



## Norton Triumph Corporation

P.O. Box 275,  
Duarte, California 91010  
Telephone: (213) 359-3221

August 29, 1975

PRIVATE AND CONFIDENTIAL TO ALL NORTON AND TRIUMPH DEALERS

Dear Dealer:

In our letter to you of August 8, 1975, we assured you that as soon as a plan of re-organization was known you would be advised. After many lengthy negotiations with all parties concerned, we have now formulated such a plan which, if successful, will guarantee the future of our company. There is very little point in my trying to tell you that our situation is not critical, because it is.

### Long Term

Our long-term future is excellent, providing we can overcome our short-term problems. As you all know, our engineering staff has progressed well on its new projects. The new Challenge DOHC, eight-valve, twin-cylinder engine, developed in cooperation with Cosworth, has just been unveiled in the U.K. and heralded as one of the most advanced-engineered four-cycle engines ever to be seen in the motorcycle industry. Our Wankel Rotary testing continues to show nothing but the most favorable results. While there was some concern that its lack of water cooling would cause problems in high temperatures, it has just come through high-temperature testing with flying colors. These models will be the most competitive in all respects of anything presented to the market by the British motorcycle industry in recent years; and they CAN be produced provided we can overcome our short-term problems.

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### Short Term

Plain and simply, we must reduce our inventory levels. It is recognized that in order for you to assist us in doing this, it is necessary that we reduce the prices to a point where you can be competitive with other products being sold in the marketplace. We need your orders now and are therefore instituting a price reduction to be applicable on all orders for Triumph T-160 and Norton Mark II and Mark III Commando models placed prior to October 31, 1975.

### Motorcycle Delivery

Your best dollar buy is now while we have a good inventory and before every other dealer has committed themselves to these low prices. But you do not need to take delivery immediately (except for Norton Mark II's); and the pricing schedule reflects a variation in prices, with the higher prices on the later deliveries, which will assist us in the cost of warehousing the inventory through the winter months. These prices are outlined in the new price schedule attached.

### Advertising

An advertising program will start immediately to assist you in generating retail sales. This campaign, to be called the "Jam Breaker Sale", will include full-page ads in both Cycle News and Motorcycle Weekly each week through October 31st. Window banners, salesman badges, handlebar price tags and slicks of ad copy for you to use in your local advertising program will be forwarded to you as soon as they can be produced.



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### Reduced Overheads

In order for us to survive on this pricing level, it has been necessary to reduce our overheads substantially. This is being accomplished as follows:

Sales Staff - Effective immediately, our complete field sales force has been eliminated. While there will be no one in the field calling upon you for the time being, may I assure you that each and every one of us here in Duarte remain available to assist you with any problems. We are as close as your telephone. Tom Cates has been appointed National Sales Manager. He and his secretary will be ready to take your motorcycle orders; but please feel free to give your orders to any senior staff member should Tom be busy.

Baltimore - Effective September 1, 1975, the Baltimore warehouse has been closed and all orders will be filled from Duarte. Every effort will be made to fill your orders from Duarte on as timely a basis as possible. Motorcycle inventories will be maintained in public warehouses in strategic positions to serve the Eastern dealers.

Atlanta - The Atlanta office has been closed.

Spare Parts - We have an excellent inventory of most spare parts for current models in stock; and it is anticipated that supplies will continue to arrive from the U.K. uninterrupted. We have, however, had to reduce the staff level on the parts ordering desks and will therefore find it necessary to accept only "rider-on-foot" orders by telephone.

Top Gear - Changes are being made in Top Gear as well. Effective September 10th,

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the free freight allowance on orders of \$400 and over is being discontinued; however, a 4% discount will be allowed for cash if payment is received by the 10th of the month following shipment.

As you can see, we are taking every step possible to reduce our overheads in order to ensure our future survival. We know it can work, but we desperately need your support. We are confident this program can be beneficial to all concerned:

- A. It will protect your existing investment in Norton and Triumph inventories.
- B. It will allow you to sell additional Norton and Triumph products at attractive prices, which will provide you with a good profit margin.
- C. If successful, it will hopefully provide you with some of the world's most advanced, competitive motorcycles to sell in the very near future.

