



It takes more than bucket seats to make a sports car.

Some people seem to think that a compact with bucket seats, wire wheels and a stick shift is a sports car. Don't you believe it. A true sports car is designed from the inside out. Like the TR-4.



Plant yourself in one of Triumph's bucket seats. Really holds you, doesn't it? Examine it carefully. That's genuine hand-crafted English leather.

Now for the moment of truth. Start her up and get the kick of a real sports car. TR-4 was National Class E Winner in '62—its first year of production. She was a big winner in rallies all over the country, too. This outstanding performance under conditions like the winter rally

shown above is more than you'd expect of most cars. The tremendous torque in the Triumph engine will whip you from a standing start to 60 mph in 10½ seconds. Top speed is 110 mph.

Take a curve. TR-4's rack-and-pinion steering responds instantly...accurately. The independent suspension and low center of gravity let you corner faster, flatter, safer than ever before. Downshift (all four forward gears are synchromesh),

then hit those big disc brakes. You'll never have more control over a stop in your life. You'll discover that great feeling that comes when you know you're master of a superb machine.

Check that price. \$2849* for the best engineering Britain offers (and the most popular sports car in the U.S.). Try a "sporty" compact, then drive a TR-4. You'll know the difference. **TRIUMPH TR-4**

*Suggested retail price P. O. E. plus state and/or local taxes. Slightly higher in West. Your local dealer is in the Yellow Pages. United States: Standard-Triumph Motor Company, Inc., 575 Madison Avenue, New York 22, New York. Canada: Standard-Triumph (Canada) Ltd., 1463 Eglinton Avenue West, Toronto 10, Ontario.