

TELEPHONE
VALLEY 3-7538

CABLE ADDRESS
TRIUMPH · BALTIMORE

CONFIDENTIAL - DEALERS' PRICE SHEET

TRIUMPH MOTORCYCLE PRICES - 1957 Season

EFFECTIVE OCTOBER 15, 1956
(Subject to change without Notice)

		<u>Dealer Price</u>	<u>Dealer Margin</u>	<u>Retail Total</u>
<u>40 CU. IN. (650 c.c.) OHV TWINS</u>				
Super-Sports Tiger T110	Swinging Arm	696.12	231.88	928.00
Thunderbird 6T	Swinging Arm	647.65	216.35	864.00
Trophybird TR6, Sports	Swinging Arm	727.67	242.33	970.00
Trophybird TR6, Scrambler	Swinging Arm	707.41	235.59	943.00
Trophybird TR6, Economy	Swinging Arm	649.48	223.52	873.00

30.5 CU. IN. (500 c.c.) OHV TWINS

Tiger T100	Swinging Arm	673.17	224.83	898.00
Trophy TR5, Sports	Swinging Arm	678.22	225.78	904.00
Trophy TR5, Scrambler	Swinging Arm	683.36	227.64	911.00
Speed Twin 5T	Swinging Arm	625.21	208.79	834.00

LIGHTWEIGHTS 4-Cycle OHV SINGLES

Tiger Cub T20	Swinging Arm	390.19	129.81	520.00
Tiger Cub T20/C, Competition	Swinging Arm	406.06	134.94	541.00

EXTRAS

Note: Without extra cost, all models come equipped with OHV, Twinseat, center and side stands, folding kickstart, stop light, hand clutch and foot shift, 4-speed gearbox, rider's manual and tool kit.

All machines are boxed: Twins - 1 per case; Lightweights - 2 per case. Single lightweights (where available) cost Dealer \$8.00 net extra.

Dealers are authorized to charge \$17.50 for assembly and conditioning for the road on twin machines only. (No charge on Lightweights).

Dealers are authorized to charge their net cost of transportation from Baltimore.

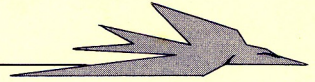
ABOVE PRICES ARE F.O.B. BALTIMORE AND DO NOT INCLUDE LOCAL OR STATE TAXES (turn over)

STEIB SIDECAR PRICES

	<u>Dealer Price</u>	<u>Dealer Margin</u>	<u>Retail Total</u>
S501 Sports Sidecar complete with hydraulic brake, fittings, folding hood, hood cover, "cover-all", windshield, lamp, tire, locking luggage compartment	290.00	96.66	386.66
S250 Standard Sidecar, fully equipped	217.00	72.00	289.00
LT200 Commercial Box Sidecar complete with fittings, etc.	183.60	61.00	244.00
<u>Fittings</u> - for most leading brands stocked (no charge for Triumph fittings)	9.99	9.99	19.98

ALL ABOVE PRICES ARE F.O.B. BALTIMORE, SUBJECT TO CHANGE WITHOUT NOTICE AND DO NOT INCLUDE STATE OR LOCAL TAXES.

April 26, 1957



TOWSON, BALTIMORE 4, MD., U. S. A.

• SALES DISTRIBUTION • PARTS AND SERVICE • FOR THE WORLDS BEST MOTORCYCLE •

TELEPHONE
VALLEY 3-7338

CABLE ADDRESS
TRIUMPH · BALTIMORE

TO ALL EASTERN TRIUMPH DEALERS:

Re: Price Increase on Motorcycles

We have to announce a price increase on new Triumph Motorcycles. It is now 15 months since Triumph prices were increased and, of course, in the meantime almost everything else has been going up and up including materials, wages, etc. and with fresh costs that have now accumulated, the burden can no longer be carried by the Factory and the price increases have to become effective immediately.

