



Triumph "Holds The Line" On 1968 Prices  
And Announces

SPECIAL Bargain Price Offer on Remaining 1967 Model Inventory - T100R, T100C, TR6R

Because of the increased volume of Triumph business enjoyed during the 1967 Season and continued increase expected for 1968, we are very pleased to announce a decrease in price on 1968 T100R Daytona Super Sport and T100C Tiger Competition models and very little difference in price on all other 1968 models.

With this pleasant outlook ahead we are now also making a "SPECIAL BARGAIN PRICE OFFER" to sell remaining stocks of 1967 T100R, T100C and TR6R models as soon as possible and to help reduce your present inventory in keeping with Triumph's Fair Price Policy to its' dealers.

IMPORTANT - New Special Price Offer

	<u>Regular 1967 Dealer Net</u>	<u>Additional Dealer Discount</u>	<u>New Special Offer Dealer Price</u>
1967 T100R	\$911.25	\$75.00	\$836.25
1967 T100C	858.75	89.50	769.25
1967 TR6R	948.75	75.00	873.75

In addition, all 1967 T100R, T100C and TR6R models which were purchased from Triumph Baltimore after September 15, 1967, and which still remain unsold on your floor at this date, will receive the Special Bargain Price Credit -

T100R - \$75.00, T100C - \$89.50 and TR6R - \$75.00

Previous 1967 "Special Offer" terms still apply to the new prices on these models - no money down, no interest charges until April 1, 1968, or date of sale, whichever occurs first.

These new prices and terms are extremely generous and apply only to the 1967 models mentioned above. So act immediately.

A. Place your order now for these terrific buys on the "no money down" terms which will not interfere with your 1968 model purchases.

B. Send us the engine numbers and date of purchase (after September 15, 1967), of these models which still remain unsold for an appropriate credit to your motorcycle account.

Plan now for the Fall and early Spring "Bargain Hunters" right along with your announcement and display of the new 1968 Triumph's.

Sincerely,

THE TRIUMPH CORPORATION

*Edward J. Heme*

Sales Manager





OCTOBER 15, 1967

TRIUMPH MOTORCYCLE PRICES - 1968 SEASON

EFFECTIVE OCTOBER 15, 1967

	<u>Dealer Price</u>	<u>Dealer Margin</u>	<u>Suggested Retail Total</u>	
<u>40 CU. IN. (650 c.c.) OHV TWINS</u>				
T120R Bonneville	\$1031.25	343.75	1375.00	1390.00 1170.25
TR6R Trophy Sports	960.00	320.00	1280.00	1295.00 1089.50
TR6C Trophy Special	952.50	317.50	1270.00	1285.00 1081.00
<u>30.5 CU. IN. (500 c.c.) OHV TWINS</u>				
T100R Daytona Super Sports	888.75	306.25	1185.00	1200.00 1008.75
T100C Tiger Competition	821.75	290.00	1095.00	1110.00 932.75
<u>15 CU. IN. (250 c.c.) OHV SINGLE</u>				
TR25W Trophy	521.25	173.75	695.00	573.25

EXTRAS

Note: Without extra cost, all Triumph Motorcycles are equipped with twinseat, center and/or side stand, pillion footrests, stoplight, horn, 4 speed gearbox, anti-theft lock, riders manual and tool kit.

Dealers are authorized to charge \$15.00 to "make ready" each Twin machine only. Dealers are also authorized to charge the net cost of Transportation from Baltimore, Maryland.

ALL PRICES ARE F.O.B. BALTIMORE AND SUBJECT TO CHANGE WITHOUT NOTICE.

EJN: das

*Special Thanks To John Melniczuk for Dealer Information*