

THE TRIUMPH STAG





Continental style doesn't begin in Paris

Some people think the Continentals have the reputation for really stylish grand tourers all to themselves. Well, that reputation had to run out some time.

The time is now. And the car that's overtaken them in style is the new Triumph Stag.

The Stag's styling is sporty, but suave. Its simple low-lying lines are impeccably cool, and give it stand-out sophistication among the lumbering herd.

With the hood down and rollover bar exposed, it takes on a wicked, hot-blooded look. And when you buy the Stag you can have it with the temperament that best matches yours.

Serene hard top. Hot soft top. Or you can have both.



Built to beat off the Continental challenge

Whether you're tackling the rougher stretches of the murderous Route Nationale 7, or creaming it down the Autostrada del Sol, in the Stag you can show the Continentals the way home on their home ground.

Under that sleek profile you've a big-muscled V8 engine tirelessly working for you. And all-round independent suspension lets you take the rough and the smooth and hardly notice the difference.

You get true sports car handling with real saloon car comfort. You're past those endless-seeming *camions* in a flash. The Stag cruises so effortlessly and silently that you're sure those long, tiring roads have shrunk.

Track is a wide 52½ inches. Wheel rims are 5J with 185 HR 14 radials. So you get tenacious grip on the road—even on roads unworthy of the name.

And a 14 gallon tank makes sure that on your grand tour the fuelling stops are few.



No privations going into Europe this way

Whatever the outcome of the Common Market negotiations, you'll have no discomforts crossing the European barriers in the Stag.

The shaped-to-you front seats, covered in basketweave-pattern upholstery, maintain you in comfortable luxury however long the journey. And when you want to rest up for a spell they recline fully, of course.

The full width rear bench accommodates a couple of extra passengers with comfort. And there's also quite a lot of boot space—9 cu. ft.



145 bhp, 2997cc engine with twin Strombergs...

Under the beautiful hide of the Stag is an equally beautiful heart: A powerful, five main bearing V8 engine.

Specifically designed for the Stag, it upholds Triumph's reputation as creators of super-calibre engines. A belt round a racing circuit will give you a real idea of its smoothness and flexibility. (This is one of the many thrash-tests Triumph have already given to Stag prototypes, so perhaps you'll take our word.)

This magnificent power plant has aluminium alloy cylinder heads and a chromium iron cylinder block. It delivers 145 bhp at 5500 rpm, and provides the very sparkling acceleration figures of 0-50 in 7 seconds, 0-60 in 9.5. In top, 40-60 in 7.5 seconds, 50-70 in 8. Maximum speed is 118 mph.

Twin Stromberg carburettors . . . 13-blade fan with a special viscous coupling designed to reduce noise and power loss at higher rpm . . . alternator to ensure a constantly charged battery . . . 'no loss' cooling system . . . to name but a few of the Triumph engineering features you'll find under the bonnet.





Overtake the continentals in style

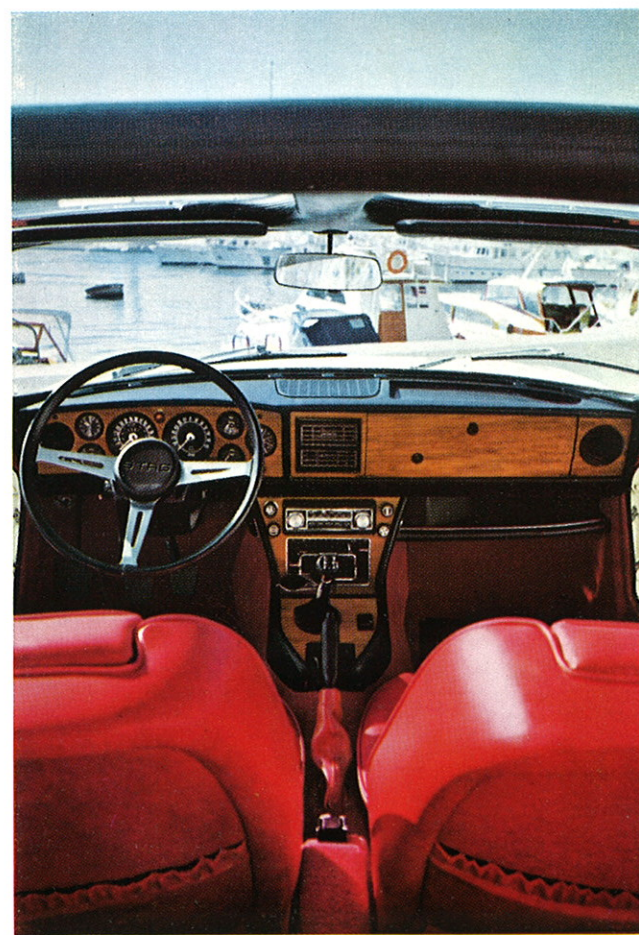
Those superb seats are just as comfortable as they look and adjustable to perfection.

