



TRIUMPH[®]

**SELLING
THE MOST LEGENDARY
MOTORCYCLE ON EARTH.**

Dear Triumph Dealer,

Here it is!

Your 1978 Advertising and Sales Promotion kit for the brand new Triumphs you'll be selling this year.

Ad slicks, radio scripts, product art sheets—even a little advice on how to best use them in your local area ad campaign.

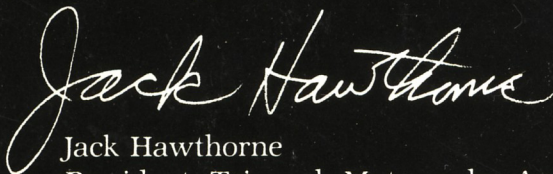
You'll also find enclosed ordering information for the colorful banners, posters and decals Triumph is making available this year.

But that's not all.

Throughout the year, we'll also be sending you ad reprints of all our national advertising efforts, as well as "hot-off-the-press" information not available right now.

So good luck, and good selling.

Sincerely,

A handwritten signature in cursive script that reads "Jack Hawthorne". The signature is written in white ink on a dark background.

Jack Hawthorne
President, Triumph Motorcycles America, Inc.

TRIUMPH®

HOW TO USE THIS KIT

**HOW TO USE
THIS KIT
TO SELL
THE MOST
LEGENDARY
MOTORCYCLE
ON EARTH.**

This Triumph Sales Kit has been prepared to assist you in preparing your own local advertising, recognizing that as a Triumph dealer, you're the expert on how to sell in your community, how to showcase your dealership and yourself.

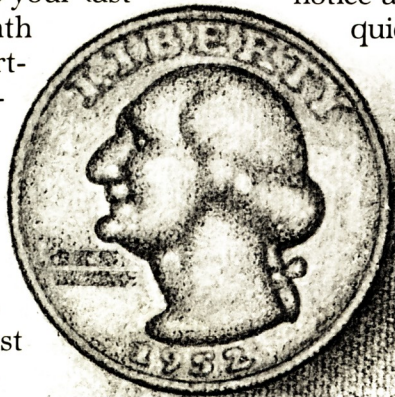
This kit was designed to be a do-it-yourself guide to more effective advertising, which, in turn, will help you sell more Triumphs. In it, you'll find complete ads and radio scripts, as well as product sheets and art sheets, which allow you to compose your own ads. In addition, you'll also find some sales and merchandising suggestions.

Your budget

As you probably know, successful advertising doesn't just happen. It's properly planned and adequately funded. Still, this process needn't be mysterious and time-consuming.

The first thing to do is to develop a budget that will allow you to advertise with consistency so that your customers will begin to know who and where you are.

A good way to approach your budget is to use your last year's month-by-month sales figures as a starting point. We recommend you spend 3-5% of those sales on advertising. Of that, you may choose to spend 40% on newspaper advertising. If looking at last June's figures, for instance, your net sales were



\$7,000 (about 20 Triumphs), 5% would amount to \$350, and 40% of that would mean that \$140 would be allocated to newspapers.

But whether you spend more or less than the example cited here, you'll find that by analyzing last year's sales periods, you'll be able to put your money against your most active selling times. And you'll avoid wasting money.

Once you've established your budget, you may also want to include a contingency fund for unexpected opportunities that you may want to participate in, such as community-oriented promotions, or local shows.

Newspaper advertising

Newspaper advertising can be an ideal way to reach your customers and build your image — if it's properly used.

Economics — you can get a lot of coverage, even on a limited budget. Using the materials found in this kit, your effort is kept at a minimum.

Immediacy — because local newspapers have fairly short lead times you'll find that you can submit your ads on a few days notice and get response

quickly — response you can measure, based on increased traffic and sales.

Choice of position — your ads can appear in sports sections, general news or special interest sections, etc., at no additional cost to

assure that the people you want to reach will see it.

Wide circulation — your message will reach a lot of people in the general area in which you do business. In addition, weekly newspapers tend to be even more localized, to let you draw from your immediate trading area.

