



Motorcycles America Inc.

November 1, 1978

Dear Triumph Dealer

I N T R O D U C I N G . . .

THE 1979 TRIUMPH BONNEVILLE!

In three new vibrant color combinations:

BLACK . . . with a SILVER flash

CANDY APPLE RED . . . with a BLACK flash (reversing the popular '78 color combination)

DEEP BLUE . . . with a SILVER flash

All colors edged with DOUBLE GOLD PIN STRIPING. The Red and Blue tanks are enhanced by matching side panels.

F E A T U R I N G . . .

ELECTRONIC IGNITION -- Developed specifically for Triumph. Once set it should need no adjustment. Distinguishable by the finned and polished alloy cover.

NEUTRAL LIGHT -- The neutral switch is located in the inner cover, operated by a "pip" on the camplate quadrant. The camplate has been modified to provide a neutral selection equal to any in today's market.

NEW HANDLEBAR SWITCHES -- Black finished, very nicely styled. The switch contacts are of improved design for greater reliability.

NEW SPEEDOMETER/TACHOMETER MOUNTING -- No longer in separate mountings; both are now encased in an attractive diecast instrument console.

RESTYLED INSTRUMENT CLUSTER -- A composite panel mounted centrally on the handlebars, housing the ignition/oil pressure, direction indicator, main beam, and neutral gear warning lights. The ignition switch is also mounted centrally in the cluster.

LUGGAGE RACK, STANDARD -- A small chrome-plated carrier, both decorative and useful, fitted to every Bonneville as standard equipment.

POLISHED HUBS -- Front and rear wheel hubs, gleamingly polished and lacquered to protect the finish.

RESTYLED SIDE PANELS -- A 3-dimensional plastic badge is fitted, designed to stay on for the life of the motorcycle.

NEW FOOTREST RUBBERS -- Angled ends to improve ground clearance when cornering.

MARK II CARBURETORS -- Introduced on the 1978 'E' models, provides smoother running, improved performance and better fuel economy.

HELMET/SEAT LOCK -- A conventional barrel-type lock located by the side of the twin seat catch and operated by the ignition key.

ALLEN HEAD SCREWS -- Now fitted to the gearbox outer cover, timing cover, and rocker covers.

And added to these . . .

- Shorter front and rear fenders
- Plastic oil level dipstick
- Stronger swinging arm pivot tube fixing at the frame.
- New scratch-resistant finish on the frame, acrylic powder sprayed to provide a tough epoxy coating.
- Improved wiring harness to assure positive connections.

DEALER NET \$ 2092.00

SUGGESTED RETAIL \$ 2615.00

AVAILABLE NOW FROM ALL WAREHOUSES EXCEPT NEW JERSEY.

You'll need at least one of each of these strikingly colored models. Call your salesman or Marge Brown at our toll-free number

(800) 854-0341

TRIUMPH MOTORCYCLES AMERICA INC.



February 12, 1979

Dear Triumph Dealer

Wherever it is your customer wants to go, he can go . . . in comfort and eye-catching style . . . with the

EUROPEAN VERSION OF THE 1979 T140E BONNEVILLE!

Everything the U.S. version of the Bonneville has, the European Bonneville has . . . with more!

Bigger petrol tank (it's European, you see, so we can't call it a gas tank) holding 4.8 of our U.S. gallons --

Flat handlebars for arm comfort on those long hauls --

Wider seat for greater 'rear end support' (nice when the miles stretch out ahead) --

and, of course, the Amal MK II carburetors, the electronic ignition, the improved instrument console, and all those other goodies you've already welcomed on the U.S. T140E.

All of this at the very modest

DEALER NET \$2225

SUGGESTED RETAIL \$2770

First availability is mid-April. But the supply of this continental classic is limited . . . very limited . . . so your order will have to be in as quickly as possible.

We recommend you order NOW -- otherwise you may find yourself explaining to some disappointed customers!

Don Smith
Executive Vice President



NEWS LETTER

February 1979

Dear Triumph Dealer

TRIUMPH'S 'SECRET' WILL BE NO SECRET ANY MORE -- next week we'll have a Valentine for our Triumph dealers and customers.

DON'T BE LATE -- 9:00 AM is when both the Cincinnati and Philadelphia Dealer Meetings begin. Have a cup of coffee, then settle back in your chair and let Gene Cox and a fine contingent from the factory tell you about Triumph's Present and Future. They'll want to hear what you've got to say, so come to either of those Dealer Meetings and say it!

From England we're expecting Brenda Price, along with some new friends . . . Geoffrey Robinson, Bob Haines, and Doug Cashmore. Bob and Doug are the factory's road men in the U.K., and as for Geoffrey Robinson --

HE'S THE FACTORY'S CHIEF EXECUTIVE OFFICER -- as well as a Member of Parliament. He's undertaken to give the factory a much-needed boost in top-level management. You'll be happy to hear he's set on expanding the Design and Development Departments, which speaks well for Triumph's future!

Brenda Price has a new title . . . she's Senior Commercial Executive at the factory, and Brian Jones is Senior Manufacturing and Engineering Executive. Our old friend, John Nelson, has taken over Spares (Parts to us Yanks) and Service.

