



In an age of quick assembly and mass production, the Triumph stands out as a stubborn hold-over from another age.

Take the Triumph crank, for example. It's not merely assembled and pressed together from individual parts that could shift under stress. It's machined from a solid piece of steel by a skilled craftsman who most likely grew up with Triumph.

It takes longer this way. It's more costly. But it's worth it, as proven by statements such as this one from *Cycle Magazine*, July '75, which includes a report of "...absolutely no crankshaft failures in the years the engine has been available." And this includes the now 6-year string of consecutive victories at the famed Isle of Man TT.

Yes, for over 73 years, Triumphs have been very slow getting built. And that's why you should move to Triumph only when you are ready to live with a machine a long, long time.

Triumph features — electric starting, Norton Triumph/Lockheed disc brakes front and rear, dual gear-driven camshafts, triple Amal 27mm concentric carburetors, separate engine and gearbox lubrication, close-ratio 5-speed transmission, single dry-plate diaphragm clutch, adjustable tapered roller steering head bearings, double-damped forks, Girling rear shocks, 4½ or 5½-gallon gas tanks.

**a Triumph takes a long time
to build. But then
it stays built a long time.**

**The others could
build a Triumph. If they'd
only take the time.**



TRIUMPH



Norton Triumph Corporation, 2765 E. Huntington Dr., Duarte, Cal. 91010. Phone (213) 359-3221. Member Motorcycle Industry Council