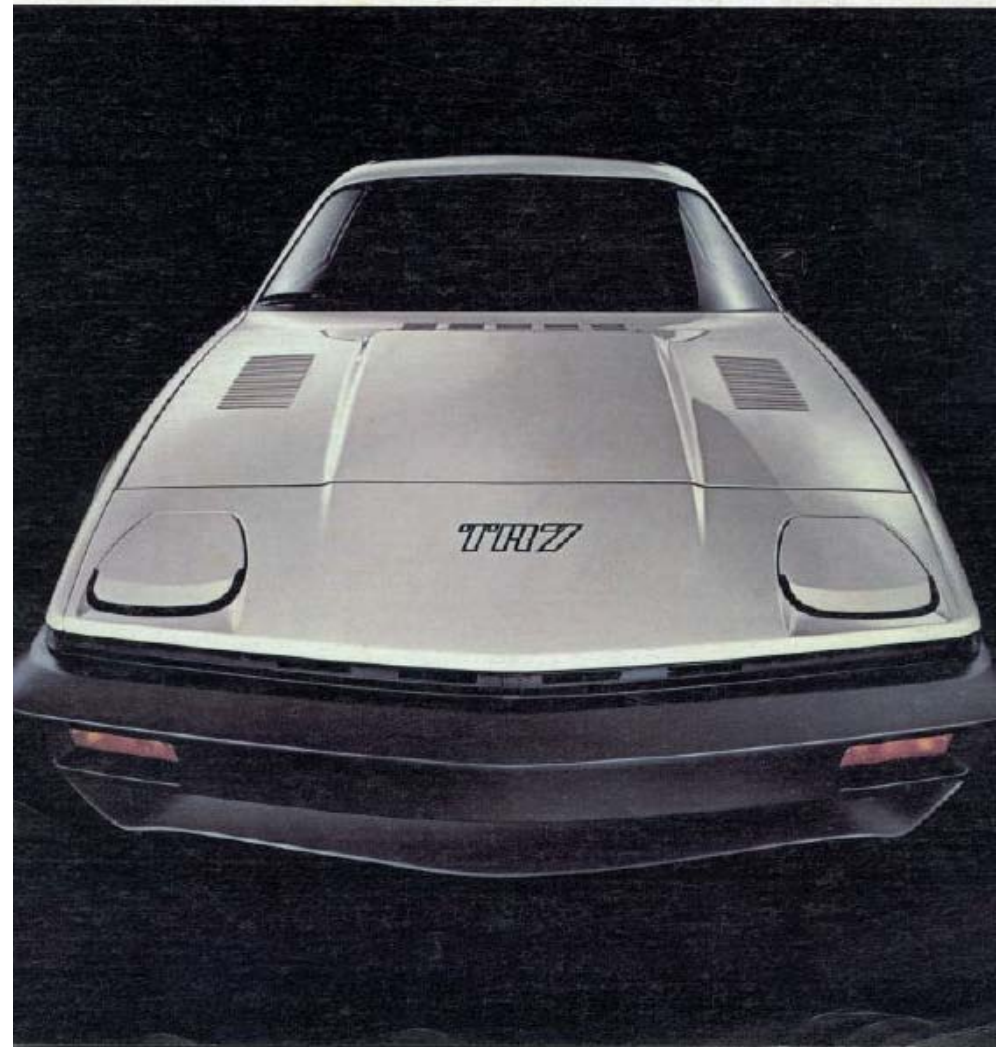


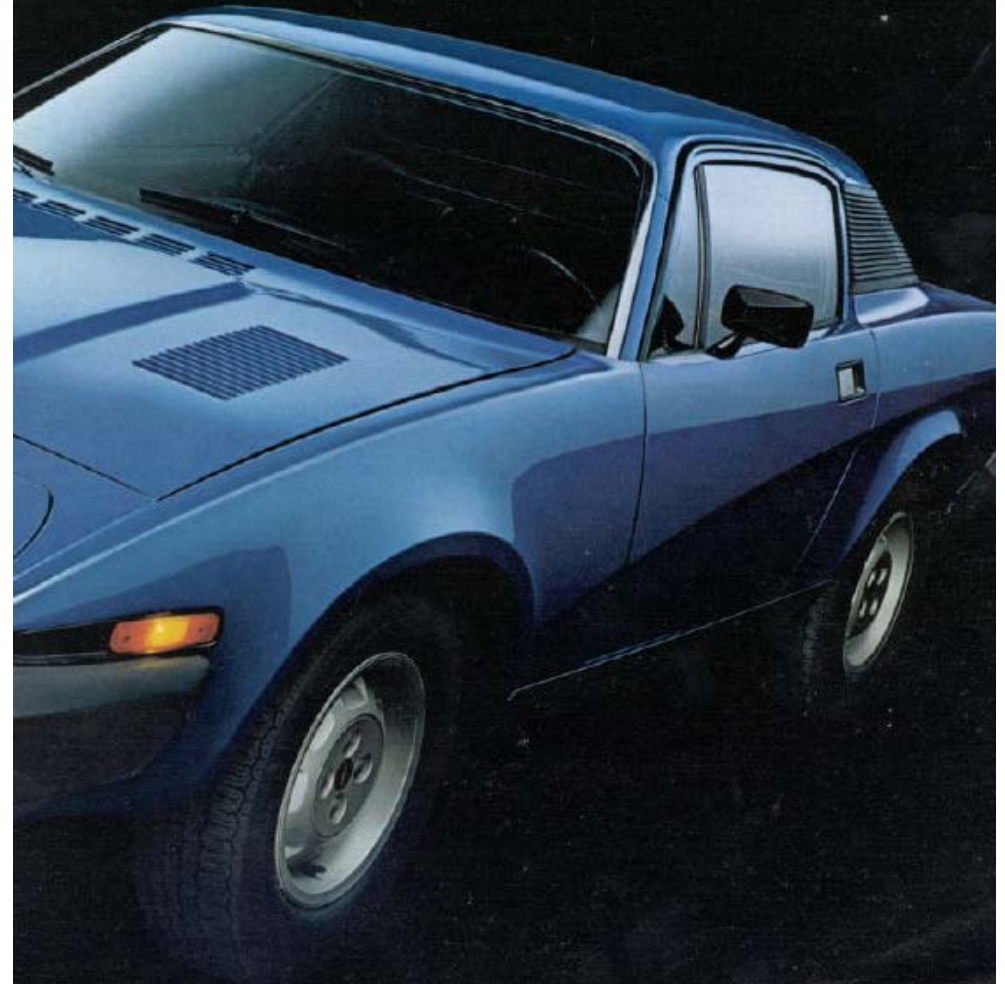
TR7



...THE SHAPE OF THINGS TO COME

Triumph TR7—a concept over four years in the making. By slanting the four cylinder engine 45 degrees to the left, the hood sweeps ultra-low forming TR7's innovative and advanced profile. A wedge-like edge that cuts through the air and forces down the front wheels for low drag, excellent stability and power. An aerodynamic shape proven effective in every kind of racing from Can-Am to Grand Prix. And this year its aerodynamics are further refined by the new front end spoiler.

Road and Track magazine calls TR7 "The most important new British sports car in over 14 years." "An observation which helps explain why TR7 has been breaking all our sales records since its introduction.



...IS THE SHAPE THAT WINS

Some traditions are always honored at Triumph. Since 1930, Triumph sports cars have been winners on the racetrack as well as on the road. TR7 is no exception. In its very first year of competition it won the 1976 Sports Car Club of America's Northeast Divisional Championship beating such seasoned veterans as Datsun, Lotus and Porsche.

Contributing to its success, is the performance of the TR7's 2 liter overhead cam engine—the offspring

of Europe's rally-winning Triumph Dolomite. Also, precise rack and pinion steering and an exceptional suspension give TR7 an amazing amount of road adhesion and control. Last year Motor Trend magazine put TR7's cornering ability in the same league as the Lotus Europa and the Ferrari Dino. This year a lower suspension and wider 185 steel belted radials help make the TR7 more responsive than ever before.



...COMFORTABLY



The arrival of TR7 ends the myth that says sports cars come with cramped seating and a hard ride. The TR7 was designed with a cockpit wider than that of a Corvette or a Datsun Z. And has a suspension with enough wheel travel to give an exceptionally fine ride.

Triumph designed TR7 around its occupants who are cradled in two of the most comfortable seats this side of a private London club. They're multi-adjustable and are available in either the new red or green tartan plaid, or in classic beige brushed nylon broadcloth upholstery.

All the controls, as the British say, "fall readily to hand". The headlight dimmer, signals, horn, windshield wipers and washer are ergonomically designed. And the fuel, water temperature and battery condition indicators, speedometer, 7000 RPM tachometer and electric clock are in direct view of the driver.

Perhaps Motor Trend magazine summarizes it best in saying that TR7 is "one of the most comfortable two-seaters we've ever experienced."

