

# TRIUMPH NORTON INCORPORATED

Office of  
the President

February 12, 1974

POLICY STATEMENT NO. 4-74

SUBJECT: PRICING ON GROUP PARTS AND TOP GEAR BACKORDERS


In the past, Triumph has billed all backorders based on the price in effect on the date of order entry.

Because we are in a fast changing price situation from our many suppliers, we find it necessary to make a policy change in this area.

From this date forward, all backorders will be shipped at the price in effect at date of shipment. This policy change will cover both group parts of Triumph, Norton, BSA or Rickman as well as all Top Gear items.

Studies reveal that our major competitors follow such a price policy. This plus the fast changing price situation overseas as well as in the United States requires us to make this change.

You may wish to call this change to the attention of your parts and accessory managers.



Felix A. Kalinski

# TRIUMPH NORTON INCORPORATED

Office of  
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February 12, 1974

POLICY STATEMENT NO. 3-74

SUBJECT: PRICE INCREASES ON TRIUMPH MOTORCYCLES

Please find attached new pricing on Triumph's full line of motorcycles. We show dealer cost as well as suggested retail, excluding freight, set-up and taxes.

We are showing suggested retail prices on all models because some dealers have an inventory of Triumph motorcycles and we felt this was an opportunity to maximize their profits by raising the suggested retail to equal the attached suggested retail regardless of what the cost may have been.

These dealer costs will prevail on Triumph motorcycles when they are released from our Meriden facility and on any future production.

With the increased cost in the United Kingdom, we have found it necessary to make these price increases. We also recognize that this calendar year we will not be able to meet the MPLAs that were given to each of you Triumph dealers at our last July dealer meeting.

We will be allocating the Triumph motorcycles when they become available based on a five year average history of each dealer in the country as was recommended by your dealer council.

We believe each of you recognizes that it isn't possible for us to hold our prices. Our attached dealer prices are as competitive as we have ever been when compared to the volume manufacturers.



Felix A. Kalinski

PRICE SCHEDULE  
February 12, 1974

TRIUMPH/BSA

<u>1974 Models</u>	<u>Current Dealer Cost</u>	<u>Proposed Dealer Cost</u>	<u>*Suggested Retail</u>
T150V	\$ 1543	\$ 1651	\$ 2199
T140V	1334	1427	1899
TR7RV	1293	1384	1845
TR5MX	925	925	1159
TR5T	1155	1236	1649
T100D	1172	1254	1669
T100R	1095	1172	1559
B50MX	\$ 925	\$ 925	\$ 1159

\*Suggested list prices do not include set-up, delivery, state or local taxes.

TERMS OF PAYMENT

Product will be shipped F.O.B., warehouse with payment due Net 15 days from date of invoice. Where open accounts have not been established all shipments will be C.O.D., Sight Draft or acceptable floor plan arrangement. All prices are subject to change without notice. The possession of a Triumph Norton Incorporated price schedule or of a terms and conditions of sales sheet is not necessarily to be construed as an offer to sell anyone the equipment listed at the prices indicated.

PRICE SCHEDULE  
February 12, 1974

TRIUMPH/BSA

1974 Models

\*Suggested List

T150V	\$ 2199
T140V	1899
TR7RV	1845
TR5MX	1159
TR5T	1649
T100D	1669
T100R	1559
B50MX	\$ 1159

\*Suggested list prices do not include set-up, delivery,  
state or local taxes.

*Special Thanks To John Melniczuk for Dealer Information*