



The 2-seater beater.

New Triumph Vitesse Mk2.

Bad news for the two-seater boys. The new Triumph Vitesse Mk2 shatters the notion that hot performance is strictly for them.

0-50 in the Vitesse Mk2 is a swift 8 seconds. A time that makes quite a few top sports cars look shame-faced. And it's a full four-seater.

This show-'em-the-way capability is what is meant by 'Triumph engineering'. Which in practice means putting more into a car so you get more out of it.

The bhp of the new Vitesse has been pushed up to 104, and the top speed to 103 mph. And

to match this boosted performance there's new wishbone independent rear suspension to make sure you're as safe on the corners as on the straight.

There have been cosmetic improvements too. Note the magnum-style wheel trims, the remodelled grille, the new walnut-veneered fascia.

Some things haven't changed. The light, positive steering. The fantastic 25 ft. turning circle. The 72-position driving seat. The all-independent suspension. The contoured-to-you seats that keep you snug and comfortable every mile.

The double-backbone steel chassis.

Name another two-litre, six-cylinder, four-seater that out-accelerates and out-maneuvres several leading sports cars?

And ask yourself why you aren't a Vitesse man already.

Triumph Vitesse Mk2 saloon £972 6s. 5d. Convertible £1,020 12s. 6d. Both prices include purchase tax.

Standard Triumph Sales Ltd,
Coventry. OCO 3-75511.



TRIUMPH

Triumph put in what the others leave out



The Triumph 2-litre Vitesse...



If we told you it out-accelerates
and out-manoevres eleven sports cars*
would you believe us?

The Triumph Vitesse may be a four-seater, but it certainly doesn't act like one. In fact, 'Motor' calls it the sportsman's saloon. With its 2-litre, 95 b.h.p. engine she takes a mere 8.3 seconds to go from 0 to 50. But while surge is always there, noise never is. That's the beauty of six-cylinder motoring—you overtake so *quietly*.

Mind you, the Vitesse is far from being

just a straight-stretch performer. On fast corners, for instance, independent suspension keeps the wheels tight down on the road. All four of them.

You get this same security when you touch the disc brakes. Or handle the light, positive steering which gives you that fantastic 25-foot turning circle. So when you park, you can

slot the Vitesse in almost anywhere.

The price is equally impressive. For all this liveliness we ask just £872.5.0 for the saloon; £918.5.0 for the convertible, purchase tax included. And a test drive, remember, costs nothing. How soon are you going to become a Vitesse man? *Check the figures for yourself in 'Motor' Road Test Summaries.

New 2-litre Triumph Vitesse out-accelerates and out-manoevuvres eleven* leading sports cars!

* check our figures below for yourself with Motor Road Test Summaries

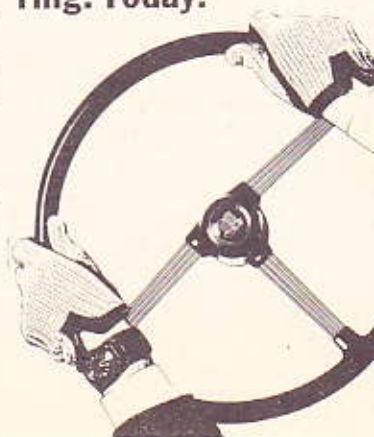


The only way you can really appreciate the new 2-litre Triumph Vitesse is to drive it. It's the only four-seater under £1,000 with 6 cylinder power. And here's what it does for you: 0-50 in 8.5 seconds! Acceleration like that means safe, quick overtaking. The kind

that gets you and your family out of tight spots in a hurry. Vitesse manoeuvrability is outstanding too—disc brakes, positive rack and pinion steering, independent suspension all round. And a tiny 25 ft. turning circle lets it park in spaces only 36 inches

longer than itself. You'll also appreciate the luxurious seats in the Vitesse. Particularly the driver's seat. Specially shaped padded edges and 72 driving positions combine to give you maximum comfort under all driving conditions. Saloon £839 • Convertible £893 (ex-works prices incl. P.T.—before budget.

Get behind the wheel of a Vitesse! Words can't possibly describe amazing performance. A test drive can. Give your Triumph dealer a ring. Today.



