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NEW TRIUMPH ORGANIZATION IN U.S. WILL PROVIDE EXTENSIVE DEALER SUPPORT

Triumph—the motorcycle—has been around for decades, but Triumph Motorcycles America Inc. is just a little over eight months old.

Yet in those few short months, TMA has laid the foundation for years of growth and prosperity for Triumph in the United States.

Here's what the new TMA means to you, our dealers:

NEW PRODUCT—At our three dealer meetings in Philadelphia, Chicago and Los Angeles, we introduced the new 1978 Triumph Bonneville and Tiger, and we have begun shipping these models to fill dealer orders. TMA plans to sell 10,000 Triumphs in 1978—that's 3,000 more units than we sold in 1977. That means more sales and more profit for Triumph dealers.

NEW ADVERTISING—You've probably already seen the first ads for the '78 Triumphs, and there are more to come. They're all part of a comprehensive advertising and promotion program that we've developed in conjunction with our new advertising agency, Cochrane Chase & Company in Newport Beach, California. The ads will be bringing more customers

into your dealership through an "800" toll-free phone number that will refer callers to the dealer nearest them. And we're working on in-store promotional programs that will really excite the customers once they get inside your showroom.

NEW MANAGEMENT—Jack Hawthorne, a veteran of almost 10 years in the motorcycle sales field with Honda, is the new president of TMA. One of Jack's top priorities is to keep in touch with Triumph dealers all over the country. If you haven't already, you'll probably be hearing from him. Meanwhile, if there's something on your mind that hasn't been satisfactorily answered through regular channels, give him a call. He wants to think of TMA as more than just a company; he wants you to think of TMA as people you can communicate with.

BETTER COMMUNICATION—Talking on the phone isn't the only effort we're making to improve communication between TMA and Triumph dealers. The dealer meetings were another step in that direction. This newsletter,

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... TELEGRAM FROM GREAT BRITAIN ...

I would like to thank you all for the warm and friendly way I was received on my recent visit to the United States, this in spite of the most difficult times you have all experienced during the past few years. These are the times when we all depend most of all upon the "Triumph Family" for strength. I was inspired by your confidence for the future, provided I listen to what you were saying and act upon it very quickly.

Well, I listened and I noted down what you said, and on returning to the Triumph factory in England I, along with John Nelson and Brenda Price, set ourselves the immediate task of actioning as many changes and improvements as humanly possible. The three of us took the view that the sooner you saw some action from us, the sooner you would recognize we are people of our word: "Action speaks louder than words."

Every member of the "Triumph Family" at

the factory has shown a personal interest in the report I gave to them regarding the American market and the loyal dealer network. They have all accepted their own share of responsibility for making sure that as many as possible of the changes and improvements you requested are actioned at the earliest possible moment.

I am convinced that the sort of effort that is now taking place on both sides of the Atlantic, plus what are acknowledged by all to be the best Triumph models for many years, a flooring plan to help finance these models, an excellent advertising program and, perhaps most important of all, an ever improving availability of parts, will make 1978 the first of many fine and prosperous years to come for the "Triumph Family."

John Rosamond
Chairman of the Board
Meriden Motorcycles, Ltd.

FREE FLOORING PLAN NOW AVAILABLE TO DEALERS

Triumph Motorcycles America has just made it easier for all Triumph dealers to stock up well in advance of the 1978 prime selling season.

What's the gimmick? There is no gimmick. It's a straightforward, no-strings-attached FREE FLOORING PROGRAM.

From now through June 1, 1978, it won't cost a cent to have '77 Triumphs on your showroom floor. You can order now without worrying about carrying inventory through the winter. You'll have the inventory, but you won't have your money tied up in it.

To qualify, all you do is fill out and return the Borg-Warner Acceptance Corporation flooring application that you received recently. Once that application is approved, phone in your order. (Outside California, call toll free **800-854-0341**). You pay nothing until you sell a bike or until June 2, 1978, whichever comes first. This program applies to 1977 models only.

Dealer reception has been excellent already, and the '77 models are going fast, so don't delay. If you haven't already applied for free flooring, do it today.

This new free flooring program is being offered through Borg-Warner Acceptance Corp. It marks the first time that Triumph has linked up with a national financing firm to offer its dealers a program of this kind. It also marks the beginning of a great year for Triumph and its dealers.

