



1973 SUGGESTED RETAIL PRICE LIST

<u>MODEL</u>	<u>Suggested Retail</u>
T100R	\$1,350.00
TR5T	1,425.00
TR7RV	1,550.00
T140RV	1,599.00
T150V	1,850.00
TRX75V	2,299.00

Dealers are authorized to charge \$15.00 per machine for initial "set-up and service". Dealers are also authorized to charge the cost of transportation from port of entry.

All prices and specifications are subject to change without notice.

Effective October 12, 1972.

The Birmingham Small Arms Company Incorporated

EASTERN OPERATIONS CENTER • P. O. Box 6790, Baltimore, Md. 21204 • (301) 252-1700

1973 DEALER PRICE LIST

(CONFIDENTIAL)

	<u>Dealer Price</u>	<u>Dealer Margin</u>	<u>Suggested Retail Price</u>
T100R	\$1,012.50	\$337.50	\$1,350.00
TR5T	1,068.75	356.25	1,425.00
TR7RV	1,162.50	387.50	1,550.00
T140RV	1,199.25	399.75	1,599.00
T150V	1,387.50	462.50	1,850.00
TRX75V	1,724.25	574.75	2,299.00

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The Birmingham Small Arms Company Incorporated

CORPORATE HEADQUARTERS • 80 Pompton Avenue, Verona, N.J. 07044 • (201) 239-8120

March 6, 1973

TO: ALL TRIUMPH, BSA, AND RICKMAN DEALERS

SUBJECT: PRICING INCREASES

As a result of the devaluation of the U.S. dollar on February 16, 1973, we find it necessary to reflect the increased import cost of our motorcycles in a 3% price increase effective on all invoices dated March 6, 1973, and subsequent.

Fortunately, we have a sizable inventory in the U.S. of certain models received prior to the devaluation. These 1973 models are the TRX75 and B50MX. While this supply lasts, we will be able to continue to make these models available at the old dealer price.

1973 Models

Dealer Cost & Suggested Retail Effective March 6, 1973

<u>Model</u>	<u>Dealer Cost</u>	<u>Suggested Retail</u>
T100R	\$1043.00	\$1395.00
TR5T	1100.00	1465.00
TR7RV	1197.00	1595.00
T140V	1235.00	1645.00
T150V	1429.00	1895.00
R125MX	745.00	975.00
R125SD	784.00	1025.00
R250MX	881.00	1175.00

Bill Winn
Vice President - Marketing

