



TRIUMPH SPORTS
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The 1956 Alpine Rally -

If there ever was a competition to make the Triumph owner proud of his car, this year's Alpine Rally was it! The Triumph TR3 victories were so stunning that the international sports car world can talk of nothing else.

Take five Triumphs with speed, roadholding, endurance and reliability, add a dash of good driving and throw the whole mixture around 2,500 miles of the worst roads in Europe through dust and scouring grit - that was Standard-Triumph Motor Company's recipe for giving England her greatest victory in the history of the Alpine Rally.

The TR3's of Maurice Gatsonides, Pat Hopkins, Les Griffiths, Joseph Kat and Tommy Wisdom won five Alpine Cups, a Silver Cup, the Manufacturer's Team Prize, the Foreigners' Team Prize and took first, second, third, fourth and fifth places in their class on July 13th when this world famous mountain trial ended at Marseille.

Of the 15 cars in the 1600-2000 cc class which left Marseille as the sun set on July 6th, only six returned there 7 days later, and of those six, five were Triumphs. And those five took 1st, 2nd, 3rd, 4th and 5th places, completing the entire course unpenalized.

The struggle for supremacy and the manufacturers' team prize was fought on the toughest of European car "battlegrounds" with the weapons of car reliability, toughness, speed and drivers' skill. It was a battle which reached its zenith almost within sight of the final control.

A full team of Renault Dauphines had succumbed in the battle as had several Porches. At the halfway stage, the Ford team was out of the running for the team prize. On July 11th, only 27 cars of the 79 which started were free of penalties; 13 were British of which 5 were Triumphs. Then one Sunbeam hit a tunnel wall and the other two didn't go fast enough on a timed section.

Just after 7 p.m. on July 12th, the MG team's hopes were ruined with a crash, and the Peugeot equipe's bid ended when a car fell by the wayside.

Anyone who understands the weight of this great Triumph victory knows the 147 hairpin turns at speed in the Forclaz and the strain of snaking tortuously up the 7,800 feet of Galibier and down the treacherous Stelvio. One false flick of the wheel or a locking brake could have meant a death drop of thousands of feet.

Yet the five Triumphs won through to take five Coupes des Alpes - the most ever won by any manufacturer since the Alpine Rally began.

Thirteen cars completed the rally - 17 were British. Seventeen Coupes des Alpes were awarded - nine of them to British-made cars - and five of them were Triumphs.



It's A Triumph!



Triumph Rally in Europe -

Here is the hottest news to come out of the TSOA to date. The TSOA is sponsoring the 1957 Triumph Rally of Europe and it's open to all Triumph drivers looking for fun and travel.

Led by one of the Triumph team's crack drivers, the rally will start in March next year. Although this is a touring event and not competitive, the route will pass over many of those very roads and mountains which call for such skilled driving in the Monte Carlo and Alpine. Here is your chance to get to know the roads at a time of the year when traffic is light and the mountains are at their most beautiful.

The American TSOA is extremely interested in having a large group of entries from the USA. Here is your chance to tour Europe at an extremely low price with all details worked out for you. The sporting holiday starts at Harwich. A boat trip to the Hook of Holland and the fun is on! Two thousand miles of fascinating driving in fourteen days through six different countries - France, Belgium, Holland, Switzerland, Austria and Germany.

Apart from the first class motoring, there's the gaiety of Brussels, the quiet charm of Zurich, winter sports near Geneva, the historic beauty of Innsbruck, the old-world revelry in Vienna and the.....well, Paris. In Geneva you will be able to see the world-famous Salon Automobile de Geneve.

In every city accomodations will be reserved at the best hotels, and a mobile Standard-Triumph service station will be on hand for any emergency. An experienced courier will also be there to answer your questions on road conditions, food, wine, places of interest, night spots - he'll know the answers.

Now to answer the question - how much is it going to cost. We have managed to keep this down below \$200 per person (excluding the Atlantic fare and gas and oil) with substantially reduced rates per person for two people sharing a car. This sum will cover all of the following items:

1. Information bulletins to cover every aspect of the Rally.
2. Return cross-Channel shipment of motor cars.
3. First class return motorists' tickets on the same boat.
4. Foreign touring documents, G.B. plates, port service charges.
5. Amsterdam and Paris: first class hotel accomodations including Continental breakfast, service and taxes.
6. Geneva and Vienna: first class hotel accomodations including Continental breakfast, luncheon and dinner, with picnic lunch optional.
7. All one night stops: first class hotel accomodations including dinner, Continental breakfast, service and taxes.
8. Detailed itinerary, maps, town plans showing hotels, pennants, rally plaques, etc.
9. Service vehicle and courier constantly at your disposal.
10. Bumper reception parties in Brussels, Geneva, Vienna and other cities.

There are going to be limits on the number of entrants, especially from the United States, so we hope you will waste little time in letting us know whether you want to make this unique Rally or not. Just drop us a provisional letter saying you are interested. This will not bind you in any way, but will let us make reservations and arrangements with our British counter-parts.

The American TSOA will sponsor a competition during the Rally for American entrants only, and the prize will cover the cost of the Rally for an American entry. Some lucky American is going to be able to tour Europe at little cost other than the Atlantic fare.

In addition, we are working right now to make special arrangements to fly the American entrants to Europe in a special Rally plane. If enough TSOA'ers enter, we will charter a special plane which will radically lower the Atlantic fare.

In addition to all this, you will have a chance to order your TR3 at overseas prices. When you land in England, Standard will meet the plane, escort you to Coventry where you can tour the plant and enjoy that part of England. Then you can pick up your specially prepared Triumph (and it will be!) and off you go!

These cars should be ordered through your dealer prior to January 10th, so that they can be properly prepared for your European jaunt. And these cars will be especially prepared. When you order your car through your dealer, you must have him indicate it is a special mark. Be sure your dealer indicates on the order that your car is for the Triumph Rally. We will assist you with all these details as soon as we have heard from you.

Don't miss the exceptional motoring chance of a lifetime. Who knows, it may be you who sees Europe practically free! Don't wait.....write us now!

Triumph On TV -

On August 5th (Sunday), you will be able to see the Triumph on Let's Take A Trip, CBS, 12:00 p.m. to 12:30 p.m. EDT. Check your local CBS station for the time in your vicinity. If you live in Philadelphia or Chicago, this program will appear one week later at a different hour. The show will visit a Gymkhana, so be sure to see it and root for Alan Bethell and David Hebb who will be driving the Triumphs.