



Britain's best equipped car next to the big ones!

Premiered at the Motor Show—now on general release

THE NEW TRIUMPH 1300

£797* complete

Best equipped These two words describe the new Triumph 1300. They cover literally dozens of important details built into this new car. At £797, it's the best equipped medium-size car in Britain today. Look at how well the Triumph 1300 is equipped for performance, safety, comfort and convenience.

Equipped for performance

Front-wheel drive. This is the most important single distinction on the Triumph 1300. The engine is over the transmission, and together with the front suspension forms one unit mounted in a separate sub-frame.



30-ft. turning circle. Smaller than on any other British front-wheel-drive car. You find town driving and parking much easier.

All-synchromesh gearbox. The gear-shift goes direct to the gearbox, operating smoothly and precisely.

Separate lubrication systems. Long life of the engine, gearbox and final drive mechanism is safeguarded because each has its own lubrication system, and its own specific oil. Only very occasional topping-up is required.

'No loss' cooling system. You need top-up only now and again.

Equipped for safety

Front disc brakes have high anti-fade characteristics and are safer in wet weather.

'Impact-break' steering column. Designed so that on serious impact the lower part will jack-knife and the upper part telescope.

Light dimmers. Rear stop and direction lights are automatically dimmed at night: drivers behind you are not dazzled.

Childproof locks. Safety catches ensure that the rear doors can be opened only from the outside.

Fold-away window winders. These fold flush inside the doors. Result: extra inches of room, less obstruction to the driver's arm. Separate levers open or lock the doors.

Equipped for comfort

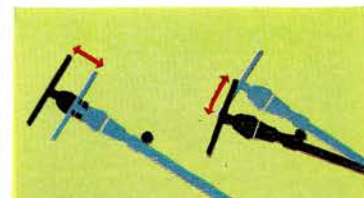
All-independent suspension. Any unevenness on the road is taken by the suspension, not by the people in the car.

'Ventilated' upholstery. Expanded PVC, perforated to keep cool on even the hottest trips.



Heating and full-flow ventilation system. Hot and cold air is mixed to give the exact temperature you want, without mugginess. The windscreen can be demisted and defrosted, and special ducting helps to demist the rear window also.

Padding / Moulded carpeting / Walnut. Front shelf, fascia top, arm rests and tops of the front seats are all well padded (for safety and comfort). The carpet is preformed, so that it won't come adrift, curl or fray at the edges. Walnut is used on fascia and all doors.



Adjustable seats and steering wheel. Both front seats are adjustable fore and aft, and the driver's seat (with 81 positions) is also adjustable for angle and height. You can adjust the steering wheel by hand in a moment from the driver's seat, through 4 inches axially and 2 inches vertically.

Equipped for convenience

'All systems go' dial. Eight colour-coded lights in one dial. If, for instance, the handbrake is on or oil pressure drops, a light warns you. You don't have to scan the whole fascia to see if all is in order. This helps you concentrate on your driving.

- 1 Ignition on
- 2 Fuel low
- 3 Right winker on
- 4 Handbrake on
- 5 Choke out
- 6 Left winker on
- 7 Oil pressure low
- 8 Headlights undipped



11½-gallon tank. No other British car in this class has such a big fuel tank.

The Book of the TRIUMPH 1300

Just as the Triumph 1300 is a complete car, so this is a complete guide. Your nearest Standard-Triumph dealer will be pleased to give you a free copy. And, of course, arrange a free trial drive for you.

TRIUMPH 1300

Britain's best equipped medium-size car

*£796.12.11 complete

Ex-works price, inc. p.t.



A member of the Leyland Motor Corporation