Triumph puts you safely ahead

Triumph Motor Cars Ltd., Langley, Shropshire • Park Road, Shrewsbury • London W1. Telephone: Grosvenor 6050

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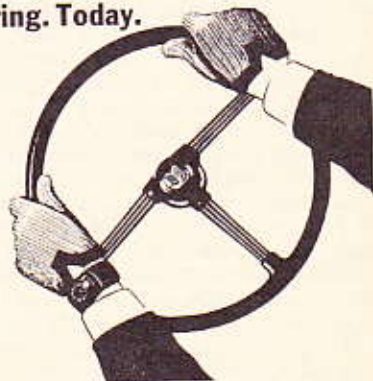


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Get behind the wheel of a Vitesse! Words can't possibly describe its amazing performance. A test drive can. Give your Triumph dealer a ring. Today.



TRIUMPH

Triumph puts you safely ahead

Standard-Triumph Sales Ltd, London Showrooms: Berkeley Square, London W1, Telephone: Grosvenor 8050



$\frac{\text{power}}{\text{weight}}$ \propto acceleration

A secret the 6-cylinder Triumph Vitesse shares with hydroplanes

To build a fast-travelling machine you can do one of two things: give it an engine that would pull a tank, or combine a potent but smaller engine with a light body. Hydroplanes go for method two.

So does the Triumph Vitesse. Its 6-cylinder 1596 cc engine is allied to a car weighing only 17½ cwt. To use British understatement, this makes it 'rather fast'. At 85 mph the engine sounds like a smooth turbine. When

it's idling, only the instruments tell you it's switched on.

Muscles, too

But don't mistake its lightness for fragility. The Vitesse is one of the few cars inside four figures to have a chassis—and independent suspension on all four wheels. Nor is luxury sacrificed to speed. The interior is mellow with walnut veneer facia and cappings. The seats are generous and deep.

There is a rev. counter, a short, swift gear change, rustless aluminium

bumpers, four headlamps and a 25-ft turning circle.

To sum up, the character of the car is well described by whoever it was said, 'If you drive for business and pleasure, you really need two cars. Or one Triumph Vitesse'.

EX-WORKS PRICE INC. PT
TRIUMPH VITESSE SALOON £757.19.7
SKYLIGHT ROOF £24.3.4 EXTRA





It's equally at home in front of the maternity hospital and in the car-park at Brands Hatch.

“Darling, you haven’t lost a sports car, you’ve gained a Triumph Vitesse.”

The six-cylinder Triumph Vitesse is as smooth a carriage as ever lulled a baby to sleep. With a 1,596 cc engine and a weight of just 17½ cwt, it is also one of the fastest. And with front-wheel disc brakes, one of the safest.

So expectant fathers can relax. They may have to trade-in their much-loved two-seater sports job. But in its place they

have a car with all the performance and less of the insurance premium.

The Triumph racing stable

The Vitesse is certainly inspired by Triumph’s race and rally successes. It has a steel girder chassis. Independent suspension on each wheel. And a bonnet that lifts forward after the manner of grand touring cars.

New mothers will note the wide doors

(which hold themselves open as they get in and out). Carpets and upholstery which understand baby food. And, we repeat, the smoothest, most silent engine that ever let sleeping babies lie.

Recommended price, inc. p.t.
Triumph Vitesse Saloon £757.19.7

STANDARD TRIUMPH

A member of the Leyland Motor Corporation





Between races, the clerk of the course checks that the circuit is clear. The white flag is obligatory—the Vitesse a refinement!

Why does the man with the track-pass choose the Triumph Vitesse?

SOME six-cylinder cars have a middle-aged feel about them. Solid. Respectable. And just a little dull. Certainly not the kind of cars to gladden the heart of the enthusiast. The Vitesse is an exception.

True, the six-cylinder engine is most unsporting in its gentle purr. True, deeply cushioned seats, rich carpeting and walnut facia are not the usual ingredients of an enthusiast's car. But then, the Vitesse is a most unusual car.

SIX OF THE BEST

For a start, it has a smooth six-cylinder engine where every other car in its class has to make do with four. (Incidentally, the Triumph Vitesse is the cheapest six-

cylinder car made in Britain today.) It can reach 50 mph from standstill in just over 11 seconds. And its top speed is around the 90 mark.

This is important, but even more important is the way the Vitesse handles. All-round independent suspension means it keeps all four wheels firmly on the ground. Come rain. Come horrible corners. And rack-and-pinion steering lets you make light of the tightest bend. There are other things to enthuse over. A 25-ft turning circle. An 11-cu-ft boot. And a 6,000-mile interval between ser-

vicing. (You'll never think of the Vitesse as an economy car—but it is.)

