

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

# SALES DISTRIBUTION . PARTS AND SERVICE . FOR THE WORLDS BEST MOTORCYCLE

TELEPHONE VALLEY 3-7538

## CONFIDENTIAL - DEALERS! PRICE SHEET

CABLE ADDRESS
TRIUMPH · BALTIMORE

TRIUMPH MOTORCYCLE PRICES - 1957 Season		EFFECTIVE OCTOBER 15, 1956 (Subject to change without Notice)			
40 CU. IN. (650 c.c.) OH	TWINS	Dealer Price	Dealer Margin	Retail Total	
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 . DOIDEST Jeom tol - World Hill					
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 07 TO 30	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, Competit	ion Swinging Arm	406.06	134.94	541.00	
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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)

	Dealer	Dealer	Retail
STEIB SIDECAR PRICES	Price	Margin	Total
S501 Sports Sidecar complete with hydraulic brake, fit-tings, folding hood, hood cover, "cover-all", wind-	Annual State of the State of th	. s. s. og sp ø	
shield, lamp, tire, lock- ing luggage compartment	12	96.66	tdy/dosi
S250 Standard Sidecar, fully equipped		72.00 mg ba	
LT200 Commercial Box Sidecar complete with fittings, etc.		61.00	
Fittings - for most leading brands stocked (no charge for Triumph fittings)	9.99	Control of the Contro	

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

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### 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:

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

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

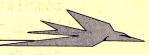
Even though these increases fall upon the Baltimore Corporation immediately and at a time of year when there are minimum stocks to cushion or delay the effect, we nevertheless will do our best in that respect and will ship orders that are in our hands by the close of business on Tuesday, April 30th,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

Sincerely,
THE TRIUMPH CORPORATION

Denis McCormack:pf



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## SALES DISTRIBUTION . PARTS AND SERVICE . FOR THE WORLDS BEST MOTORCYCLE

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CABLE ADDRESS
TRIUMPH · BALTIMORE

## CONFIDENTIAL - DEALERS' PRICE SHEET

TRIUMPH MOTORCYCLE PRICES - 1957 S		EFFECTIVE	MAY 1, 1957	
Dealer Dealeg Retail	(5)	abject to c	hange witho	ut Notice)
fried Miroid - Iotal.		Dealer Price	Dealer	Retail
40 CU. IN. (650 c.c.) OHV TWINS		THICE	Margin	Total
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
30.5 CU. IN. (500 c.c.) OHV TWINS		n na chail a 2 luis	gul pped	S Milita
Tiger Tl00	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 Page 1	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
LIGHTWEIGHTS 4-Cycle OHV SINGLES	.O.B. BALTIM			
Tiger Cub T20	Swinging Arm	405.12	134.88	540.00
Tiger Cub T20/C, Competition	Swinging Arm	421.00	140.00	561.00
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## 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 light-weights (where available) cost Dealer \$9.00 net extra.

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

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STEIB SIDECAR PRICES	<u>Price</u>	<u>Margin</u>	Tota1
S501 Sports Sidecar complete	ginh		NL TO M
with hydraulic brake, fit-			Super-lyter.
tings, folding hood, hood cover, "cover-all", wind-		· Žīr	idus derbird
shield, lamp, tire, lock- ing luggage compartment	290.00	96.66	386.66
S250 Standard Sidecar, fully	217.00	72.00	289.00
equi pped			
LT200 Commercial Box Sidecar complete with fittings, etc.	183.60	61.00	244.00
Fittings - for most leading	5 P	900 90 0 2000 0 0 0 0 0 0 0 0 0 0 0 0 0	
brands stocked (no charge for Triumph fittings)	9.99	9.99	19.98

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5250 Standard Sidecar, Fallico Jen egelyned	217000 m	of 184 Departur	289.00
ederinear,			
UT 200 Costandines IP Box Isia edan Ten C	TTIMORE AND S		
complete (with mittings, etc.	153.60	61.00	24H • 00

