



TRIUMPH SPORTS
OWNERS
ASSOCIATION

News Letter

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Let's Talk About Service -

A highly intensive service campaign by Standard-Triumph is now in full swing--the intention being that Triumph owners will have the best service possible. To facilitate inventories of cars and parts in all sections of the country, there are now six distributors in America. They are: European Motors, Inc., 7079 Gratiot Ave., Detroit 7, Michigan, Walnut 5-8600 (Michigan, Ohio, Iowa, Illinois, Kentucky, Indiana, Wisconsin and Minnesota); Genser-Forman Inc., 1335 Castleton Avenue, Staten Island, New York, Gibraltar 8-5846 (New York, New Jersey and Pennsylvania); United Auto Sales, Inc., 2427 Reedie Drive, Wheaton, Maryland, Lockwood 4-8246 (Maryland, Delaware, West Virginia, Virginia and North Carolina); Jarrard Motors, Inc., 913-1013 West Garden Street, Pensacola, Florida, Hemlock 3-5674 (Florida, Georgia, South Carolina, Alabama, Tennessee, Arkansas, Louisiana and Mississippi); Foreign and Sports Cars, Inc., 172 Shrewsbury Street, Worcester, Massachusetts, Pleasant 6-3521 (Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire and Maine); Cal Sales, Inc., P.O. Box 1127, Alondra Station, Gardena, California, Davis 9-7575 (all states west of the Mississippi except Iowa, Minnesota, Arkansas and Louisiana).

In addition, there are now two factory service engineers who have just arrived from England. Mr. Joe Smith and Mr. George Fletcher have been in the automotive field since 1933, and will be teaching at service schools for distributors and dealers throughout the country. Thus there will be the insurance that service personnel will be using authentic factory maintenance methods and will be staying abreast of the latest factory techniques and modifications on the Triumph. The two engineers will be touring the country for the next three months, and while they will not be able to reach every single dealer on this tour, will be in touch with every dealer before the service schools are ended.

Standard-Triumph is determined to see that every owner of a Triumph will have the best foreign car service of any make in the United States.

Manuals -

For the benefit of those members of the TSOA who have joined the Association since the last mention of the manual in this publication, owners manuals which are complete in every detail, are available through the TSOA office at \$8.00 postpaid. This price is for members only.

The Poll -

Many of you recently received an opinion poll asking for your opinions as a Triumph owner. We thought you would be interested in some of the results. The Triumph is the first foreign car owned by 44.6% of you; 55.4% having owned one previously; 92% of you named fun of driving as the reason you chose a foreign car



It's A Triumph!



with 84.5% naming better handling as the reason, superior performance 56.5%, economical operation 56.6%, smaller size 44%, safety factors 38.7% and better engineering 38.3%. When giving reasons for picking the Triumph over other sports cars, 64.9% mentioned price, 86.2% mentioned performance, 24.1% mentioned appearance, 41.2% mentioned economy of operation, and 45% mentioned interior roominess.

The Triumph is the only car in the family for 37.8% of you; 50.1% have two cars, 9.7% have three, 1.8% have four and 1.6% have more! You have owned your Triumph less than six months (18%), seven to twelve months (30.1%), thirteen to eighteen months (23.1%), nineteen to twenty-four months (15.7%) and longer than two years (12.2%).

59.5% of you enter your Triumph in rallies and 96.9% of you believe it is a good car for this purpose. You now live in an area where 86.5% of you know of other Triumphs in your vicinity. 53.4% of you purchased your Triumph with some financing plan. While 37.7% of you read general interest magazines, 62.3% of you read automotive publications. 81.4% of you like the Triumph advertisements, and 78.6% of you belong to a sports car club or organization.

Almost 80% of you prefer to buy your car in basic form and pick out your own optional equipment, rather than have equipment fitted at a higher price.

White was the outstanding color favorite with the other colors following in this order: red, green and black (tied), blue, and avacado green last.

Who are you? 95.7% of you are male; 14.2% under 25 years of age; 72.4% between the ages of 25 and 45; 11.4% over 45.

18.1% make under \$5,000 per year, 38.2% make between \$5,000 and 7,500; 24.8% make between \$7,500 and 10,000; 11% make between \$10,000 and 15,000, and 7.9% make more than \$15,000 a year.

We wish we had the space for all the comments you sent in, but they are all being carefully noted. We would like to mention one humorous angle. Many of you mentioned the things you would like on the Triumph -- such as more room, more seats, wider cockpit, etc., BUT you wanted the car to be kept to the same wheelbase. At the moment, we don't seem to be able to find any automotive engineers who can dream up this miracle!

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New Plane For European Rally -

We have just been informed by BOAC that they are going to give us a brand new DC-7C plane instead of a stratocruiser. This is the fastest commercial plane in the air today, which means our transatlantic flying time will be considerably faster, (and equipped with good food and-----a bar! More important, it means that there are a few more seats available. We closed our reservations last week, but can once again say that there are now SIX SEATS LEFT. The first six people to let us know will get them. If you want to see Europe and have a general ball for almost three weeks, call, write, or wire this office.

Rally Books -

We still have a few copies of SPORTS CAR RALLIES, TRIALS AND GYMKHANAS by David Hebb and Arthur Peck. Special price to TSOA members is \$3.00 postpaid.