In conversations with several large dealers this week, in which I have indicated we are planning a program of this nature, the response was optimistic and most gratifying. They all indicated good orders would be forthcoming as soon as the program was announced. We anticipate an early sell-out, so suggest you act quickly. Order blanks are enclosed. Please, may we have your orders today.

Sincerely yours,

NORTON TRIUMPH CORPORATION



Roger E. Stange  
President

RES:ds  
Enclosures

A-117



## 1975 NORTON PRICE LIST

JANUARY 14, 1975

### CONFIDENTIAL

	<u>Dealer Cost</u>	<u>Suggested Retail</u>
<u>1975 MK III Electric Start (Left Shift):</u>		
Roadster (All Colors)	\$2,310.00	\$2,895.00
Interstate (All Colors)	\$2,310.00	\$2,895.00
Hi-Rider (Black Only)	\$2,310.00	\$2,895.00
<u>1975 MK II Kick-Start (Right Shift):</u>		
Roadster (Black)	\$1,925.00	\$2,495.00
Roadster (Other Colors)	\$1,940.00	\$2,519.00
Interstate (Black)	\$1,925.00	\$2,495.00
Interstate (Other Colors)	\$1,940.00	\$2,519.00
Hi-Rider (Black)	\$1,925.00	\$2,495.00

NOTE: All Norton prices F.O.B. Duarte, California, Chicago, Illinois or Houston, Texas.  
Prices and specifications subject to change without notice.

## RICKMAN PRICE LIST

	<u>Dealer Cost</u>	<u>Suggested Retail</u>
1974 125 Moto Cross	\$529.00	\$669.00
1974 125 Six-Day Enduro	\$539.00	\$685.00
1973 250 Moto Cross	\$655.00	\$829.00
1974 250 Moto Cross	\$751.00	\$995.00

NOTE: If you are not presently a Rickman dealer, we have an excellent program for Rickman dealers (including Floor Plan aid). Your territory may be open for Rickman. Write or phone us.

All Rickman prices F.O.B. Duarte, California or Baltimore, Maryland as available.  
Prices and specifications subject to change without notice.





## 1975 NORTON ELECTRIC START

### MAIN IMPROVEMENTS FOR 1975

- MODEL IDENTIFICATION: 850 COMMANDO MARK III  
(Electric Start)
- BASIC CONFIGURATION: 850 TWIN CYLINDER  
Electric Start, 4-Speed Gearbox  
Left Foot Shift
- MODELS: ROADSTER  
INTERSTATE  
HI-RIDER  
CAFE RACER
- COLORS:
- |            |   |   |
|------------|---|---|
| ROADSTER   | - | Black<br>Candy Apple Red<br>White w/Blue / Red Stripe |
| INTERSTATE | - | Black<br>Candy Apple Red<br>Silver                    |
| HI-RIDER   | - | Black   |
| CAFE RACER | - | White w/Blue/Red Striping                             |
- ELECTRIC START:
1. Starter operated by "Green for Start" thumb button on right-hand switch control cluster.
  2. Solenoid operated starter motor by Prestolite of U.S.A.
  3. Geared mechanism in primary chain case with silent disengagement sprag and overload device. Starts while in gear.
- REAR DISC BRAKE:
1. Hydraulically operated disc brake on 10.7 inch diameter hard chrome faced cast iron disc right side mounted to polished aluminum hub.
  2. Quickly detachable wheel achieved by removing "live" spindle, leaving sprocket and rear drive chain unsplit on stub axle.
  3. Pre-loaded rubber vane type cush drive. Contained in hub complete with drive disc.

REAR DISC BRAKE:

(Continued)

4. Connection between rear sprocket and wheel is by easily engaged radial dogs on drive disc to facilitate easy wheel removal and installation.
5. Polished diecast aluminum caliper, pads interchangeable with front.
6. Sprocket cast in "long life" malleable iron.
7. Heavy duty spokes.
8. Armor protected hydraulic hose.