CALL FOR ACTION

Any Standard-Triumph dealer will let you take a free trial drive in the Vitesse. Call in and take him up on his offer. Like the man with the track-pass, you'll find that the Vitesse is the one and only six-cylinder car that can accommodate both your family and your own sporting aspirations.

Ex-works prices inc. p.t.

Triumph Vitesse: Saloon £757.19.7

(Skylight roof £24.3.4 extra).

Convertible £807.10.5

STANDARD TRIUMPH



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Can you have children and a sporting car?

(Try a pre-natal check on the Triumph Vitesse)

SOONER OR LATER, your wife is going to present you with a very good reason for selling that two-seater sports job. If the thought strikes terror into your soul, take heart. Not every family car acts like one.

The Triumph Vitesse makes more family allowances than the Welfare State. There are four seats, deeply cushioned, ideal for baby-sitting. There's carpet on the floor. Walnut facia. And a boot that's a push-over for push-chairs. But for all this, the

Vitesse has enough panache to please the most sporting of Dads.

It's sporting life starts under-bonnet. A 1½-litre, silky-quiet 6-cylinder engine gives it a top speed of over 90 mph (0-50 in only 11.3 seconds). To complement this: front-wheel disc brakes and independent suspension all round. Of course you don't get everything you get with a

sports car—you'll have to forego the high insurance rates!

Some fatherly advice. Visit your nearest Standard-Triumph dealer and look at the Vitesse. Sit in it. Let your wife try all four seats. And then take a free trial drive. These days it's not that easy to cater for your family and your own inclinations. The Triumph Vitesse gives you a sporting chance. Don't miss it.

STANDARD TRIUMPH
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The six-cylinder Triumph Vitesse costs less than many four-cylinder cars.

It's the six you can't see that make the Triumph Vitesse so smooth

At 40 mph the Triumph Vitesse makes little more noise than a skiff with muffled oars. You feather along in the sophisticated silence of a six-cylinder engine—a refinement that makes the Vitesse unique at its price of £745.17.11, tax included.

Most cars at this price inevitably make themselves heard. With only four cylinders to work on, the engine is audibly busy. Each detonation *single-handed* drives the engine for one-half of a revolution.

The gentle six However, in a six-cylinder engine the power behind each revolution is a series of *overlapping* impulses. And this is the secret of the smoothness of the Vitesse. A

smoothness and silence which are without prejudice to performance. The Vitesse can soar from 0-50 mph in 11.3 seconds, and has a top speed of an honest 90 mph.

Cornering on rails The Vitesse grips the roads with the certainty of a tram. For this you can thank the all-round independent suspension. And with disc brakes on the front wheels you feel supremely confident about your stopping power, even in a thunderstorm.

U-turn in 25 ft Anyone who has ever had a parking problem will welcome the Vitesse for its tiny turning circle—about-face in 25 ft. Instead of struggling with three-point turns, you horseshoe round as adroitly as a picador.