Other standard interior safety devices and creature comforts include a 3 point seat belt harness. An efficient ventilating/heating system. Safety recessed toggle switches that control the retractable headlights, hazard warning and electric rear window defogger. A center armrest/storage bin with hinged lid. Rear storage tray and door pockets. Cigarette lighter. Twin radio speakers. Color coordinated moulded pile carpeting. Tinted glass all around. And over six cubic feet of usable luggage space.

...NOW COMES STANDARD WITH



Under the TR7's louvered hood is its high-performance 1998 cc overhead cam engine engineered with a number of advanced design features:

For example, there are separate water jackets for each cylinder core, for more even cooling. An aluminum cylinder head for reduced weight and heat. Rugged direct acting cup-type tappets that help eliminate routine valve clearance adjustments. Ferrite rod triggering instead of breaker points in the distributor for reduced servicing. And a water pump driven directly off the crankshaft instead of using conventional vee-belt drive.

Behind this superlative engine is a new full synchromesh 5-speed transmission for more precise gear selection. A combination which adds up to true sports car performance. And to provide exceptional stopping power to match this performance, TR7 comes with self-adjusting, power-assisted front disc brakes.

The front suspension is MacPherson struts, and in the rear there is a 4 link coil spring suspension with live axle. Completing the package are anti-sway bars front and rear.

The TR7 also has one of the widest tracks of any car in its class. Which accounts for its high degree of cornering ability.

As standard procedure the entire body is electrophoretically dipped and electrostatically sprayed for increased protection from the elements. Even the bumpers are covered with rugged polyurethane for greater durability.

...AND OPTIONAL WITH



While just about everything you could ever want is already in TR7, you can enhance your driving enjoyment with several options.

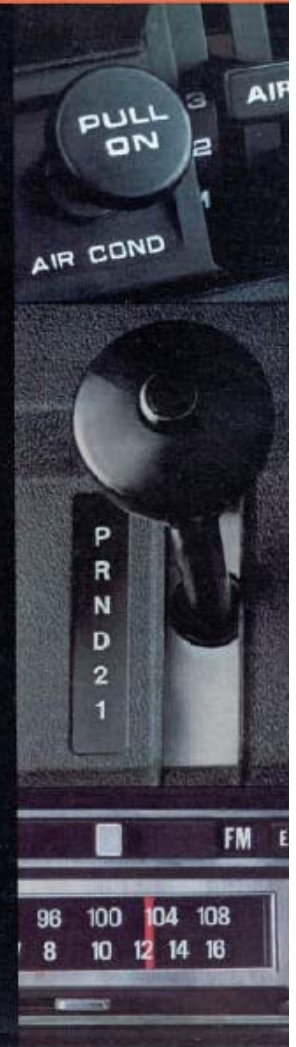
For example, to complement the existing ventilation system the TR7 may be factory fitted with air conditioning.

You have your choice of an AM/FM stereo, or an AM/FM stereo radio with either 8 track or cassette tape.

And, you can now order the optional 3 speed automatic transmission. (Not available in California.)

Your Triumph dealer can also help you personalize the looks of your new TR7 with striping kits available in white, black, silver or gold.

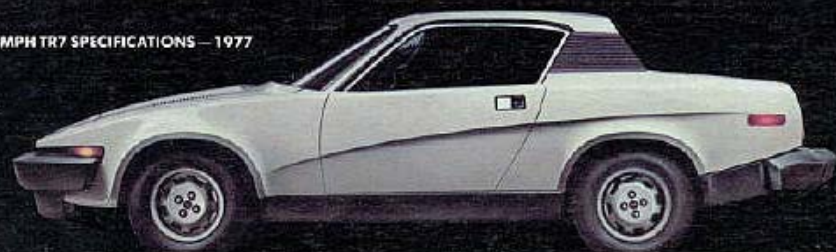
A luggage rack, rubber floor mats and door edge guards are also available.



TRIUMPH



TRIUMPH TR7 SPECIFICATIONS — 1977



ENGINE

Four-cylinder, in-line overhead valve, inclined at 45 degrees. Overhead camshaft. Five-bearing crankshaft with integral balance weights. Exhaust and evaporative emission control. Catalytic converter. Compression Ratio: 8.0:1. Bore: 3.56 in. (90.3 mm). Stroke: 3.07 in. (78 mm). Displacement: 172 cu. in. (1998 cc). Carburetor: Twin Zenith 1.75 CDFVX. Automatic choke. Fuel Pump: A.C. Delco mechanical. Fuel Tank Capacity: 14.5 U.S. gallons (incl. lead).