The Stag is loaded with luxuries. Electrically operated side windows. Walnut veneered fascia and console. Thick, moulded carpeting. Cigar lighter. Electric clock. Courtesy lamps operated individually by each door. Map reading light. Armrests. Day/night driving mirror. A thief-foiling steering column lock that operates automatically when you remove the ignition key. The steering column also adjusts both vertically and axially.

And so on. Hard top version incorporates a heated rear window.

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

Instruments are comprehensive and include a speedometer calibrated in both mph and kmph. Two special features are a light on the dash which warns you of impending brake failure; and an 8-light warning system for ignition, oil, choke, fuel, hand-brake, main beam and direction lights in one quick-scan dial.



Through the Alps without the gulps

Alpine passes, switchbacks and hairpins present no problems to you in the Stag. Its steering, brakes, roadholding and suspension give you the confidence of a mountain lion.

Power-assisted, rack and pinion steering helps you take all the fight out of tight turns.



Impeccably cool and confident

Journey's end finds you relaxed and ready for action. Every Stag safety feature inspires confidence.

That padded, protective roll over bar also adds to the Stag's striking looks.

The divided braking system gives you foot pedal operation of front and rear brakes independently through a tandem master cylinder. It puts the massive authority of 10½ in. caliper front discs and self-adjusting rear drums under your toe.

With an anti-roll bar up front and independent suspension all round, the ride stays smooth and stable whatever the conditions. And, whatever the road, the Stag's behaviour is as quickly sure-footed as its namesake's.

The short gearshift governs a slickly responsive and disciplined box, and makes the Stag a never-fading pleasure to drive. (You have the option of overdrive or Borg-Warner automatic transmission at extra cost.)