RIGHT FOOT BRAKE:

1. Foot brake pedal on right side of machine to meet U.S. standardization requirements.
2. Polished chrome forged steel foot pedal and combined master cylinder and reservoir mounted on right footrest as complete unit.
3. Hydraulically operated stop light switch.
4. Stop position of pedal adjustable.
5. Foot pegs taper fit in support arm for maximum strength, yet replaceable in the event of damage.

KICK-START LEVER:

1. Positive spring and ball plunger located in folding kickstart arm to retain in operating or retracted position.

SIDE COVER:

1. Left side cover secured by simple twist fastener only removable when seat is unlocked and raised, thus securing battery and electrical components.
2. All side covers are finished in colors to match gas tank.

INSTRUMENT PANEL  
SWITCHES & STEERING  
LOCK:

1. All instruments and controls are strategically located in one central area.
2. Injection moulded instrument panel, mounted on top yoke between speedometer and tachometer, contains ignition switch and four labelled warning lights.

INSTRUMENT PANEL  
SWITCHES & STEERING  
LOCK: (Continued)

3. Ignition switch has water-proof cover.
4. Four warning lights are colored: High beam, blue; Turn indicator, yellow; Neutral indicator, green; Ignition, red. (Alternator charging-lights when ignition on, when engine stopped-goes out when running).

LOCK:

1. Steering lock mounted in center of top yoke engages in blind frame abutment for maximum security.
2. Lock is fitted with flip cover to prevent water entry.

SPEEDOMETER &  
TACHOMETER:

1. Speedometer and Tachometer displaying restyled faces with new Norton Triumph corporate symbol and graduations from 0-10,000 r.p.m.
2. All models equipped with trip odometer.

CONTROLS:

1. New styled switches and controls finished in flat black with colored switches for starter (Green) and engine stop (Red). All others are Black. Every switch function is labelled.
2. Left-hand switch control includes: Hi-Lo beam, left-right turn, horn push/high beam flasher. Polished forged aluminum clutch lever forms an integral part of switch assembly. Switch casting also holds LH mirrors.
3. Right-hand switch control includes: Head/parking light switch, engine stop switch (Red) and start push button (Green). Twist grip (quick action), polished forged aluminum front brake lever, and master cylinder with integral reservoir make complete unit. Unit also holds RH mirror.
4. Throttle cable PTFE lined with angled entry guide into twist grip.
5. Armor protective cover over hydraulic hose.
6. Handlebar hose simplified to ease handlebar change. Short hose from top yoke to master cylinder.



LEFT FOOT SHIFT:

1. Shift lever on left side of machine to meet U.S. standardization (shift lever and brake pedal as now situated will ease transition from most other makes and will eliminate the need to "relearn" the controls).
2. Even the shift pattern is standardized, i.e., up for up shift, down for down shift.
3. Lever polished forged aluminum.

WIRING HARNESS:

1. Simplified with two multi-plug connectors between main and headlamp harness.
2. Ignition switch located in yoke mounted instrument panel.
3. Increased output alternator (Lucas RM23) with twin Zener diode control and 1/2 wave rectifier.
4. Ignition harness suitable for Lucas mechanical auto advance C/B unit but detachable for conversion to either Lucas or Boyer electronic ignition.
5. Extra harness fuses in headlamp.
6. Heavy duty electric start battery (YUASA).

FRONT DISC BRAKE:

1. Caliper mounted on left side of machine to improve steering balance when fitted with right side mounted rear disc.
2. Front fender stay removed to eliminate eddy of road dirt into caliper.
3. Hub lacquered.
4. Bearings located with circlip to allow either rotation of wheel (right or left mounted disc).

EXHAUST SYSTEM:

1. Superquiet mufflers installed on all models.
2. Exhaust flanges are replaced by spherical swaged ends to allow unstressed pipe alignment.
3. All pipe joints are gas fillet welded and normalized to prevent fatigue failure.