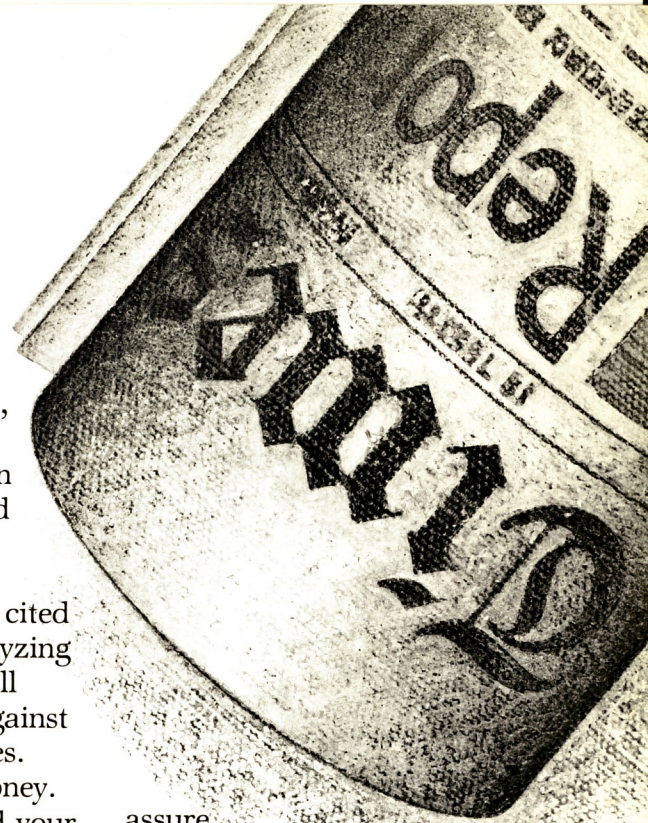
On the other hand, you should also be aware that newspaper has a few disadvantages that should be taken into consideration:

Reproduction quality — isn't always what it should be, especially when it comes to photographs and color. Generally speaking, it's a good idea to stick with the simple black and white line illustration found in this kit.

Closing dates — weekly newspapers may dictate that you submit materials sooner than daily publications. This need not be a drawback for you, however, if you plan your schedule accordingly.

How to buy newspaper space

1 *Stick with your plan.* Assuming that you don't want a hit-or-miss advertising approach, come up with a schedule



based on your previously established budget.

To do this, contact the papers you're considering and take a long hard look at their rates, circulation, sectional breakdown, editorial content, etc. When you have your monthly plan, be sure to take another look at it to make allowances for seasonality of motorcycle sales in your area, if it applies, and special seasonal and/or price promotions. Many newspapers will give you a lower rate if you sign a contract for a guaranteed amount of space over a certain period. But make sure that you don't commit for more than you can handle.

2. *Establish a good relationship with your media representative.* He or she is your liaison and can be a real asset to you. He can advise you on how to get the most for your money, specific rates and how to submit your materials. He can also fill you in on price breaks for a continuous advertising schedule, the best position within the newspaper, ad sizes, up-coming special articles that relate to motorcycles and just about everything else you need to know. Don't hesitate to call on his expertise; an important part of his job is to help local businessmen like you make the best use of his publication.

About your newspaper ads

Obviously, the point of your advertising is to sell Triumphs. But also important is the fact that

you're selling your own retail operation as the best place to buy a Triumph in your area.

Therefore, in your ads you have the opportunity to showcase your facilities, sales personnel and service capabilities to help build an image or personality.

The ads contained in this kit are designed to help you accomplish this and are intended to be guidelines for your program. The easiest way to get your ads produced is simply to give the complete ads found in the following pages to your newspaper representatives. All are designed to assure good reproduction quality and may, of course, be re-sized to fit the space you contract for.

If, however, you choose to make up ads of your own by clipping the product, copy and art sheets in this kit, here are some additional points to keep in mind:

- Get the reader's attention with a good, benefit-oriented headline and an adequately-sized illustration. Leave some white space—it invites readership.
- Keep your message (body copy) short and simple. Be specific about what you can offer in the way of benefits—why someone would buy a Triumph and why they should buy from you.
- Generally speaking, it's best to promote one important benefit per ad.

Don't crowd a lot of miscellaneous information into a small space.

- Develop a look to your ads. Stay with the same typefaces, logo sizes and basic formats, so that over a period of time customers will get used to seeing them and associating them with your dealership.

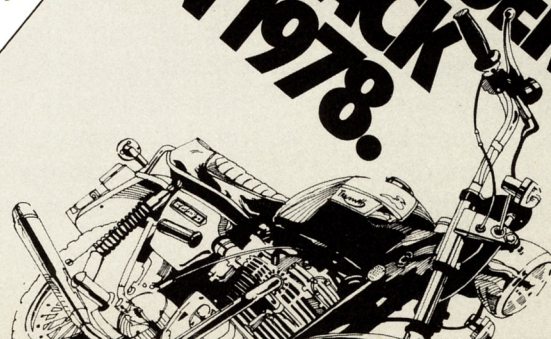
- Always include the Triumph logo. You'll find that it brings immediate recognition to the products you're featuring.

- Call for action. Ask the reader to do something: come in for a look, test ride or receive a promotion piece. Remember, it's not enough to tell them you're in business. You've got to inspire them to take action.

- Be sure to get a proof of your ads—before they run—to make sure that all the elements are as you specified.

