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It takes more than a tach to make a sports car.

Some people think a compact with a tachometer, stick shift and wire wheels is a sports car. No, sir. A real sports car is unique from start to finish. Like the TR-4.



Want a real kick? Get in a TR-4 and take off. Check the tach. Watch those engine revs build up. Fast. That's real sports car power.

Triumph's tremendous torque whips you from 0 to 60 mph in 10½ seconds. Top speed: 110.

Take a curve. The rack-and-pinion steering responds instantly...stays right where you aim it.

The wide track suspension and low center of gravity let you corner faster, flatter, safer than you ever dreamed.

Shift through the gears. They're lightning fast. All four forward speeds synchromesh. Smooth as silk.

Step on those big disc brakes. No fade...no pull. You can't stop faster or straighter.

You'll discover the great feeling that comes when you know you're master of a superb machine. (TR-4 was National Class E Winner in '62... National Class D Winner in '63.)

You can't beat the price. \$2849* for the finest engineering Britain has to offer—and the most popular sports car in the U.S.

Drive any of those so-called "sporty" compacts...then give the TR-4 a really tough workout. You'll know the difference.

*Suggested retail price P.O. E. plus state and/or local taxes. Slightly higher in West. Look for your dealer in the Yellow Pages. Overseas delivery available. Standard-Triumph Motor Co., Inc., 575 Madison Ave., NewYork 22, N.Y. Canada: 1463 Eglinton Ave.West, Toronto 10, Ont.