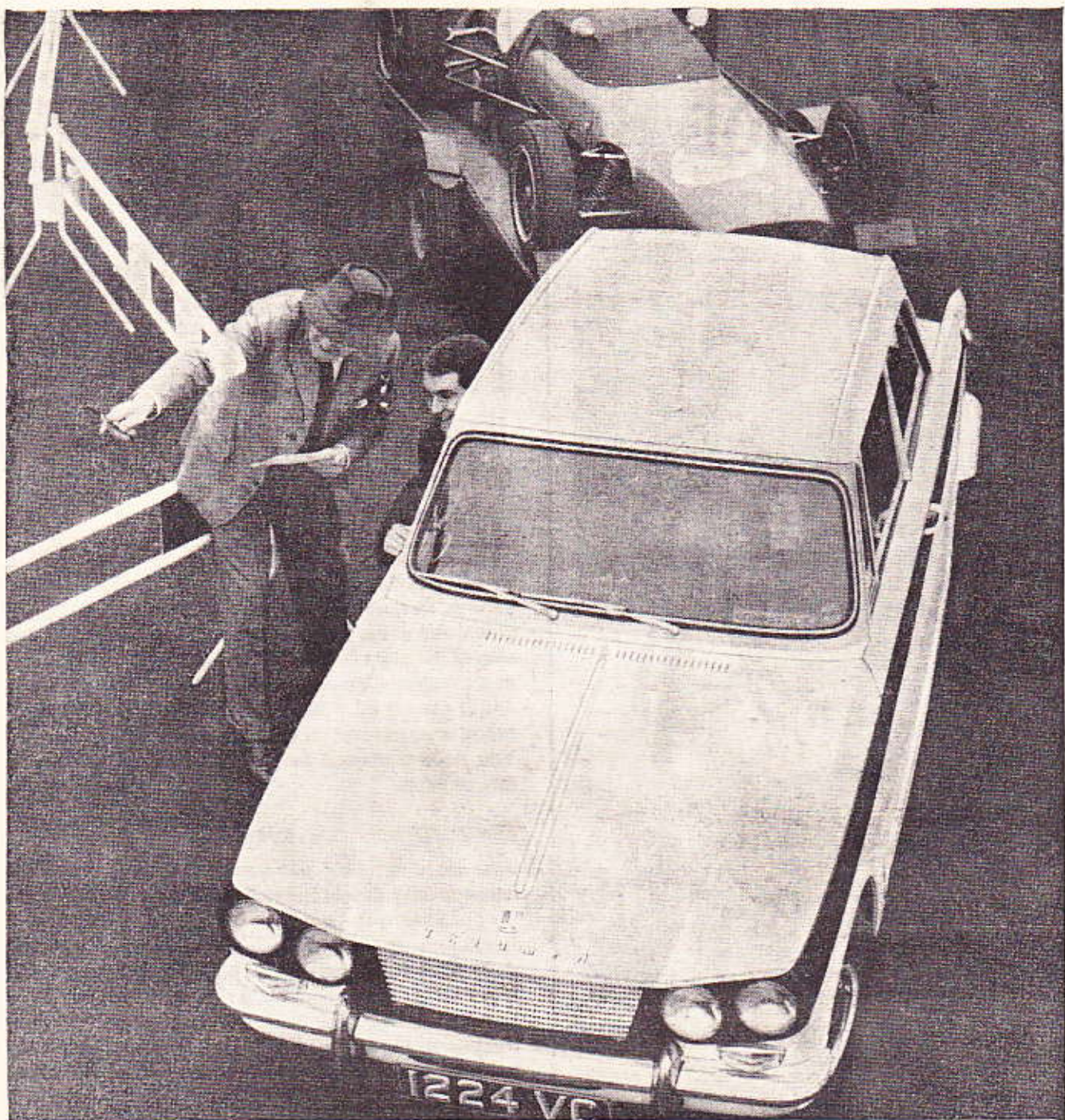
For the bon-vivant Inside, the fascia gleams with mellow walnut. The seats are substantial, and pile carpets stretch from door to door. A modest extra £24.3.4 buys the skylight roof. A driver can enjoy himself in the Vitesse.

Free trial Get in touch with any Standard-Triumph dealer. He will give you a free trial drive. There won't be any high-pressure sales talk. The Vitesse is its own spokesman.

Triumph Vitesse £745.17.11, tax paid



A member of the Leyland Motor Corporation



Why does the man who motors for the love of it choose the Triumph Vitesse?

Three years ago, today's owner of the 6-cylinder Triumph Vitesse was probably flat-capping it in an open sports car.

Now, he gets the same thrill from his Vitesse and doesn't have to play the Spartan to get it. He has far greater comfort, two more seats and room for luggage to boot. (Sportsmen of the roads unite—you have nothing to lose but your high insurance rates!)

The smooth six

The Vitesse gets its steam from a silky, 1596-cc 6-cylinder engine. (Every other car in its class has to make do with four.) It will steal

from 0-50 in 11.3 seconds and quickly glide up to a top speed around the 90 mark. Note for lovers of a quiet life: the Vitesse can accelerate like a panther. It is also as quiet—thanks to the 6-cylinder engine.

On the road, the Vitesse corners with tram-like certainty. (Thanks to all-round independent suspension.) No back-end hop. No convulsions on rough surfaces. The Vitesse takes to any road with complete equilibrium.

The Vitesse sports other virtues. 25-ft turning circle (for rallying round the flag). Superb visibility (for seeing off all comers). And minimum servicing (just for the economy of it).

DIAL FOR A DRIVE—FREE

Ring your nearest Standard-Triumph dealer and arrange to test-drive the Vitesse. No charge. No obligation. In twenty minutes you'll discover that a roof and four seats don't necessarily put the lid on pleasurable motoring.