NOTE: Keep in mind that with the Federal Trade Commission, news media and various consumer groups always on the alert for truth in advertising, it's important to be aware of federal, state and local regulations, especially in areas related to gas mileage,

**THE LEGEND
IS BACK
IN 1978.**



horsepower, warranties and guarantees. In addition, it's critical that your facts and figures be absolutely correct, so a careful eye for proofreading is requisite. If you have any questions about the advertising you do yourself, it's a good idea to check with your Better Business Bureau and your attorney. Or ask your newspaper or radio representative for guidelines in their particular media.

Classified advertising

Small space classified ads are an ideal way to talk specifically to the person who's really ready to buy a Triumph, new or used. However, as a quick glance at the classifieds will confirm, this section tends to be a blur of many all-type ads and to succeed here, your ad will have to stand out on the page.

Here are some useful guidelines:

- Get attention — with a good, short, to-the-point headline. Keep the headline type bold, but use a balance of type weight that will be eye-appealing to encourage readership.

- Use an illustration — if you can. Many classified sections won't allow them, but before you rule it out, check with your newspaper representative. If you can use them, illustrations will really help your ad stand out and catch the eye of a prospective customer who's interested in a particular model.

- Make your ad big enough — crowding too much into a single ad can cost you readers who don't want to wade through a hard-to-read ad. Sometimes it's wiser to spend a little more money

to adequately feature your message.

- Again — offer a benefit. For example: a motorcycle that weighs only 395 pounds is a feature. The benefit is that its light weight allows it to handle better.

Remember, while your prospect may already have made up his mind to buy a Triumph, you have to create a desire to buy it from you.

- Ask for fast action. Use phrases like "Weekend Specials", "Today Only", etc. to create immediacy and a reason to act now.

Radio advertising

Radio can be an important part of your advertising program because it allows your message to become more personal and dramatic than the written word does.

Some other advantages include:

- Wide coverage* — because 97% of all U.S. households and 86% of all cars on the road have radios — so your potential audience is very large.

- Selectivity* — you can choose stations that feature the types of programming that appeal to Triumph customers. And you can schedule your spots for different times of the day or night; drive time, for example.

- Flexibility* — your live scripts can be prepared or changed virtually on a moment's

notice, so you can take advantage of unexpected opportunities.

- Low Cost* — local radio station rates are fairly economical, so you can afford to run your spot more times for more exposure and better retention.

- Economical Production* — you pay only for the time your message is on the air. Even if you want the station to write a script for you, it's usually free of charge.

As with newspaper advertising, there are a few drawbacks that you should be aware of:

- Wasted coverage* — while a large audience is good, many of the



people who hear your spot are neither motorcycle enthusiasts nor prospective Triumph buyers.

No graphic reference — unlike newspaper ads, your listener has nothing to refer to visually. If he doesn't understand something, he can't go back and re-read it.

Short retention — your words really have to work hard to get your product and benefits message across in a memorable way.

Element of Indifference — your listener is normally half tuned out, even when he thinks he may be tuned in. In a house and even in a car, a radio is often just turned on to provide background music, so it's critical that you get your listener's attention right from the beginning — and keep it.

About your radio spots

At the end of this section, you'll find some suggested Triumph radio spots, which you can run with your own name and address. They have been carefully written to fit your 60 and 30 second time buys, including your dealer tag.

If, however, you should ever want to complement them with some spots of your own, here are a few things to remember:

Keep it simple — don't use words that your announcer may have a hard time pronouncing or that your audience may not understand.

Write the way you talk — and use contractions freely.

Your message will be more personal and will give potential Triumph buyers the feeling that you're the kind of person they can relate to.

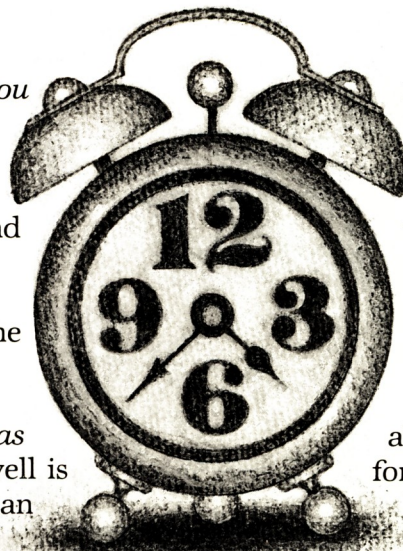
Don't crowd ideas — doing one thing well is far more effective than cramming a lot into a single message that will confuse your listener.

Create an image — develop the legendary appeal of a Triumph and what it means to own and ride one. Or, if you're featuring your dealership, tell your listener he can benefit when he buys from you.

Read it aloud — especially if you write it yourself. Is it simple and to the point? Is it at all confusing? (If there's a chance that someone would be misled, some rewriting is in order.) Does it keep within the 60 and 30 second time frame, allowing for "breathing time" for your announcer, and 5 seconds to give your address and location? (The suggested Triumph radio spots supplied include adequate time for both your dealer name and address.)

