



# The 2 Litre Vitesse Mark II and the GT6 Mark II



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Two new Triumphs with the

**SAFETY OF  
GIRLING**

**The best brakes in the world**

PRECISION ENGINEERED FOR QUALITY & SAFETY AND BACKED BY A WORLD-WIDE SERVICE ORGANISATION

Both cars are equipped with disc brakes front and drum brakes rear

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# the new **TRIUMPH GT6 and VITESSE**



more power — SO  
**BORG & BECK®**  
**'D.S.' CLUTCH**  
—of course!

**BORG & BECK CLUTCHES** DESIGNED & MADE BY BORG & BECK CO. LTD, LEAMINGTON SPA  
WARWICKSHIRE · ONE OF THE AUTOMOTIVE PRODUCTS GROUP





## LOMBANK saves you years of saving

This is the Triumph Vitesse . . . as racy as a Derby Winner, but a whole lot easier to get. Lombank see to that. It's ten to one that this particular car was bought the Lombank way, so many cars are these days. Lombank are experts at making credit finance arrangements for car purchase . . . and at keeping them as simple as possible. That's why so many people, like you, know they can rely on Lombank . . . why so many cars are bought the Lombank way.



*Have a word with your Local Branch Manager*

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U1



After all that snow, slush and salt —  
his grille and his bumpers are still as bright as new\*



**\*They're aluminium — British Aluminium**  
on the Triumph 'Vitesse'

Most other leading British motor manufacturers  
now use British Aluminium for radiator grilles  
and decorative trim



**THE BRITISH ALUMINIUM CO LTD**

Norfolk House St. James's Square London SW1  
TRAlgar 8888

T.13





## I.C.I. put more than materials into SPEEDY...SPORTY...STYLISH CONVERTIBLES

I.C.I. materials play a major part in making today's top convertibles comfortable and luxurious. In the new Triumph Vitesse, for instance, three I.C.I. materials are used - 'Novon' for panel trim, 'Ambla' for upholstery, 'Vynide' for the collapsible hood.

But I.C.I. do a lot more than merely provide these materials. They work with designers on trim schemes for prototype models to make sure that each car gets *exactly* the right product for the job. Each trim requirement is tailored for the car by I.C.I., with just the same care that the gears and brakes are planned to suit the car's performance.

I.C.I. make 'Ambla', 'Vulkide', 'Vynide', 'Vynair', 'Vyweld' and 'Novon' for the motor industry.



**I.C.I. (HYDE) LIMITED • HYDE • CHESHIRE**

*A subsidiary of Imperial Chemical Industries Limited*



# NEW GRIP FOR

STANDARD  TRIUMPH

## MODELS

The new Dunlop Gold Seal C.41—the tyre with a totally new road-grip—is fitted to the New Standard Ensign De Luxe and the New Triumph Vitesse as standard equipment. You can take advantage of this new safety factor by fitting Dunlop Gold Seal C.41 to your car, too.



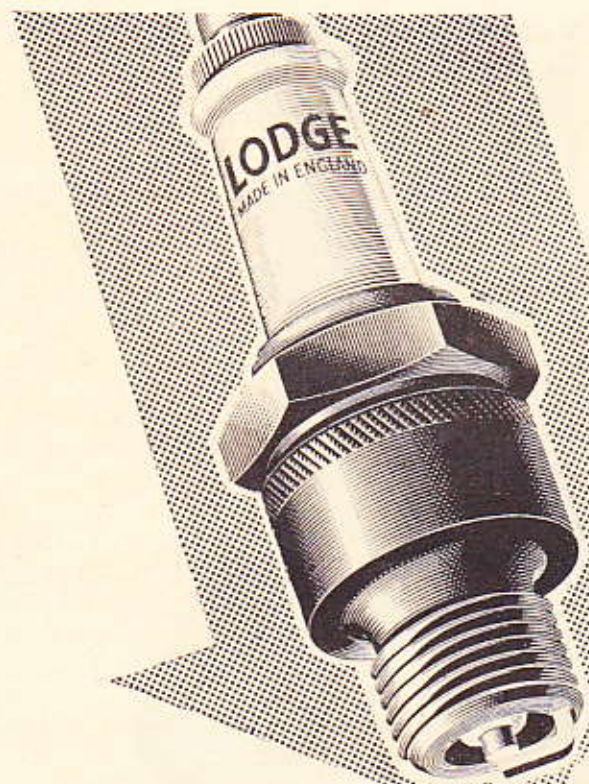
*Dunlop wheels are also fitted to these models.*



**DUNLOP**  
**GOLD SEAL C41**  
FOR TOP SAFETY—TOP MILEAGE

ON/100/131





**STANDARD**



**TRIUMPH**

# LODGE SPARK PLUGS

For the new Standard Ensign de-Luxe, and the Triumph Vitesse LODGE PLUGS have been chosen as original equipment — your guarantee of longer plug life; certain starting; lower fuel consumption; and the certainty of unfailing performance over a substantial mileage.