PROFILE

Jack Hawthorne, President

Jack Hawthorne, the new president of Triumph Motorcycles America, is an industry veteran who is intimately familiar with the needs and problems of motorcycle dealers.

In his nine years with Honda, most recently as national field sales manager, he became well known to dealers around the country—many of them the same dealers who are selling Triumphs. He worked with them on a



local level, identifying their special concerns and acting on them.

Along the way, he was involved in developing and implementing a wide variety of national promotions and dealer programs, from sales promotions and local advertising programs to warranty and financing programs.

Jack also has a strong rapport with other industry leaders and groups, from manufacturing and marketing executives to Motorcycle Industry Council, American Motorcycle Association and Motorcycle Safety Foundation leaders.

Jack's motorcycle background and his management talents combine to benefit both TMA and its dealers.

TRIUMPH DEALER SERVICE SCHOOLS SET IN 4 CITIES

Triumph Motorcycles America Inc. will hold a series of four two-day service training schools in February and March.

The schools will be open to all Triumph dealers and their service, parts and sales personnel free of charge.

Dates and locations are as follows:

Houston February 2 and 3
Chicago March 6 and 7
Baltimore March 20 and 21
Atlanta March 22 and 23

At each class, Gene Cox, Triumph's service manager, will present a detailed update on the major changes that have been incorporated on 1976-1978 Triumphs. He will also cover new bike set-up procedures, routine maintenance and warranty processing. A detailed examination of the Triumph electrical system and carburetion system and a review of service bulletins since 1973 will also be part of the two-day program.

Everyone who attends one of the schools will receive a certificate of completion to display in his dealership. In addition, everyone will take away a 50-page reference book containing details of all the major topics covered in the school sessions.

Dealers must register for the schools in advance either by returning the registration portion of the dealer bulletin that announced the schools or by contacting the service department at TMA headquarters.

Additional service schools in other areas are being planned for the near future.



TMA's New Headquarters in Placentia, Calif.

... THE NEW TMA (continued from Page 1)

which will be published four times a year, is also designed to keep you up-to-date on Triumph. And even talking on the phone is easier with our new toll-free "800" number. Dealers outside California can call TMA free of charge at 800-854-0341 to place motorcycle orders and get answers to warranty and service questions.

IMPROVED SERVICE—Before TMA came into existence in May, 1977, a lot of things just didn't get done. Probably the biggest was parts order fulfillment. Now our new management is doing something about that, and the specific things we're doing are detailed in a separate story in this newsletter. We're also keeping on top of service problems, order handling and shipping.

In short, we're doing everything we can think of to make life easier for Triumph dealers and to help them sell more bikes.

TRIUMPH PLANS DAYTONA DEALER RECEPTION, EXHIBITS AT FOUR MOTORCYCLE TRADE SHOWS

Triumph will display the 1978 Bonneville and Tiger at four motorcycle trade shows in 1978, and all Triumph dealers are invited to visit the exhibits and meet the Triumph personnel.

The trade show schedule is as follows:

January 22-24, Anaheim, Calif.
February 3-5, Houston, Texas
February 11-13, Cincinnati, Ohio
March 8-11, Daytona Beach, Florida

In addition, all Triumph dealers will be receiving a personal invitation to a special dealer reception to be held in Daytona Beach

on Friday, March 10. It will be an opportunity to meet and talk with Jack Hawthorne and his staff from TMA, as well as the three Meriden Motorcycles Ltd. board members that many dealers met during our three dealer meetings—John Nelson, John Rosamond and Brenda Price.

So make plans now to attend the show nearest you. And no matter where you're located, try to make it to Daytona Beach during Motorcycle Race Week. Triumph will be there.

EXTENDED WARRANTY WILL BOOST SALES

A new selling feature has been added to quality engineering, hand craftsmanship, the Triumph legend and all the other things that make customers want to own a Triumph.

