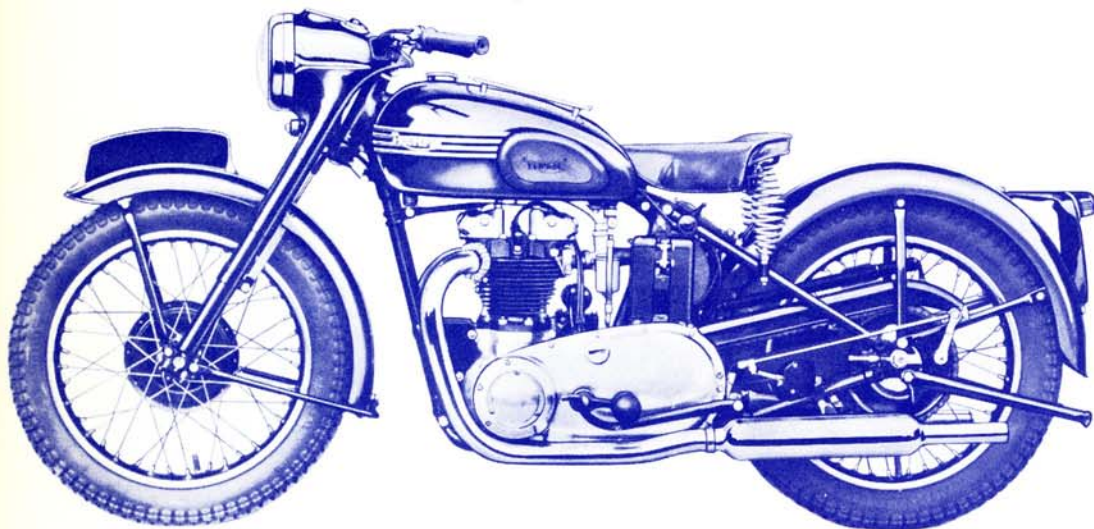
THUNDERBIRD

40 CU. IN.

The Thunderbird was designed for high speed cruising on American highways, with rugged dependability and economy. This model has a top speed of over 100 m.p.h. in its standard form and is easily converted for T.T. or road racing. Holder of seven A.M.A. speed records, including Class C 40 cu. in.—132.16 m.p.h., and Class A 40 cu. in.—144.33 m.p.h.

Triumph Thunderbird O.H.V. Twin—34 horse power—4-speed foot shift gear box with heavy duty five-plate clutch. The S.U. carburetor automatically adjusts fuel to air ratio giving outstanding performance and economy—exclusive on the Thunderbird. Lucas 7" high power (pre-focus) type headlamp. Tires—3.50 x 19 rear, 3.25 x 19 front. Weight—370 lbs.

ENDABILITY • PERFORMANCE



TRIUMPH

SPEED TWIN

30.50 CU. IN.

The Triumph Speed Twin is the pioneer of all modern vertical twins. Its popularity today is as great as it ever was—it is used by at least seventy police forces throughout the world—and its rich red finish is known everywhere. A lively, smooth-running performer which now leads the way again with a revolutionary new lighting and ignition system. (Fully described on back page.) The "Speed Twin" is in

great demand by sport, pleasure and transportation riders.

Triumph Speed Twin—O.H.V. New 55 watt A.C. generator neatly enclosed in primary case. Battery ignition—safety feature allows engine to be started with dead battery. Four-speed gear box with *new rubber shock absorber clutch*. Tires—3.50 x 19 rear, 3.25 x 19 front. Weight—365 lbs.



TRIUMPH

TROPHY

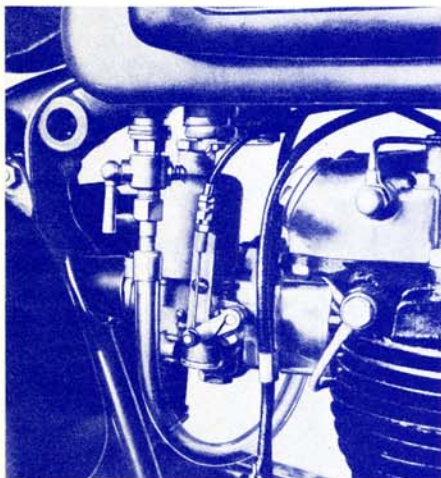
30.50 CU. IN.

A light, fast motorcycle designed from stem to stern for the competition rider. All alloy engine, 2½ gallon gasoline tank, wide clearance aluminum mudguards, 70° steering lock, two-in-one exhaust, wide ratio gears, 400—19 rear and 300—20 front tires, quickly detachable headlamp and many other special

features.

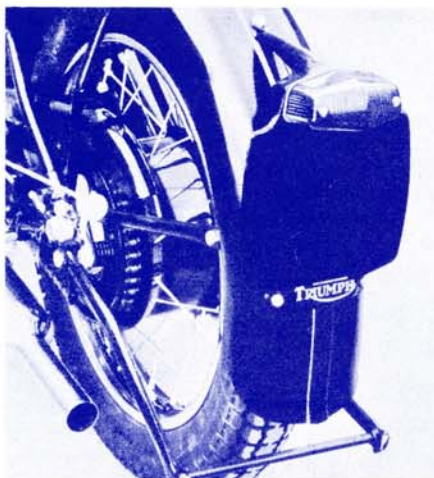
The ideal model for trials, scrambles, enduro and hare and hound riders—the exceptional handling characteristics under all conditions, including congested traffic, accounts for its international popularity.