LODGE SPARK PLUG EQUIPMENT  
STANDARD ENSIGN DE-LUXE  
TRIUMPH VITESSE

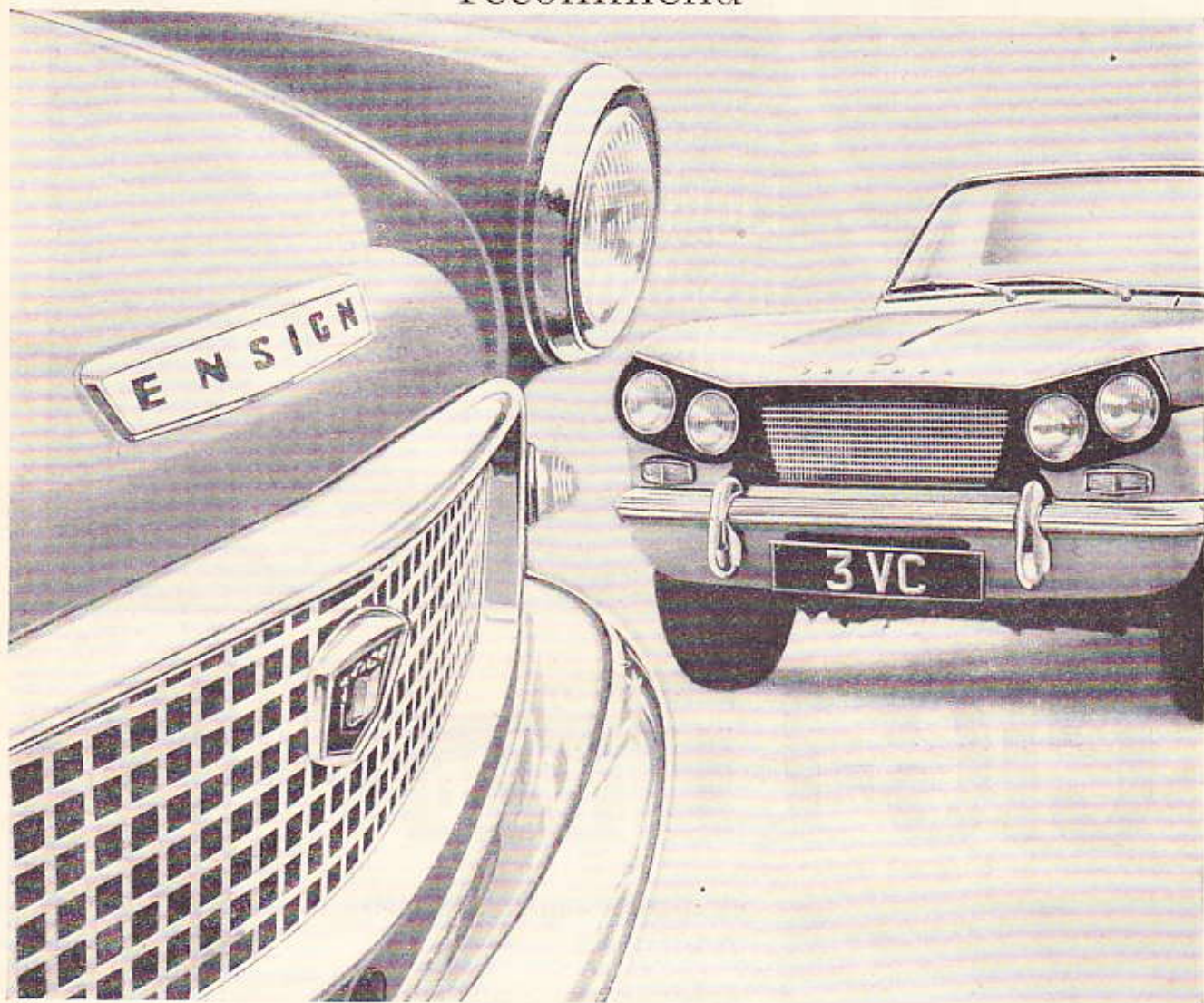
CN Gap size .025"  
HLNY Gap size .025"