Triumph Vitesse Saloon £744.17.11 tax paid

Convertible £794.8.9 tax paid

Duotone paintwork £8.9.2 extra

Skylight roof on saloon £24.3.4 extra

STANDARD TRIUMPH

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6 cylinders for £735! And 6 more reasons for buying the Triumph Vitesse

SIX-CYLINDER ENGINE The Vitesse gets its steam from a 1596 cc six-cylinder motor. All other cars of its price have four-cylinder units. What's so clever about six? Smoothness, silence, iron-hand-in-velvet-glove strength. You've noticed these qualities in big cars. But the Vitesse weighs a mere 17 cwt! Result: light-car nippiness, limousine silkiness, gran turismo vivacity (top speed of 90 plus). Now for six more virtues.

1 COMFORT IN THE GRAND MANNER All the seats are deeply upholstered. The driver's is adjustable to 72 positions (one of them is yours). The fascia and door cappings are of mellow walnut. You could take an inventory of the built-in fittings (twin sun visors, heater/demister, screenwashers, etc. etc.). Visibility note: slim window pillars allow a 93% all-round view.

2 FRONT-WHEEL DISC BRAKES A car as energetic as the Vitesse needs brakes that bring it quickly, surely, safely to heel in every weather. It's got them.

3 FOUR-EYE NIGHT VISION A new slant on night driving. Good to look at. Wonderful to see with.

4 ALL-ROUND INDEPENDENT SUSPENSION Each wheel on the Vitesse is independently sprung. This means that the Vitesse holds the road on corners better than most cars do on the straight. And makes even the roughest roads feel suave and civilised.

5 25-FT TURNING CIRCLE The Vitesse can right-about-face where other cars have to do three-pointers. It can eel into parking spaces just 3 ft more than its length. No struggling with the wheel, either.

6 ONE SERVICE IN 3,000 MILES Apart from checking oil, water, tyres and battery, you can forget about the Vitesse's internal economy for 3,000 miles.

TRY IT! Space here doesn't permit a full-scale appreciation of the Vitesse. But a trial drive does!

DIAL FOR A DRIVE—FREE

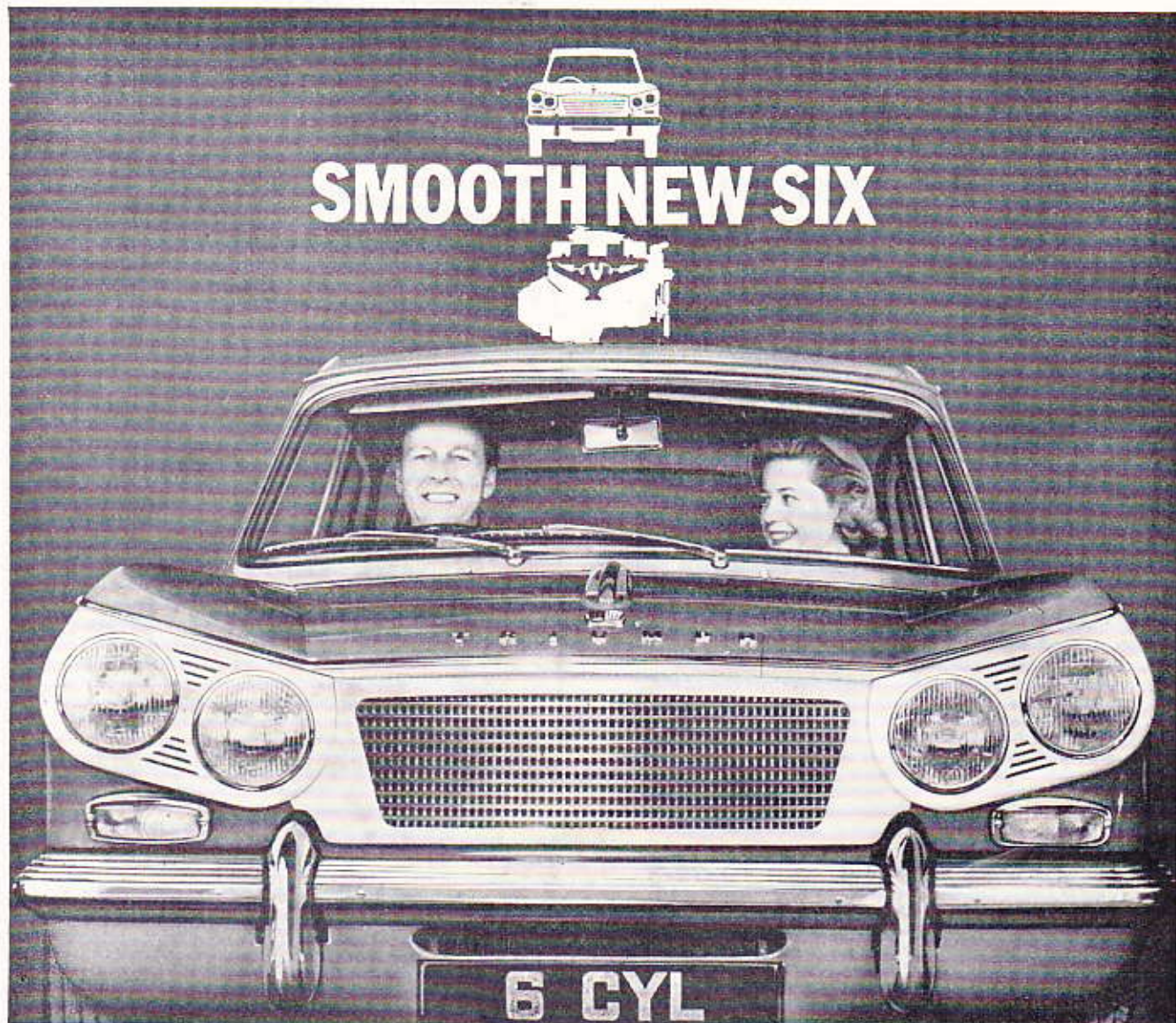
Ring your local Standard-Triumph dealer, and arrange for a free test-drive in the Vitesse.