DRIVE TRAIN

Transmission: Manual five-speed with synchro-mesh on all forward gears; direct drive in fourth; overdrive in Top. Clutch: Diaphragm type, 8.25-in. diameter plate, hydraulically operated, knee Drive. Two rear axle; hypoid bevel gears, two pinion differential, and splined axle shafts. Rear Axle Ratio: 3.9:1.

Overall Gear Ratios:

Reverse	13.38:1
First	12.95:1
Second	8.14:1
Third	5.63:1
Fourth	3.9:1
Top	3.24:1

Transmission — Optional (except California): Automatic three-speed Borg Warner model 65 with torque converter. Rear Axle Ratio: 3.27:1.

Overall Gear Ratios:

Reverse	6.85/13.70
First	7.83/15.66
Second	4.74/9.48
Drive	3.27/6.54

STEERING

Direct rack and pinion. Steering Wheel: 14-in. diameter, three-spoke with padded rim and center pad. Turns — Lock to Lock: 3.88. Turning Circle: 29 ft.

SUSPENSION

Front: Independent. MacPherson strut with coil springs and tubular shock absorbers; anti-roll bar. Rear: Live axle with coil springs and tubular shock absorbers; anti-roll bar.

BRAKES

Power-assisted dual circuit hydraulic. Front: 9.7-in. diameter self-adjusting disc brakes.

Rear: 9-in. diameter drum brakes (with automatic transmission); 8-in. diameter drum brakes).

ROAD WHEELS

Pressed steel, ventilated 13-in. diameter, fitted with 185/70SR x 13 steel belted radial ply tires (with automatic transmission); 175/70SR x 13 tires).

ELECTRICAL

Negative ground, 12-volt system. Battery Rating: 50 amps at 20-hour rate. Alternator: 36 amps (with air conditioning: 66 amps).

INSTRUMENTS AND CONTROLS

Speedometer with trip odometer. Electric tachometer. Water temperature, fuel and battery condition (voltmeter) gauges. Warning lights for vehicle status and vital functions. Multi-purpose lever on left side of steering column controls horn, headlights, low beam, high beam, flasher and directional; right-side lever controls electric windshield washer and two-speed wipers with single-wipe capability. Heater defroster with three-speed blower. Clock.

BODY

Two-door, steel-panelled monocoque body frame. Forward-hinged hood with interior latch and self-latching support stay; front air spoiler. Locking trunk with automatic lid supports; trunk light. Tinted glass; heated rear window. Energy-absorbing bumpers front and rear.

INTERIOR

Individual bucket seats with color-coordinated nylon or beige brushed nylon trim, rake-adjusting with adjustable head restraints. Safety three-point inertia-reel seat belts. Moulded pile carpet with rubber insert. Center console and lockable glove box. Cigarette lighter.

INTERIOR DIMENSIONS

Front Seat Headroom	38.5 in.
Front Seat Legroom — Maximum	41.5 in.
Front Seat Shoulder Width	53 in.
Trunk Capacity (gross)	10.3 cu. ft.

MAIN DIMENSIONS

Wheelbase	85 in.
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Overall Height	49.4 in.
Overall Length	66.2 in.
Track at Front	55.5 in.
Track at Rear	55.3 in.
Ground Clearance	3.9 in.
Curb Weight	1475 lbs.

OPTIONAL EQUIPMENT AND ACCESSORIES

Automatic transmission (not available in California). Air conditioning. Sunroof. Solid state AM, FM or AM, FM, MPX or AM, FM, MPX radios with 8-track or cassette tape player. Luggage rack. Stripping kits. Rubber floor mats. Door edge guards.

Competition Information: British Leyland Competition Department (East), 600 Willow Tree Road, Leonia, New Jersey 07605 or (West), P.O. Box 459, Brisbane, California 94005.

COLORS/INTERIORS

Brooklands Green	Green Tartan or Beige Carmine
Flamenco	Red Tartan or Beige
Inca Yellow	Green Tartan
Java	Green Tartan
Russet Brown	Red Tartan or Beige
Tahiti Blue	Green Tartan, Red Tartan or Beige
White	Green Tartan or Red Tartan

Optional at extra cost:

Astral Blue Metallic	Green Tartan, Red Tartan or Beige
Tara Green Metallic	Green Tartan

THE TRIUMPH TR7 CONFORMS TO U.S. FEDERAL MOTOR VEHICLE SAFETY AND AIR POLLUTION STANDARDS APPLICABLE AT ITS DATE OF MANUFACTURE.

SPECIFICATIONS AND COLORS SUBJECT TO CHANGE WITHOUT NOTICE.

BRITISH LEYLAND MOTORS INC., Leonia, New Jersey 07605
In Canada: 4445 Fairview Street, Burlington, Ontario

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