**LODGE PLUGS LTD., RUGBY**



# STANDARD-TRIUMPH

recommend



*The new Standard Ensign de luxe*

*The new Triumph Vitesse*



# SHELL X-100 MULTIGRADE

go well—go Shell





# Standard-Triumph recommend **CASTROL** for their *new* models...



THE VITESSE 6

and for every Standard and Triumph ever made

***ALWAYS ASK FOR CASTROL BY NAME***






# Look – an *aluminium* bumper!





## with looks that last



Knock it — it can't chip. Scratch it — it can't rust or peel. Forget to polish it — it stays bright, needs only an occasional wipe. It's the world's first extruded aluminium bumper on a production car — Triumph's new Vitesse 6. Half the weight of a steel bumper, it's as strong and more resilient. A revolutionary new development you'll be hearing about and seeing a lot more. British Aluminium's latest contribution to trustable, unrustable motoring.

This bumper is fabricated by the London Aluminium Company Ltd. from BA 241 extrusions.

# THE BRITISH ALUMINIUM COMPANY LTD

Norfolk House St. James's Square London SW1



# SOLEX CARBURETTORS HAVE BEEN CHOSEN BY

STANDARD



TRIUMPH

## FOR

THE ENSIGN DE LUXE SALOON



THE VITESSE SALOON



THE VITESSE CONVERTIBLE



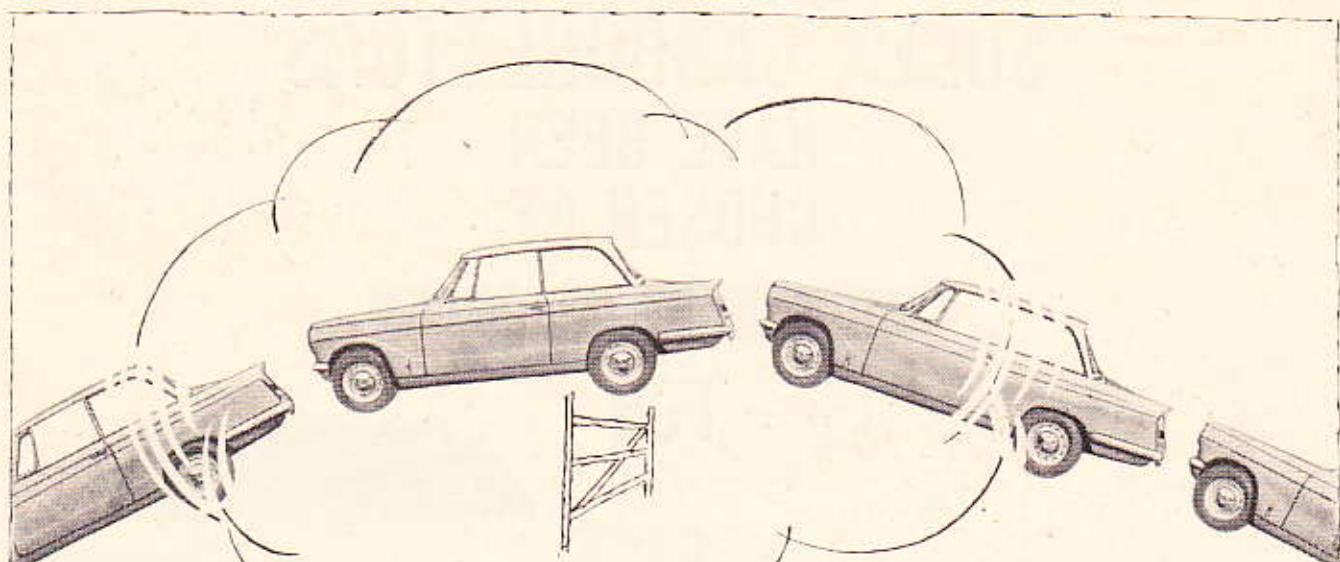
THE ENSIGN DE LUXE ESTATE CAR

# SOLEX

FOR SPECIALIST  
SERVICE

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Wake up to your new Vitesse...  
with the help  
of **UDT**

The quickest/safest/easiest way to make your dream of a new Triumph Vitesse come true is to buy it on hire purchase through UDT—Britain's largest finance house. Your local Standard/Triumph agent will tell you how. UDT alone operates the official credit plans of Standard and Triumph.