TRIUMPH VITESSE SALOON £735. 4.7
TRIUMPH VITESSE CONVERTIBLE £784.15.5

Prices include p.t. Dual-tone paintwork £8.9.2 extra.

STANDARD TRIUMPH

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6-cylinder TRIUMPH VITESSE

THE SMOOTH SIX 6-cylinder energy in a 17-cwt car! That's the Triumph Vitesse, the only car of its class in the world to have a 6-cylinder engine. The brand-new 1596 cc engine gives you a top speed of over 90 mph. And you sprint through the gears from 0 to 60 in 17.1 seconds.

THE SUPPLE SIX The Vitesse has all the mechanical magic of the Herald. Independent suspension front and back, and the Herald turning circle of only 25 ft.

THE SMART SIX Vitesse beauty is in the *concours d'elegance* class. And she's smart under the surface, too. Clever design



VITESSE saloon £837.0.3 inc. p.t.



VITESSE convertible £893.7.9 inc. p.t.
Duo-tone paintwork £9.12.6 extra

virtually eliminates greasepoints to cut servicing down to just once in 3,000 miles.

THE SAFE SIX 4-eye vision at night, solid steel chassis, front-wheel disc brakes. Take out a new Triumph Vitesse, and recapture the joy of driving a car designed to make motoring the pleasure it should be. Any Standard-Triumph dealer will be pleased to arrange it for you. You'll be under no pressure to buy, but be warned. The Vitesse is a temptress.



A member of the Leyland Motors Group

NEW....



TRIUMPH VITESSE

New 6-cylinder magic

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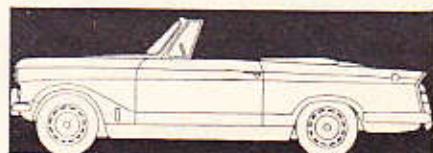
THE SUPPLE SIX The Vitesse has all the mechanical magic of the Herald. Independent suspension front and back, and the Herald turning circle of only 25 ft.

THE SMART SIX Vitesse beauty is in the *concoeur d'elegance* class. And she's smart under the surface, too.

Clever design virtually eliminates greasepoints to cut servicing down to just once in 3,000 miles.

THE SAFE SIX 4-eye vision at night, sturdy steel chassis, front-wheel disc brakes. Take out a new Triumph Vitesse, and recapture the joy of driving a car designed to make motoring the pleasure it should be. Any Standard-Triumph dealer will be pleased to arrange it for you. You'll be under no pressure to buy, but be warned. The Vitesse is a temptress.

