







The 1973 Triumph Hurricane X-75 (TRX75)



The 1973 Triumph Trident 750 (T150V)



The 1973 Triumph Bonneville 750 (T140V)



The 1973 Triumph Tiger 750 (TR7RV)



The 1973 Triumph Daytona (T100R)



The 1973 Triumph Trophy Trail (TR5T)

# Because only a few can be considered experts.

People who take motorcycles seriously can be divided into two groups. The enthusiasts and the experts.

Most riders fall into the category of enthusiasts. They love motorcycles. They're knowledgeable about machines and they're usually good riders.

The expert is something more. Something special. Through his experience he has learned the difference between a good motorcycle and a great one.

He can feel even subtle differences in handling that the average enthusiast wouldn't notice.

To the expert, these subtle differences make all the difference in the world.

For over 70 years, we've made motorcycles for that one man in the crowd who really knows.

And in 1973 we make them even better.

We make the Triumph.

A whole different feeling.  
**TRIUMPH**

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