Triumph Stag: luxury in detail

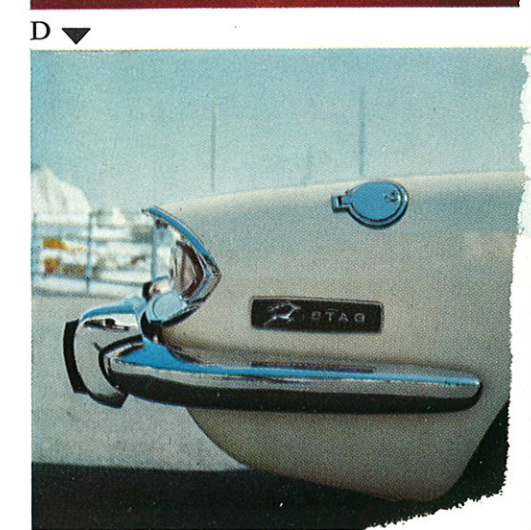
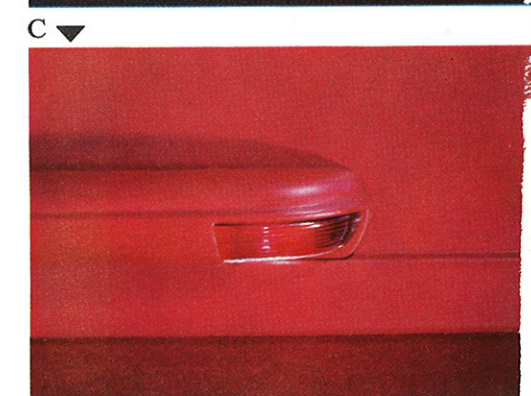
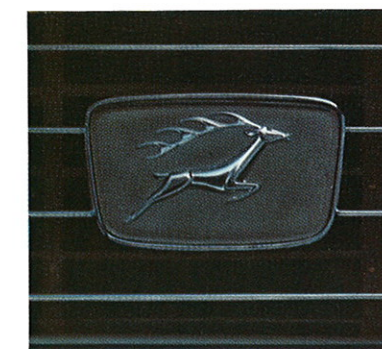
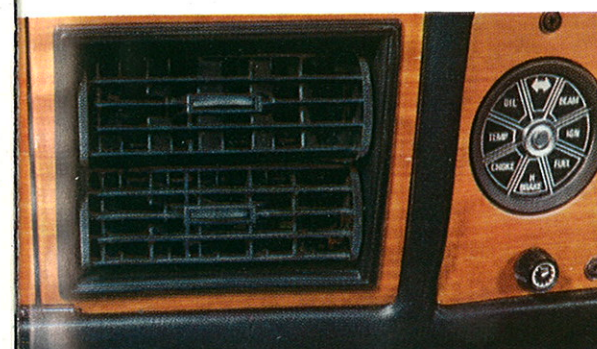
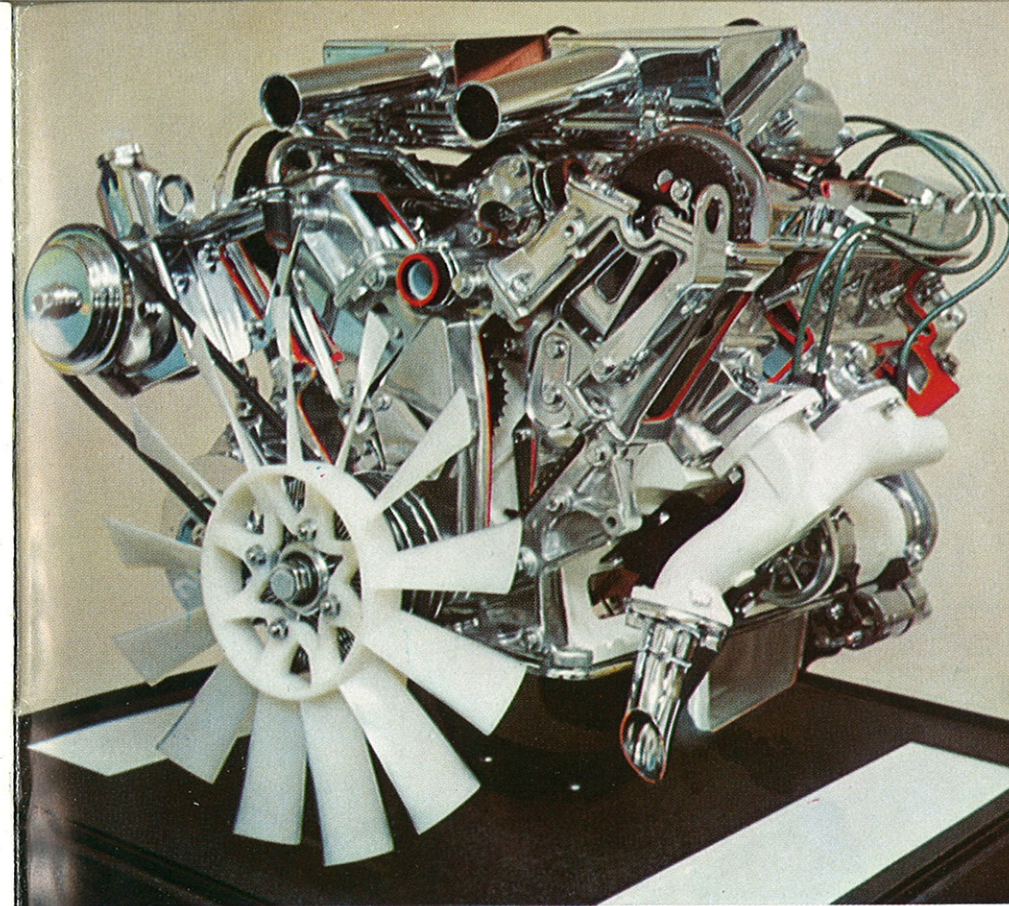
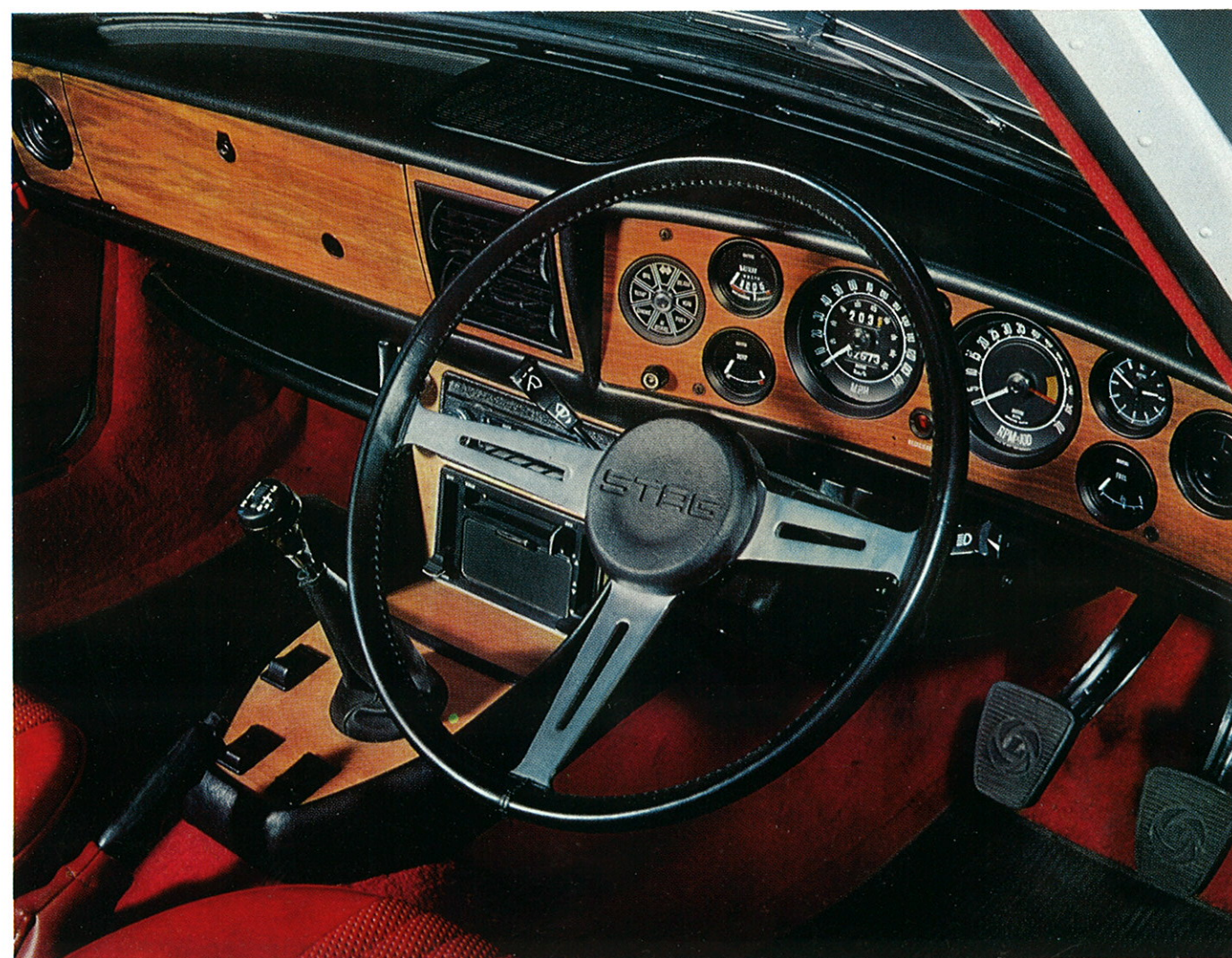
Stag instrumentation is clear, concise and complete. Quick-scan dials are set in a rich, non-reflecting walnut veneer fascia immediately in front of the driver. Controls, too, are skilfully positioned for instant translation of thought to action. Fingertip-operated column stalks operate twin speed wipers, screenwashers, direction indicators, headlamp flasher, dipswitch and horn.