Vitesse saloon £837.0.3 *inc. p.t.* Vitesse convertible £893.7.9 *inc. p.t.*
Dual-tone paintwork £9.12.6 extra



TRIUMPH VITESSE DE-LUXE SALOON



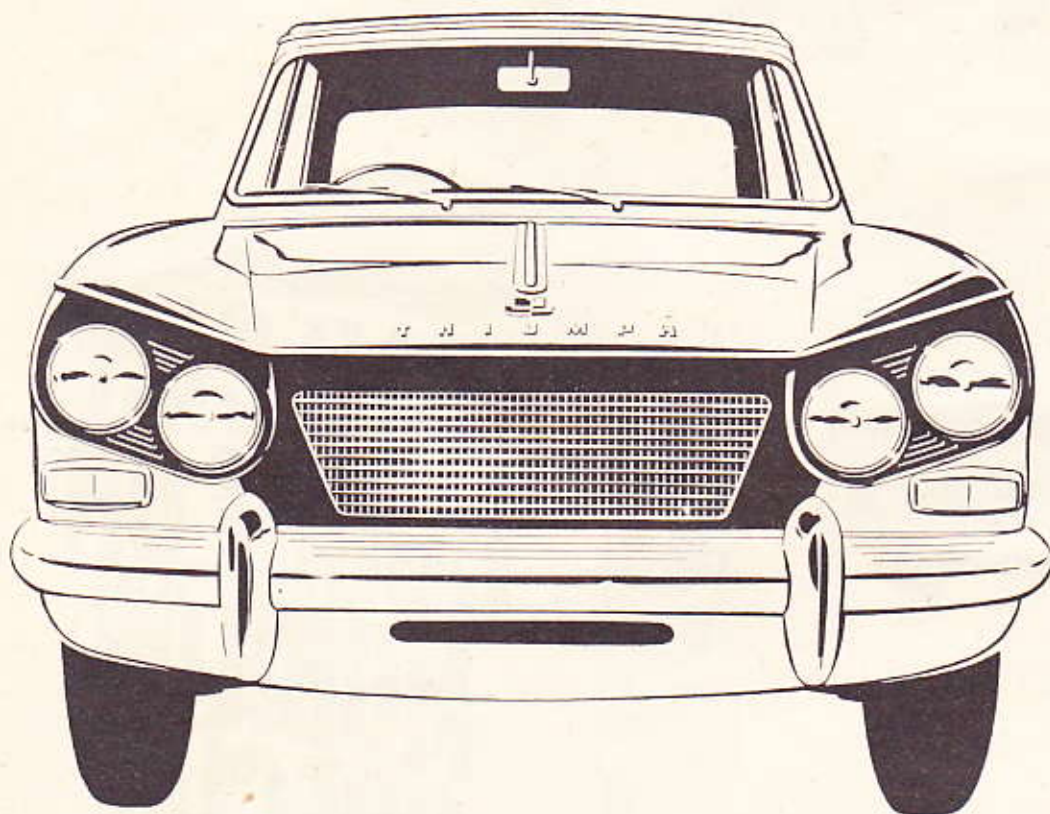
Manufacturers
STANDARD TRIUMPH
SALES LTD., Coventry

SPECIFICATION

PRICE £608 plus purchase tax £229 0s. 3d. equals £837 0s. 3d.	
CAPACITY (6 cylinder)	1,596 c.c.
UNLADEN KERB WEIGHT	17½ cwt.
ACCELERATION:	
0-20 m.p.h. in top gear	9.6 sec.
0-50 m.p.h. through gears	12.0 sec.
MAXIMUM SPEED	88/90 m.p.h.
OVERALL WIDTH	5' 0"
HEIGHT	4' 4½"
OVERALL LENGTH	12' 9"
TURNING CIRCLE	25' 0"

Two door, 4 light, 4 seater saloon. Steel panelled, rust proofed and fully dust proofed. Fitted with safety glass. Curved screen. Forward hinged doors fitted with push button handles also winding windows and pivoting anti-draught ventilators.

(Manufacturer's Specification)



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Today's TRIUMPH VITESSE...

... is a family car with the 6-cylinder heart of a sports saloon. Under the bonnet's distinctive double rake is a 1600 cc engine that can cruise day-long at an effortless 80. Phenomenal standard features include independent rear-wheel springing, a 25 ft. turning circle, 4-eye headlights and the steel chassis you'd normally only find at twice the price!

And, of course, there's upholstery in

real LEATHER

— what else could match speed with luxury ...

power with hard wear ... grace with graciousness? What else but the traditional craftsmanship of real leather?