OIL SEPARATOR:

1. Designed to separate oil and air from engine breathing system. Mixed oil/air passes to oil tank for first stage separation. The fine mist that comes from oil tank breather tower is then passed through separator. Air is directed to airbox, the small amount of oil remaining is drawn into inlet manifold by engine manifold vacuum and burned in combustion chamber preventing oil mist from engine breather deposits accumulating on machine.

AIRBOX:

1. Molded plastic with tuned inlet pipes for maximum inlet noise suppression.
2. Oil wetted foam filter element easily accessible.

FUEL TANKS:

1. Lacquered to maintain durable finish.
2. Fuel taps with On, Off and Reserve positions marked.

CHAIN OILER:

1. No oiler fitted.

CYLINDER HEAD:

1. Inlet port enlarged from 30<sup>m</sup>/m to 32<sup>m</sup>/m to improve mid and top range performance.

CRANKCASES:

1. New die casting to accommodate electric starter and stiffer crankshaft assembly with main bearing widths extended.
2. General wall thickness increased.
3. Lower engine plate bolt increased from 5/16 inch to 3/8 inch diameter.
4. Improved four bolt helicoil mounting for primary chain case.
5. Flanged-type camshaft bush for improved thrust location.
6. Inspection plug for static ignition timing.

TIMING COVER:

1. Cast in L.M. 25 Alum. having greater resistance to corrosion.
2. Incorporating anti-drain valve to prevent oil draining into sump.

TIMING COVER:  
(Continued)

3. Camshaft chain inspection cap.
4. Increased gasket surface width.
5. Modified oil pressure relief valve and by-pass system for reduced oil aeration with improved flow and increased pressure at high temperature.

CRANKSHAFT:

1. Modified to increase web thickness and to accommodate electric starter.

PRIMARY CHAIN CASE:

1. Attached by peripheral screws for improved oil sealing.
2. Cast in L.M. 25 Alum. having greater resistance to corrosion.
3. Restyled to accommodate left foot shift, electric starter and hydraulic chain tensioner.
4. Positive located oil seal on gearbox mainshaft.

GEARBOX:

1. Non-adjustable engine to gearbox centers with lip seal on shaft.
2. Kick-start and shift lever spindles plated to prevent rust with lip oil seals to stop oil seepage.
3. Neutral indicator switch.
4. Sleeve gear bearings circlip located.

ENGINE PLATES:

1. Epoxy powder painted.
2. Swinging arm spindle located by tapered pin to increase machine handling rigidity.
3. Swinging arm spindle bushes pre-sealed for life.
4. Adjustable isolastic by means of lockable thread affording simplicity of maintenance.
5. Isolastic suspension and limit rubbers bonded as one unit to prevent movement.



FOOT PEGS:

1. New pattern to suit left foot shift.
2. Set rearward 3/4 inch to improve riding position.
3. Right side peg assembly carries rear brake hydraulically operated master cylinder, pedal and reservoir.

SWINGING ARM:

1. Made from larger diameter tubing for increased strength and stiffness.
2. Larger diameter rear wheel axle.
3. Redesigned rear wheel adjusters.

HINGED SEAT:

1. Seats are reprofiled to provide greater seating area and improved support.
2. Two inch thick soft foam inlay under rider's seating area to reduce fatigue.
3. Restyled covers with welded panel. No top stitching, interior sealed in plastic cover to prevent water entry.
4. Seat hinged and lockable to secure tool tray, battery and oil tank. (All models except Hi-Rider).

PRIMARY CHAIN  
ADJUSTER:

1. Fully automatic hydraulic primary chain adjuster with double feature:
  - a. Eliminates slack due to chain wear.
  - b. Acts as shock damper, eliminating chain whip.

ISOLASTIC:

1. A spring loaded support is added to the engine head steady. Strategically angled and positioned to complement the three engine supports, effectively reducing the low, non-destructive frequency vibrations.