



Motorcycles America Inc.

TO: All Triumph Dealers Dealer Bulletin #12
 FROM: Triumph Motorcycles America Inc.
 DATE: March 22, 1978
 SUBJECT: PRICE REVISION ON 1978 T140E

Dealer bulletin No. 10 dated February 27, 1978 announced the release of the Triumph Bonneville T140E. In the price announced then, TMA was absorbing part of the increase.

Due to the confirmed weakness of the Dollar in foreign exchange for the Pound, and other changing conditions, it is necessary to adjust the price. A \$75.00 increase in dealer net will be effective immediately.

Any T140E orders received prior to March 22, 1978 will be honored at the old price.

Also, any dealer who has not yet ordered a T140E, may order one (1) unit at the old price. These orders must be received at TMA by March 31, 1978.

With this revision, Triumph prices are as follows:

<u>Year</u>	<u>Model</u>	<u>Color</u>	<u>Sugg Retail</u>	<u>Dealer Cost</u>	<u>Credit PDS Fee</u>	<u>Tire Tax</u>	<u>Dealer Net</u>
1978	T140E	Blk/rd Blu/sil Bwn/gld	2,299	1,811	- 25.00	+ 2.21	= 1,788.21
1978	T140V	Blk/rd Blu/sil Bwn/gld	2,099	1,679	- 25.00	+ 2.21	= 1,656.21
1978	TR7	Rd/sil	1,999	1,599	- 25.00	+ 2.21	= 1,576.21
1977	T140	Red Blue	--	1,556	- 25.00	+ 2.40	= 1,533.40

Please note, only the price of the 1978 T140E has been increased. Prices of all other models, including the 1978 T140V are not changed.

Some 1977 models are available on Free Flooring!

Take advantage of the attractive prices.

Place your order now by calling 800-854-0341 toll free.