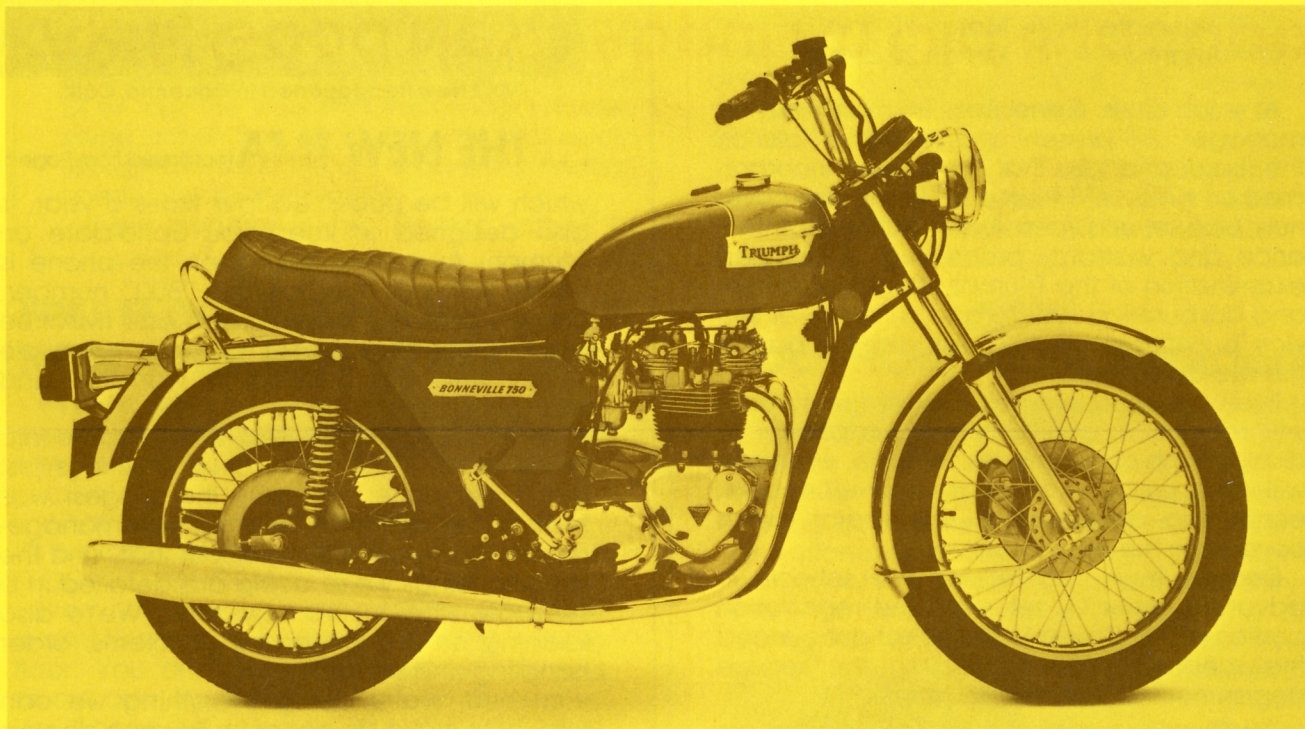
The new feature is an extended warranty.

To help boost late and early season sales, warranties will be extended as follows: bikes purchased in August, a one-month extension; bikes purchased in September, a two-month extension; bikes purchased in October and November, a three-month extension; bikes

purchased in December, a two-month extension; bikes purchased in January, a one-month extension.

This applies to all Triumph Bonneville and Tigers purchased from TMA, regardless of model year.

Extended warranty is an excellent sales tool, because your customers can buy with confidence, knowing that they will receive warranty coverage competitive with anyone in the industry.



The 1978 Triumph Bonneville

PARTS: Good News About An Old Bugaboo

The Triumph parts problem isn't news. Nearly every dealer has experienced difficulty in getting Triumph parts.

But what is news is that something is being done to quickly correct the problem.

Max Limpert has joined TMA as a parts consultant, and his first duty is to straighten out the entire Triumph parts operation.

Max was previously with American Honda, most recently as national motorcycle marketing manager. Before being named to that post early in 1977, he spent several years as Honda's regional manager for the five big motorcycle sales states in the midwest—Michigan, Ohio, Indiana, Illinois and Wisconsin.

Things have started to happen already. Our parts backorder has been covered almost entirely. Either shipment of backordered parts has been made, or parts needed to fill backorders are being manufactured for shipment.

In addition, a complete 90-day parts order was placed with the British factory in November, and a six-month order is due to be placed mid-January. That will give TMA a complete inventory from which to fill new parts orders on current models.

We know there may still be some instances where parts are out of stock or delayed in shipment, but we feel confident that our efforts will make those situations the exception, rather than the rule.