HIT OF THE TRIUMPH DISPLAY AT THE ANAHEIM SHOW -- was the European version of the 1979 Bonneville. The big tank, flat bars, and (if you please) gaiters, had 'em clustered around to inspect Triumph's "new" look! One dealer kept exclaiming, "I've got a customer for that bike!"

We'll bet you do, too. We're not stroking you, now . . . it will be a very limited supply, and orders will be filled in order of their arrival. If we were you, we'd order now! Even if delivery isn't 'til mid-April.

AREN'T WARRANTY CLAIMS A PAIN? -- Of course they are. All paperwork is, but warranty claims have more reason for being than most of the paper shuffle. First, of course, they get you reimbursed for the warranty work you do and the parts you use, and second, they keep the factory informed so that they can take steps to tighten quality control where it's needed or re-spec this gizmo or that . . . all so that Triumph can give you a better product. Worth a little pen-pushing, wouldn't you say? And maybe an extra minute or two to make sure the claim form tells the whole story.

NUMBERS, NUMBERS -- Parts Manager Kip Woodring is up to his ears in them. He's busy overhauling old part numbers, converting as many as possible to new and valid Triumph part numbers. And (your parts man will love this!) he's trying to set up the computer to deliver the part ordered regardless of whether it's ordered under the new Triumph number, or an old number for the same thing, or a vendor number! (Oops! We should have said "parts person". A slip of the typewriter.)

SEE YOU AT CINCINNATI OR PHILADELPHIA!



Dealer Bulletin #21

1979 MOTORCYCLE ORDER FORM

To: Triumph Motorcycles America Inc.
177 W. Orangethorpe Ave., PO Box 1060
Placentia, CA 92670

(800) 854-0341 -- toll free number

The undersigned dealer hereby requests that Triumph Motorcycles America Inc. accept at Placentia, California, the following firm order for IMMEDIATE DELIVERY:

Year	Model/Color	Dealer Cost	Suggested Retail	QUANTITY
1979	TI40E Black, Silver Flash	*\$2092.00	\$2615.00	_____
1979	TI40E Candy Apple, Black Flash	*\$2092.00	\$2615.00	_____
1979	TI40E Blue, Silver Flash	*\$2092.00	\$2615.00	_____

*Dealer will be mailed \$25.00 set-up/pre-delivery service fee when the "Triumph Motorcycle Owner Registration" (Form No. TMA 500-578) has been properly filled out and returned to Triumph Motorcycles America Inc.

Dealer No. _____

Ship To: _____

Dealer Name _____

Warehouse _____

(Baltimore, Chicago, Calif.)

Number _____ Street _____

Terms _____

City _____ State _____ Zip _____

Ship Via _____

AUTHORIZED SIGNATURE X _____ Date _____



TRIUMPH CURRENT MODEL AVAILABILITY

Year	Model	Color	Dealer Net	Suggested Retail	Reimbursement - Set-Up/PDS
1979	T140E	Black/Silver	\$ 2292	\$ 2825	\$ 25
1979	T140E	Blue/Silver	2292	2825	25
1979	T140E	Red/Black	2292	2825	25
1979	T140E (U.K.)	Black/Red	2325	2870	25
1979	T140D (Special)	Black/Gold	2695	3225	25

Year	Model	Color	Warehouses		
			California	Illinois	Maryland
1979	T140E	Black/Silver	Available	Available	Available
1979	T140E	Blue/Silver	Available	Available	Available
1979	T140E	Red/Black	Available	Available	Available
1979	T140E (U.K.)	Black/Red	Limited	Limited	Limited
1979	T140E (Special)	Black/Gold	Available	Available	Available

4/10/79

All prices effective April 10, 1979



TRIUMPH CURRENT AND NON-CURRENT MODEL AVAILABILITY

Year	Model	Color	Dealer Net	Suggested Retail	Reimbursement - Set-Up/PDS
1977	TI40V	Blue/White	\$1556	\$ --	\$25.00
1978	TI40V	Brown/Gold	1679	2099	25.00
1978	TI40E	Black/Red	1811	2299	25.00
1978	TI40E	Blue/Silver	1811	2299	25.00
1978	TI40E	Brown/Gold	1811	2299	25.00
1979	TI40E	Black/Silver	2092	2615	25.00
1979	TI40E	Blue/Silver	2092	2615	25.00
1979	TI40E	Red/Black	2092	2615	25.00

Year	Model	Color	Warehouses			
			California	Illinois	New Jersey	Maryland
1977	TI40V	Blue/White	Out	Out	Low	Out
1978	TI40V	Brown/Gold	Available	Out	Out	Out
1978	TI40E	Black/Red	Out	Out	Low	Out
1978	TI40E	Blue/Silver	Out	Available	Out	Out
1978	TI40E	Brown/Gold	Out	Available	Available	Low
1979	TI40E	Black/Silver	Available	Available	Low	Available
1979	TI40E	Blue/Silver	Available	Available	Out	Available
1979	TI40E	Red/Black	Available	Available	Out	Available

11/8/78

Special Thanks To John Melniczuk for Dealer Information