Buying radio time

Once you have your radio copy completed, stick to your previously developed advertising program and budget. Then contact your radio station representative. He'll give you audience information and rates, and help you get your spot on the air. He



may also be able to advise you on how to participate in tie-in merchandising with the station or other local retailers. As with newspaper representatives, his job is to help you, so don't be hesitant about calling on him for assistance.

Point-of-sale materials

Triumph window banners, posters and decals are an attractive addition to your in-store decor and are designed to catch the attention of your customers, whether they're just browsing or ready to buy.

Display them prominently and when they start to look faded or soiled, re-order. For your convenience, order blanks are included at the end of this kit.

TRIUMPH

Triumph Motorcycles America

Ad copy

Triumph pinstriping has been done by hand for over 40 years. Imagine the care and craftsmanship we put into the rest of the motorcycle.

Each one-piece side panel carries the distinctive Bonneville or Tiger emblem. The new panels are attractive and color-coordinated.

Triumph's new padded and contoured seat sits only 32 inches off the ground, so your feet meet the ground flat. It's hinged for easy access to the electricals beneath.

The road-and track-proven Amal Carburetor. You'll find two on the Bonneville, a single on the Tiger.

A traditional, tightly clustered instrument group means faster, easier reading at high speed, no matter what the weather.

Every inch of chrome on a Triumph is triple-plated. And that includes our classic teardrop headlight which adds still more sparkle to the motorcycle's already dazzling appearance.

Two-way dampened front forks with improved seals smooth your ride. And polished aluminum sliders reduce the unsprung weight. The fork covers sport gleaming chrome.

The Triumph/Lockheed Hydraulic Disc Brakes are big 10-inchers with double-action calipers.

Chromed rims with plated steel spokes are skillfully attached to a polished pressure-diecast aluminum hub for super strength.

The tires are the best available, Dunlop TT 100's (K-81). The best handling road tire in the world.

Gas Girling shocks, heavy in construction, are known throughout the world for precise dampening qualities, no matter what the weather conditions.

The classically-designed Triumph gas tank. Hand-detailed, seamless and streamlined to keep your knees snug, not spread eagled.

The 750 cc OHV Vertical Twin. The narrowest, shortest 750 ever built lowers the Triumph's center of gravity for incredible handling. In over 40 years, it hasn't been bested for sheer efficiency and ease of maintenance. (It's an engine so easily tuned, in fact, you can almost do it by ear alone.)

Triumph's Legendary Vertical Twin is powerful, reliable and easy to maintain. All mechanics will appreciate design features like an easy access cylinder head and barrel you can get to without removing the engine from the frame.

The Triumph oil reservoir is actually a portion of the Triumph's hand-welded frame. It's a racing-bred innovation that cuts down mass and weight, cools your oil as you ride and streamlines the frame.

Two downswept pipes, tuned to length for maximum power, are tucked in close to the frame for maximum banking angle. The annular discharge muffler retains the throaty exhaust note, yet still complies with current federal noise regulations.

Triumph's 5-speed gearbox, with an evenly spaced gear ratio, is easily accessible. And its own special high pressure gear lube (not the engine's standard oil) adds a cooling effect you won't find in shared lube systems.

A new aluminum tail light assembly adds a perfect touch to an already beautiful machine.

Radio commercials

30 Sec.

Announcer: It takes a special breed of man to fall in love with a Triumph motorcycle.

A breed that appreciates motorcycles built by men, not computers.

A breed that appreciates a crafted road machine in a world of mass-produced look-alikes.

In short, a breed that appreciates a Legend.

And that's exactly what Triumph has been for over 40 years—a Legend.

Each weld is done by hand. Every inch of chrome is triple-plated. Even the classic Triumph gas tank is pin-stripped by hand.

Test ride one today at_____.

And become a part of the Legend, yourself.

60 Sec.

Announcer: It takes a special breed of man to fall in love with a Triumph motorcycle.

The kind of guy who appreciates a motorcycle designed and built by men, not computers.

The kind of guy who appreciates a hand-crafted, hand-painted road machine in a world of mass-produced look-alikes.

The kind of guy who appreciates being one with a motorcycle instead of just another accessory.

In short, the kind of guy who appreciates a Legend.

And that's what Triumph has been for over 40 years—the Legend.

That's because, in the British tradition, the men who build Triumphs take as much pride in their work as the man who prides himself on what he rides.

And the craftsmanship shows. Each weld is done by hand. Every inch of Triumph chrome is triple-plated.

Even the classic Triumph gas tank is hand pin-stripped.

It's a motorcycle you'll be proud to own.

So drop in for a Triumph test ride at_____. And do it soon.

They can show you just how easy it is to become a part of the Legend, yourself.