United Dominions Trust  
(Commercial) Limited,  
51 Eastcheap, London, EC3





# FILTERS

*chosen  
for the new*

## TRIUMPH VITESSE 6 and STANDARD ENSIGN DE LUXE

*AC-Delco original equipment items on these  
exciting new Standard-Triumph cars include:*

OIL FILTERS  
AIR FILTERS  
FUEL PUMPS  
THERMOSTATS  
CRANKCASE BREATHERS  
RADIATOR PRESSURE CAPS  
RESERVE PETROL CONTROL TAPS



*protective*  
**get / ACtion with AC Filters**

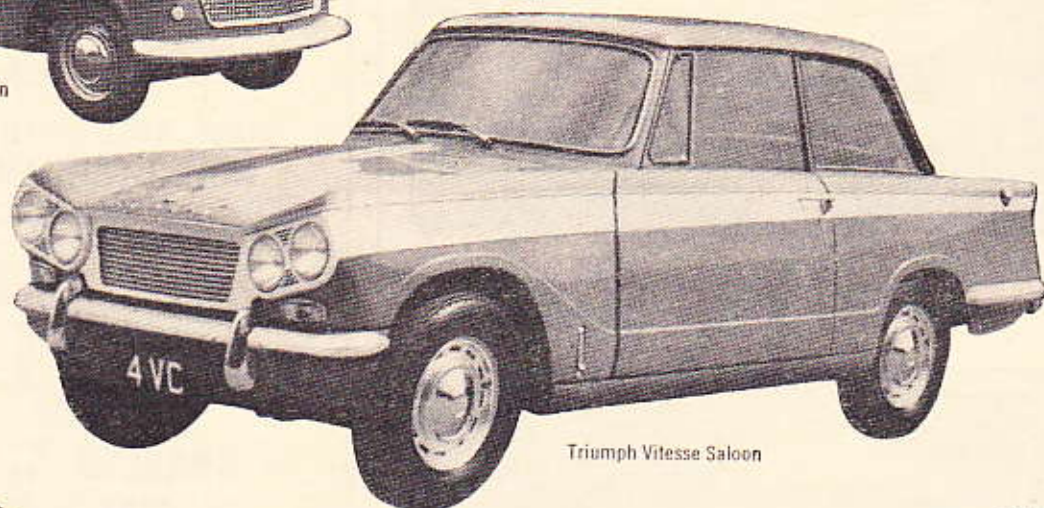
AC-DELCO DIVISION OF GENERAL MOTORS LTD Dunstable Beds



**PINCHIN JOHNSON PAINT PRODUCTS**  
are used on the New Triumph Vitesse  
Saloon and Convertible and the Standard  
Ensign de luxe Saloon and Estate Car.



Standard Ensign de luxe Saloon



Triumph Vitesse Saloon



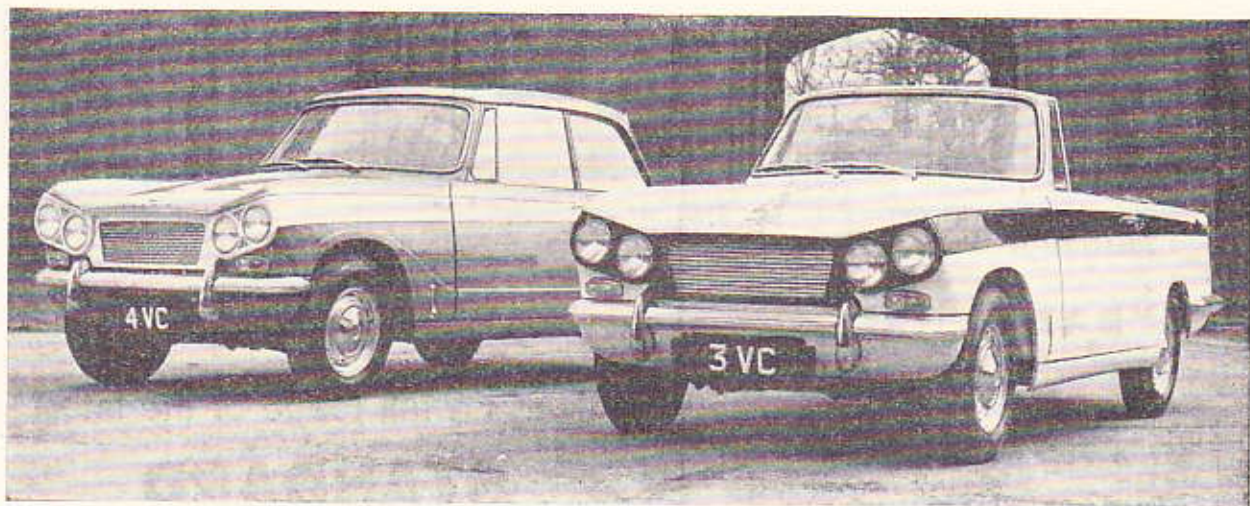
PINCHIN JOHNSON INDUSTRIAL DIVISION • PINCHIN JOHNSON AND ASSOCIATES LIMITED • 4 CARLTON GARDENS • LONDON SW1







