

# **TRIUMPH** Motorcycles America Inc.

June 10, 1977

Dear Mr. Triumph Dealer:

There has been a lot of positive speculation of late about all the money you can make selling Triumph motorcycles. Well, we want to confirm that the 1977 Triumph Bonneville is indeed a good profit machine.

In today's discount market when most of the dealers handling any one of the "big four" are discounting their bikes for just a few dollars over cost -- it's refreshing to know that you can generally expect full profit on each new Triumph motorcycle you sell. Of course, this is nothing new to the active Triumph dealer who has enjoyed full profit for many years now.

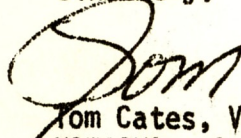
Why so, you might ask? Well, to start, the Triumph retail price gives you an edge, your dealer margin is darn good and chances are you're the only Triumph dealer in the community. Sort of like a captured market -- and aftermarket,

Opportunities like this are rare. Act today to take advantage of this modern phenomenon and get out of the discount rat-race -- Triumph has your answer. You need only a few bikes on the floor which does not require a lot of capital and these must be ready for delivery -- ready to reap the big profits.

AND that's where we can help -- by providing you with all the Triumph motorcycles you can sell. We have the bikes, you have the retail store -- so let us prove how much more you can earn with Triumph.

Call us today (714-996-8200) and we'll ship immediately from your nearest warehouse -- Baltimore, Jersey City or Compton, California.

Sincerely,



Tom Cates, Vice President-Sales  
NATIONAL SALES DIVISION

TC:dc



# TRIUMPH Motorcycles America Inc.

MEMO TO: ALL TRIUMPH DEALERS  
FROM: TRIUMPH SALES DEPARTMENT  
SUBJECT: YELLOW PAGE TRADEMARK LISTING  
DATE: JUNE 10, 1977

YELLOW PAGE advertising has proven the least expensive way for getting the maximum exposure when a customer is ready to buy. Trademark listing in the yellow page is an even more positive method of getting your brand name across when that same customer wants a motorcycle.

Triumph has an agreement with Bert Frost and Company, Inc. of Larchmont, New York, to oversee, administer, and protect you in the placement of Triumph yellow page trademark listings.

As an authorized dealer, you will be sent a contract by Bert Frost to consider whenever your local yellow page directory is ready to be reprinted. IF you want your company name to appear under the Triumph trademark listing, YOU MUST SIGN THE CONTRACT AND RETURN IT TO BERT FROST & COMPANY ALONG WITH YOUR CHECK FOR THE AMOUNT THEY INDICATE.

Remember, if you think you can get the job done locally without Bert Frost, please be warned that you stand to be left out altogether. Only authorized dealers with current yellow page contracts will be listed.

This system is designed to protect you from those trying to capitalize off the good name of TRIUMPH.

TC:dc

A handwritten signature in dark ink, appearing to be 'J. Frost', with the date '6/10/77' written below it.



MOTORCYCLE ORDER FORM

TO: TRIUMPH MOTORCYCLES AMERICA INC.  
P. O. Box 1060  
Placentia, CA 92670

FROM: \_\_\_\_\_  
(Name of Dealer)  
\_\_\_\_\_  
(Number) (Street)  
\_\_\_\_\_  
(City) (State) (Zip)  
Dealer Number \_\_\_\_\_

Ship to: \_\_\_\_\_  
Warehouse: \_\_\_\_\_  
Terms: \_\_\_\_\_  
Ship Via: \_\_\_\_\_

The Dealer hereby requests TRIUMPH MOTORCYCLES AMERICA INC., to accept at Placentia, California, this firm motorcycle order for delivery as and when the merchandise becomes available:

QUANTITY	YEAR	MODEL	RETAIL	DLR.COST	TAX	TOTAL
	1977	T140 Jubilee	2125.00	1677.79	2.21	
	1977	T140 Bonneville Red	1999.00	1556.00	2.40	
	1977	T140 Bonneville Blue	1999.00	1556.00	2.40	
	1977	TR7 Tiger	1949.00	1518.50	2.40	

THIS ORDER, WHEN EXECUTED BY DEALER, IS SUBJECT TO THE TERMS AND CONDITIONS SET FORTH BELOW, NOTWITHSTANDING ANY PROVISIONS TO THE CONTRARY IN THE DEALER FRANCHISE AGREEMENT OR ANY OTHER AGREEMENT, UNDERSTANDING OR COURSE OF DEALING.

TERMS AND CONDITIONS

1. Payment. Payment for the goods above shall be cash or certified check on delivery, unless credit terms are otherwise arranged. If credit terms are arranged, Seller reserves the right to refuse delivery or credit terms up to and including the delivery dates.
2. Price and Delivery. All taxes and expenses of transportation, including any insurance, shall be paid by Purchaser. Price is FOB point of shipment to Purchaser, and Seller's obligation regarding delivery and delivery date is satisfied by delivery of goods to the carrier prior to or on the delivery date.
3. Title. Title to the goods shall remain in Seller until the amounts owed thereunder are paid.
4. Risk of Loss. Purchaser assumes risk of loss or damage after delivery to the carrier by Seller.
5. Force Majeure. Seller shall not be liable for late or nondelivery.
6. Warranty. Warranty obligations on the goods described above shall be those set forth in the Dealer Franchise Agreement, and in the current form of warranty set forth in the Owner's Manual.
7. Cancellation. This order or portions thereof, may be cancelled at any time prior to delivery to common carrier upon written or confirmed telephone notice to our Sale Department.

PURCHASER:

Date: \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_



ORDER FORM

Gentlemen:

Please send us \_\_\_\_\_ copies of your new BONNEVILLE BROCHURE.

FROM: TRIUMPH MOTORCYCLES AMERICA, INC.  
P. O. Box 1060  
Placentia, CA 92670

TO: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TR7-1

Power E. 1

Blue silver - 1

SHIPPING LABEL - PLEASE PRINT

NEW DEALER NUMBER \_\_\_\_\_

SIGNED \_\_\_\_\_

## TRIUMPH MOTORCYCLES

### SUGGESTED RETAIL PRICE LIST

1977	T140V Bonneville Dual Carburetor	750cc Twin	\$1,999.00
1977	TR7RV Tiger Single Carburetor	750cc Twin	\$1,949.00
*1977	T140J Jubilee Limited Edition	750cc Twin	\$2,125.00

Prices quoted above are F.O.B. distributor's warehouse, freight, pre-delivery set-up service, taxes, and license fees are extra and not included in the suggested list price.

We reserve the right to alter specifications and prices without prior notice. Prices above are quoted only for those states which do not specifically prohibit the publication and distribution of suggested retail prices.

\*Available mid-July 1977





TRIUMPH MOTORCYCLES

S U G G E S T E D   R E T A I L   P R I C E   L I S T

1977	TI40V Bonneville Dual Carburetor	750cc Twin	\$ 1,999.00
1977	TR7RV Tiger Single Carburetor	750cc Twin	\$ 1,949.00

Prices quoted above are F.O.B. distributor's warehouse. Freight, pre-delivery set-up service, taxes, and license fees are extra and not included in the suggested list price.

We reserve the right to alter specifications and prices without prior notice. Prices above are quoted only for those states which do not specifically prohibit the publication and distribution of suggested retail prices.

*Special Thanks To John Melniczuk for Dealer Information*