A new Confidential Dealer Net Price sheet, a few temporary Retail Price sheets and revised Floor Plan and Demonstrator Plan figures are enclosed, and by comparison with your old Confidential Price sheet you will observe that the increases are as follows:

	<u>Increase in Dealer Price</u>	<u>Increase in Retail Price</u>
T110 Super-Sports	30.77	41.00
6T Thunderbird	31.37	41.00
TR6/A TrophyBird, Road Sports	32.55	44.00
TR6/B " , Scrambler	29.84	40.00
T100 Tiger	32.77	43.00
T100/RS Sprung Track Racer	none	none
T100/RR Rigid Road Racer	none	none
TR5/A Trophy, Road Sports	38.73	52.00
TR5/B " , Scrambler	38.88	52.00
5T Speed Twin	41.16	54.00
T20 Road Cub	14.93	20.00
T20/C Competition Cub	14.94	20.00

The increases run about 4.8% of Retail Price and have been kept as modest as possible.

Even though these increases fall upon the Baltimore Corporation immediately and at a time of year when there are minimum stocks to cushion or delay the effect, we nevertheless will do our best in that respect and will ship orders that are in our hands by the close of business on Tuesday, April 30th, at the old price as far as stocks permit.

In accordance with notification sent to you on April 18th, we at the moment have no stock of T110's or T20's. Thus we have some back orders on those types and we will fill such back orders, which Dealers have released but which have been delayed because of our inability to ship, at the old price when the new stocks arrive (the details of which expected arrivals are given in that earlier memorandum).

That is the best we can do under the circumstances and we trust that you will redouble your sales effort at this very active time of year so that this necessary price increase can be digested by all concerned as something over which we have no control and which is inevitable and which we know in Triumph's case has not been done without a long period of earlier sacrifice in the absorbing of various increases in cost. Coming as it does at this particular time of year, it will not have probably a very serious effect on your business and no doubt competitors will find it necessary also to increase their prices for they are suffering the same increases in costs.

Denis McCormack:pf

Sincerely,
THE TRIUMPH CORPORATION

CONFIDENTIAL - DEALERS' PRICE SHEET

TRIUMPH MOTORCYCLE PRICES - 1957 Season

EFFECTIVE MAY 1, 1957
(Subject to change without Notice)

		<u>Dealer Price</u>	<u>Dealer Margin</u>	<u>Retail Total</u>
<u>40 CU. IN. (650 c.c.) OHV TWINS</u>				
Super-Sports Tiger T110	Swinging Arm	726.89	242.11	969.00
Thunderbird 6T	Swinging Arm	679.02	225.98	905.00
Trophybird TR6/A Sports	Swinging Arm	760.22	253.78	1014.00
Trophybird TR6/B Scrambler	Swinging Arm	737.25	245.75	983.00
<u>30.5 CU. IN. (500 c.c.) OHV TWINS</u>				
Tiger T100	Swinging Arm	705.94	235.06	941.00
Tiger T100/RS Track Racer	Sprung	710.53	236.47	947.00
Tiger T100/RR Road Racer	Rigid	691.10	229.90	921.00
Trophy TR5/A Sports	Swinging Arm	716.95	239.05	956.00
Trophy TR5/B, Scrambler	Swinging Arm	722.24	240.76	963.00
Speed Twin 5T	Swinging Arm	666.37	221.63	888.00
<u>LIGHTWEIGHTS 4-Cycle OHV SINGLES</u>				
Tiger Cub T20	Swinging Arm	405.12	134.88	540.00
Tiger Cub T20/C, Competition	Swinging Arm	421.00	140.00	561.00

EXTRAS

Note: Without extra cost, all models except Racers come equipped with OHV, Twinseat, center and side stands, folding kickstart, stop light, hand clutch and foot shift, 4-speed gearbox, rider's manual and tool kit.

All machines are boxed: Twins - 1 per case; Lightweights - 2 per case. Single lightweights (where available) cost Dealer \$9.00 net extra.

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Dealers are authorized to charge their net cost of transportation from Baltimore.

ABOVE PRICES ARE F.O.B. BALTIMORE AND DO NOT INCLUDE LOCAL OR STATE TAXES

(turn over)

<u>STEIB SIDECAR PRICES</u>	<u>Dealer Price</u>	<u>Dealer Margin</u>	<u>Retail Total</u>
S501 Sports Sidecar complete with hydraulic brake, fittings, folding hood, hood cover, "cover-all", windshield, lamp, tire, locking luggage compartment	290.00	96.66	386.66
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Special Thanks To John Melniczuk for Dealer Information