Typical examples of Stag's refinements are shown on the next page. A circular knob provides precise control of the pivoting quarter-lights (A). The neat rear light clusters incorporate twin reversing lamps (B). Door operated lamps mounted in each armrest show red to the rear (C). The petrol filler cap is flush fitting and lockable (D). 2997 c.c., 145 b.h.p. V8 engine (E).

A characteristic leaping Stag motif is centrally mounted on the grille (F). Face level, variable direction fresh air ducts are located in the fascia centre (G). Wheel trims are magnesium style, in stainless steel (H). A small handle gives fine adjustment of rake

while seated (J). The console houses twin rocker switches controlling power-operated side windows and a separate switch for all interior lamps (K).

Both front seats adjust for height, rake and leg length with occupants seated. They also recline fully. Naturally.



A ▲

B ▼

▲ E

▼ H

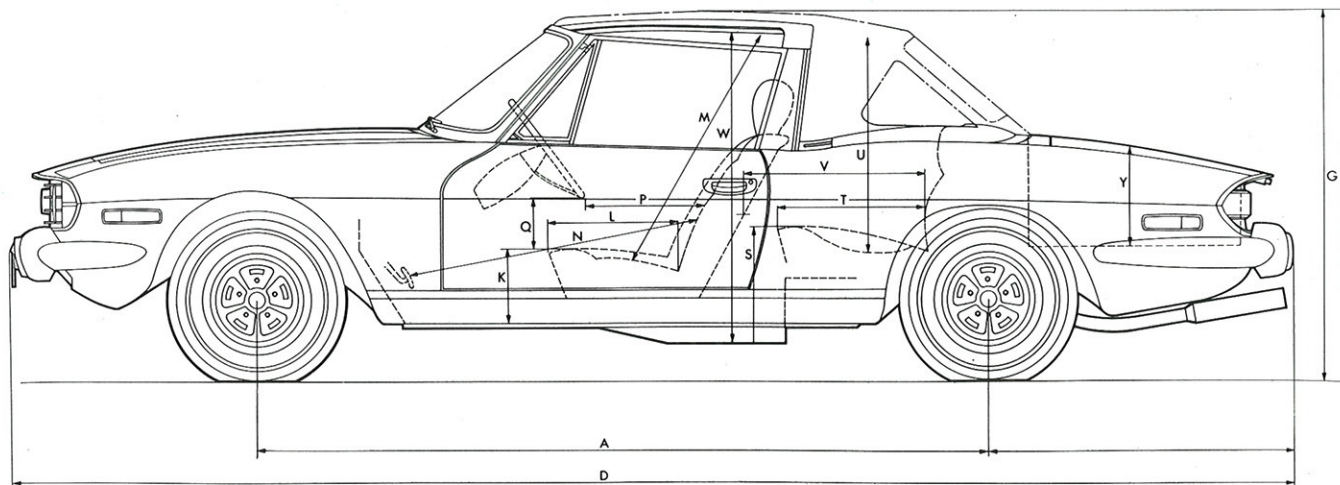
▲ G

F ▲

▼ K

C ▼

D ▼



A	Wheelbase	8' 4"	2540 mm.		Front Seat Width	22"	558 mm.	T	Rear Seat Depth	16"	407 mm.
	Rear Track	4' 4 1/2"	1342 mm.	M	Front Headroom	34 1/2"	876 mm.		Rear Seat Width	40"	1015 mm.
	Front Track	4' 4 1/2"	1330 mm.	N	Squab to	Max. 39 1/2"	1002 mm.	U	Rear Headroom	32 1/2"	818 mm.
D	Overall length	14' 5 1/2"	4420 mm.		Clutch Pedal	Min. 33 1/2"	850 mm.	V	Squab to Back	Max. 28 1/2"	712 mm.
	Overall width	5' 3 1/2"	1612 mm.	P	Steering Wheel	Max. 18 1/2"	470 mm.		of Front Seat	Min. 22"	560 mm.
G	Height (hood erect)	4' 1 1/2"	1258 mm.		to Squab	Min. 9 1/2"	242 mm.	Y	Maximum Boot Height	13"	330 mm.
K	Front Seat Height	8 1/2"	216 mm.	Q	Steering to	Max. 8"	204 mm.		Maximum Boot Width	54"	1370 mm.
L	Front Seat Depth	19"	483 mm.		Seat Cushion	Min. 6"	153 mm.		Maximum Boot Depth	29"	736 mm.
				S	Rear Seat Height	11"	279 mm.		Boot Capacity	9 cu. ft.	26 cu. m.