**THE  
TRIUMPH VITESSE  
DE-LUXE SALOON  
AND  
CONVERTIBLE**



yet more new models fitting

**GIRLING  
DISC BRAKES**

THE BEST BRAKES IN THE WORLD

The common safety factor built  
into many of today's finest cars



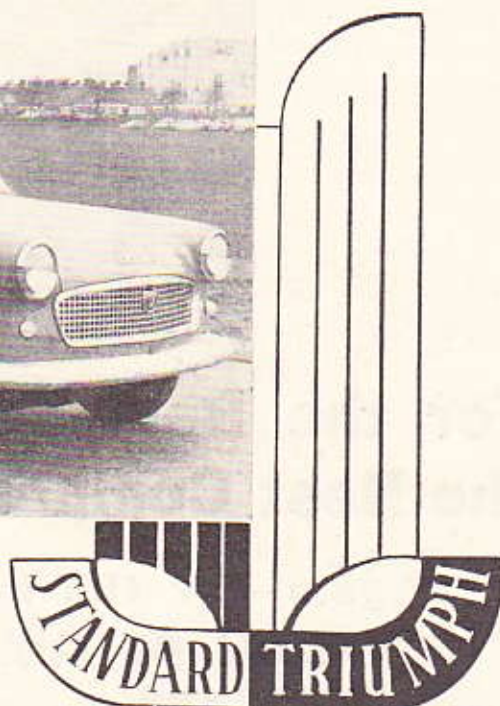
GIRLING LIMITED • KINGS ROAD • TYSELEY • BIRMINGHAM 11





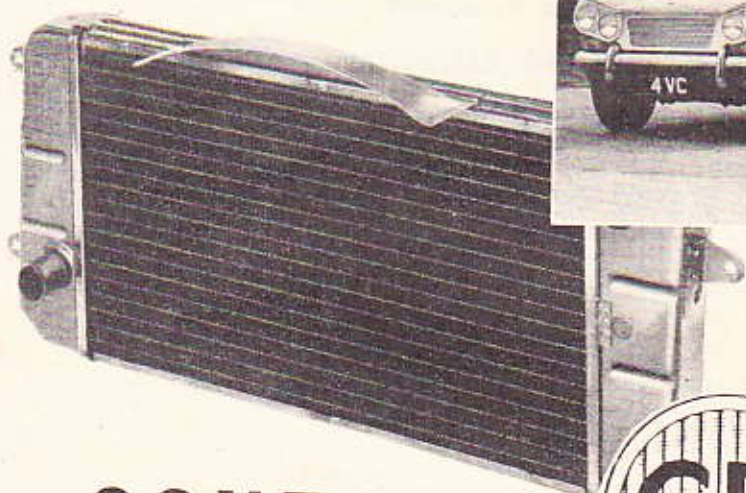
STANDARD-TRIUMPH RECOMMEND  
MOBILOIL SPECIAL FOR THE NEW  
TRIUMPH VITESSE AND THE NEW STANDARD ENSIGN DE LUXE





**FOR  
THE NEW  
STANDARD**

**AND  
TRIUMPH  
CARS**



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BP IS THE KEY  
for the new  
**TRIUMPH**  
**VITESSE**  
Standard-Triumph  
**RECOMMEND**  
**BP 'Visco-static'**

FOR HIGH PROTECTION-LOW CONSUMPTION





## It's I.C.I. luxury all round for Standard-Triumph's two newcomers

The Vitesse saloon and Ensign estate have two important points in common. Brilliant design by Standard-Triumph. All-round interior luxury by I.C.I. The upholstery, head lining and panelling of both cars are all I.C.I. materials. That's why it feels so good to be at the wheel of the Vitesse or Ensign even before you take to the road.

In the Vitesse, you will find one of the newest I.C.I. materials - 'Ambla'. This soft, supple expanded fabric is more comfortable than any upholstery you've ever known. And it will last as long as the car itself.

Finding exactly the right upholstery and panelling material for a new car is just as tricky and important a

job as designing a new gear box or transmission system. That's why so many leading manufacturers leave it to the experts at I.C.I. They offer the car industry the finest technical service of its kind in the country.

*I.C.I. make 'Ambla', 'Vynide', 'Vynair' and 'Novon'*



**I.C.I. (HYDE) LIMITED • HYDE • CHESHIRE**

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