OUTSTANDING FEATURES OF THE 1953 TRIUMPH



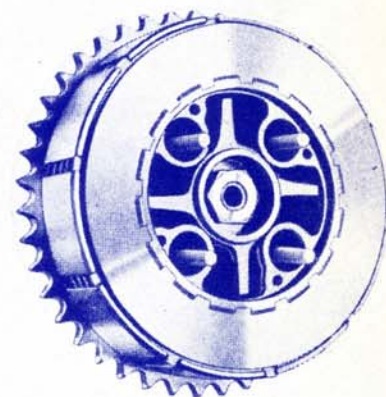
S.U. CARBURETOR

Exclusive on the Triumph Thunderbird, the S.U. carburetor was first introduced to the motorcycle world as standard equipment on the 1952 model. Automatically adjusts fuel to air ratio, giving a proper mixture under any conditions, with improved starting, acceleration and speed—plus economy!



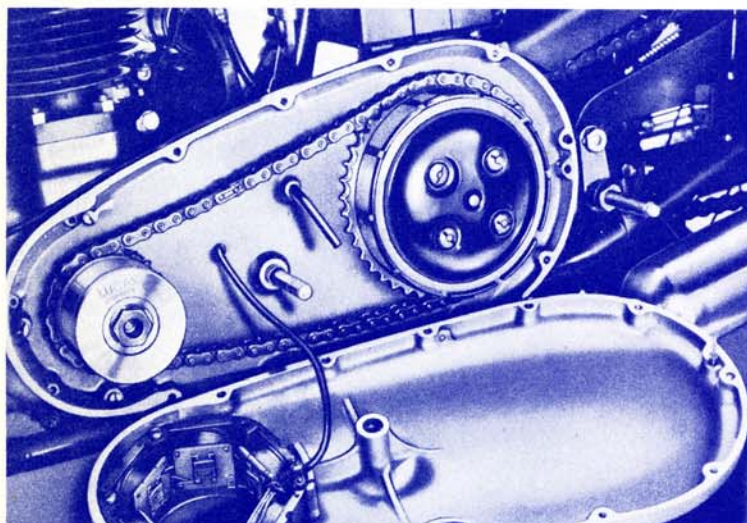
REAR STOP LAMP

This new combination tail and stop lamp is mounted on a newly designed rear license plate bracket. Lending greater safety to night riding, this new design combination lamp enhances the entire 1953 Triumph line.



CLUTCH SHAFT SHOCK ABSORBER

Incorporated in the clutch, this shock absorber transmits the drive from the engine through pads of special rubber located between vanes formed on the driving and driven members of the clutch center. A most efficient design which makes a notable contribution to smooth and effortless running. Standard equipment on the Speed Twin.

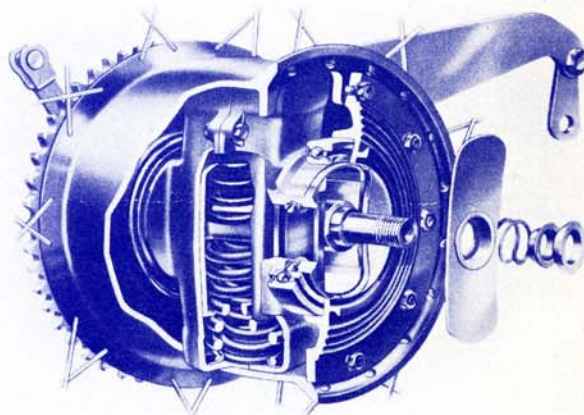


THE TRIUMPH A.C. LIGHTING-IGNITION UNIT

The introduction of this new lighting and ignition system on the Triumph Speed Twin marks a further step forward in progressive motorcycle design. The normal separate gear driven magneto and dynamo are replaced by a single alternator mounted on the crankshaft and enclosed in the primary chain case. This means a minimum loss of power in driving it, and generator bearings are eliminated altogether. A distributor and coil are fitted behind the engine and a rectifier is mounted above the air-cleaner. Lighting and ignition switches are on the nacelle top. (BATTERY FAILURE CANNOT AFFECT ENGINE STARTING AS AN "EMERGENCY

MARK II SPRING WHEEL

This sensational springing unit—an exclusive Triumph patent—is very efficient on the road, and provides a high degree of comfort and controlability at all speeds. The massive aluminum alloy hub shell totally encloses all moving parts and incorporates a powerful 8 inch brake.



"START" POSITION ON THE IGNITION SWITCH DIVERTS ALL THE CURRENT PRODUCED BY THE ALTERNATOR DIRECT TO THE IGNITION CIRCUIT.) This new system offers simplicity with remarkable efficiency; and eliminates the voltage regulator.

Johnson Motors, Inc.

The TRIUMPH Corporation

267 W. COLORADO ST., PASADENA 1, CALIF.

TOWSON, BALTIMORE 4, MARYLAND