



*Triumph Stag—challenging the Continentals*

## Alfa and Merc look out! Triumph leap in with the Stag.

It's true the Continentals make some fine cars. Some people think they've got the reputation for really stylish, pacy grand tourers all to themselves.

But with the entry of the Triumph Stag that reputation's due to fade.

The Stag has a big-muscled, 145 bhp, V8 engine. And the zip you get in the lower gears (0-30 in 3.5 seconds) in no way impairs the flexibility you get in top (50-70 in 8 seconds).

You get true sports car handling with real saloon car comfort. The Stag rides so easily and silently it seems to shrink long, tiring roads. Top speed is 118 mph.

The Stag's style is sporty but suave. Whether you have it soft top or hard top, there's no flash and fiddle-di-dee—just clean, beautifully low-lying lines that underscore vivid performance.

But it gives way to a show of luxury inside. It is richly appointed with electrically operated

side windows, walnut veneer fascia and console, plush carpeting, cigar lighter, clock, and so forth.

The shaped-to-you, fully reclining front seats, covered in basketweave upholstery, maintain you in comfort however long the journey. And you can adjust them for height, rake, and fore/aft movement while you're seated. The rear bench snugly accommodates a couple of normal size passengers.

And in the Stag you don't so much adjust heating and ventilation as adjust the climate, so variable are the combinations.

The comprehensive range of instruments is compactly set before the driver in a non-glare fascia. And the controls are perfectly grouped for instinctive operation.

Steering is precise, reliable rack and pinion. But power-assisted—to help you take all the fight out of tight turns.

Suspension is independent all round, with anti-roll bar up front. Track is a wide 52½".

Wheel rims are 5J with 185 HR radials. So, whatever the road, the Stag's behaviour is as stable and sure-footed as its namesake's.

Direct-acting servo, divided braking system puts the massive authority of 10½" caliper front discs and self-adjusting rear drums under your foot.

This summer, with the hood down, roll-over bar exposed, and twin exhausts ebulliently burbling, you can overtake the Continentals in style.

And for a good two grand less than the price of the Stag's main competitor. Soft top £1,995 17s. 6d. Hard top £2,041 11s. 5d. Hard top with soft top £2,093 15s. 10d. Ex-works and inc. p.t. Overdrive £65 5s. 7d. Automatic £104 8s. 11d.

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**Triumph put in what the others leave out.**