

# A whole different feeling.

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 and dedication 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. The Triumph logo is rendered in a classic, bold, serif font. The word 'TRIUMPH' is written in all caps. Below the letters, there is a curved line that starts under the 'T', goes under the 'P', and ends under the 'H'. A small registered trademark symbol (®) is located at the bottom center of this curved line.



The 1973 **TRIUMPH**  
Trident 750 (T150V)

The undisputed champion of road bikes. The Trident is powered by Triumph's ferocious 4-stroke triple. But as astonishing as its performance may be, it's still as civilized as an English gentleman. It comes equipped with a race-proven Triumph/Lockheed disc front brake and a 5-speed gear box. The new chrome upper fork covers, classic chromed teardrop headlight and new 8" high rise handlebars complete a beautiful package. Impressive to look at and awesome to ride, this is no machine for an average enthusiast. This is the motorcycle for the expert.



The 1973 **TRIUMPH**  
Bonneville 750 (T140V)

The most popular Triumph of them all is better than ever in its 1973 version. Its classic 4-stroke vertical twin engine is now a powerful 750. And a brand new disc front brake was developed by Triumph and Lockheed. The front end has been completely redesigned, with chrome now encasing the upper fork covers. The traditional Triumph silhouette remains but refinements make it sleeker yet. Seat height has been lowered to a comfortable 31". The 8" high rise handlebars, slim-line gas tank and new aluminum tail light assembly add to an already beautiful machine.



The 1973 **TRIUMPH**  
Daytona 500 (T100R)

The latest version of a classic. It has the basic 500cc 4-stroke vertical twin engine that won two straight Grand National Championships. We wouldn't change the traditional low silhouette. But we've made enough improvements to keep the Daytona a step ahead of the pack. The brake and clutch levers have been reshaped for a more comfortable grip, shorter reach and greater leverage. The gas tank, slim-lined for looks and comfort, now features seamless construction. And it retains the most important feature to be found on any tank. An emblem that reads Triumph.







The 1973 **TRIUMPH**  
Tiger 750 (TR7RV)

Triumph proves that a machine with power can still be practical. The big 750 4-stroke vertical twin engine turns out mind-bending torque, and its single Amal carburetor gives you better mileage. Add a 5-speed gear box and a powerful disc front brake and you've got the perfect touring machine. The tach and speedometer are mounted in a more compact grouping and the clutch and brake levers have been reshaped for easier control. But with all this, don't get the idea that the Tiger's a push-over. A twist of the wrist and you'll see what we mean.



The 1973 **TRIUMPH**  
Hurricane X-75 (TRX75)

Triumph performance and handling in a breathtaking new package designed by Craig Vetter. It's powered by a big 4-stroke OHV triple with three matched Amal carburetors. The three megaphone mufflers are all rakishly swept along the right side. And the long-looking front forks give the illusion of motion while the bike is standing still. This eye-catching, road-devouring 750 is a giant step ahead in motorcycle design. For the man who wants more than just another motorcycle, this is his chance to ride the shape of things to come.



The 1973 **TRIUMPH**  
Trophy Trail 500 (TR5T)

Triumph's new triple threat machine. It's legal for the road, ready for the trail and rarin' to go into competition. It's the only off-road 500 with a 4-stroke twin engine. The frame is engineered for trail toughness and it doubles as an oil tank. A tach is standard and the speedometer is re-settable in tenths for Enduro accuracy. Plant yourself on the slim  $\frac{3}{4}$  length seat. Then imagine you're wild in the country, blasting down the road or tearing up the track. If you want to get away from it all, the Trophy Trail gives you fast relief. 3 ways.