Specification

Engine

No. of cylinders	8, in V configuration
Bore of cylinders	86 mm (3.385 in.)
Stroke of crank	64.5 mm (2.539 in.)
Capacity	2997 c.c. (182.9 cu. in.)
Wheelbase	8 ft. 4 in. (2540 mm.)

Track (4-up condition):

Front	4 ft. 4 1/2 in. (1330 mm.)
Rear	4 ft. 4 1/2 in. (1342 mm.)

Ground clearance (4-up condition)

4 in. (102 mm.)

Turning circle (between kerbs)

34 ft. (10.4 m.)

Overall dimensions:

Length	14 ft. 5 1/2 in. (4420 mm.)
Width	5 ft. 3 1/2 in. (1612 mm.)
Height (unladen):	
Soft top—hood erect	4 ft. 1 1/2 in. (1258 mm.)
Top of screen	4 ft. 0 in. (1220 mm.)

Weights (approx.):

Dry (excluding extra equipment)	2,640 lb. (1200 kg.)
Basic kerb (including tools, fuel, oil, and water)	2,807 lb. (1275 kg.)
Kerb (including optional extras)	3,020 lb. (1375 kg.)
Gross vehicle weight—maximum	3,750 lb. (1700 kg.)

Capacities

Petrol tank	14 gal. (63.5 l.)
Lubrication system:	
Engine sump	8 pints (4.5 l.)
Engine oil filter	1 pint (0.56 l.)
Engine sump—drain and refill (when filter also changed)	8 pints (4.5 l.)
	9 pints (5.1 l.)
Gearbox from dry	2 1/4 pints (1.3 l.)
Rear axle from dry	2 pints (1.1 l.)
Power steering reservoir	1 1/2 pints (0.7 l.)
Cooling system with heater	18 1/2 pints (10.5 l.)
Tyre size	Michelin 185 HR 14 Radial Ply XAS Tubeless

Engine

Maximum power	145 b.h.p. net @ 5,500 r.p.m.
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Maximum torque	2,040 lb in. @ 3,500 r.p.m. equivalent to 140 lb./sq. in. b.m.e.p.)
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Rear Axle

Ratio	3.7:1
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	Speed range (m.p.h.)	Time (secs.)	Speed range (k.p.h.)	Time (secs.)
Through gears	0-50	7.0	0-80	7.0
	0-60	9.5	0-100	10.0
	0-70	12.5	0-120	14.0
Top gear	40-60	7.5	70-100	7.5
	60-80	8.5	110-140	9.5

Maximum speed: 118 m.p.h. (190 km.p.h.), depending on conditions.

Suspension: (Front) Independent strut-type suspension with coil springs and telescopic hydraulic damper units. Single lower transverse links with fore and aft location by leading radius rods. Coil springs seat on noise insulating washers. Rubber bushed pivots and special wear-resistant ball joint swivels. Anti-roll bar. (Rear) Semi-trailing arm independent suspension mounted on rubber-insulated steel sub-frame. Coil springs and telescopic direct-acting hydraulic dampers. Coil springs seat on noise-insulating washers.

Wheels: Steel disc type with 5J flat hump safety ledge rims. Stainless steel wheel trims.

Steering: Power-assisted rack and pinion type. Three-spoke alloy steering-wheel with padded rim and centre boss, 16 in. (407 mm.) dia., four turns lock to lock. Column adjustable from driving position by means of a readily accessible clamping device—adjustment range approximately 4 in. (102 mm.) axially and 2 in. (51 mm.) vertically. Steering-column incorporates an anti-theft locking device.

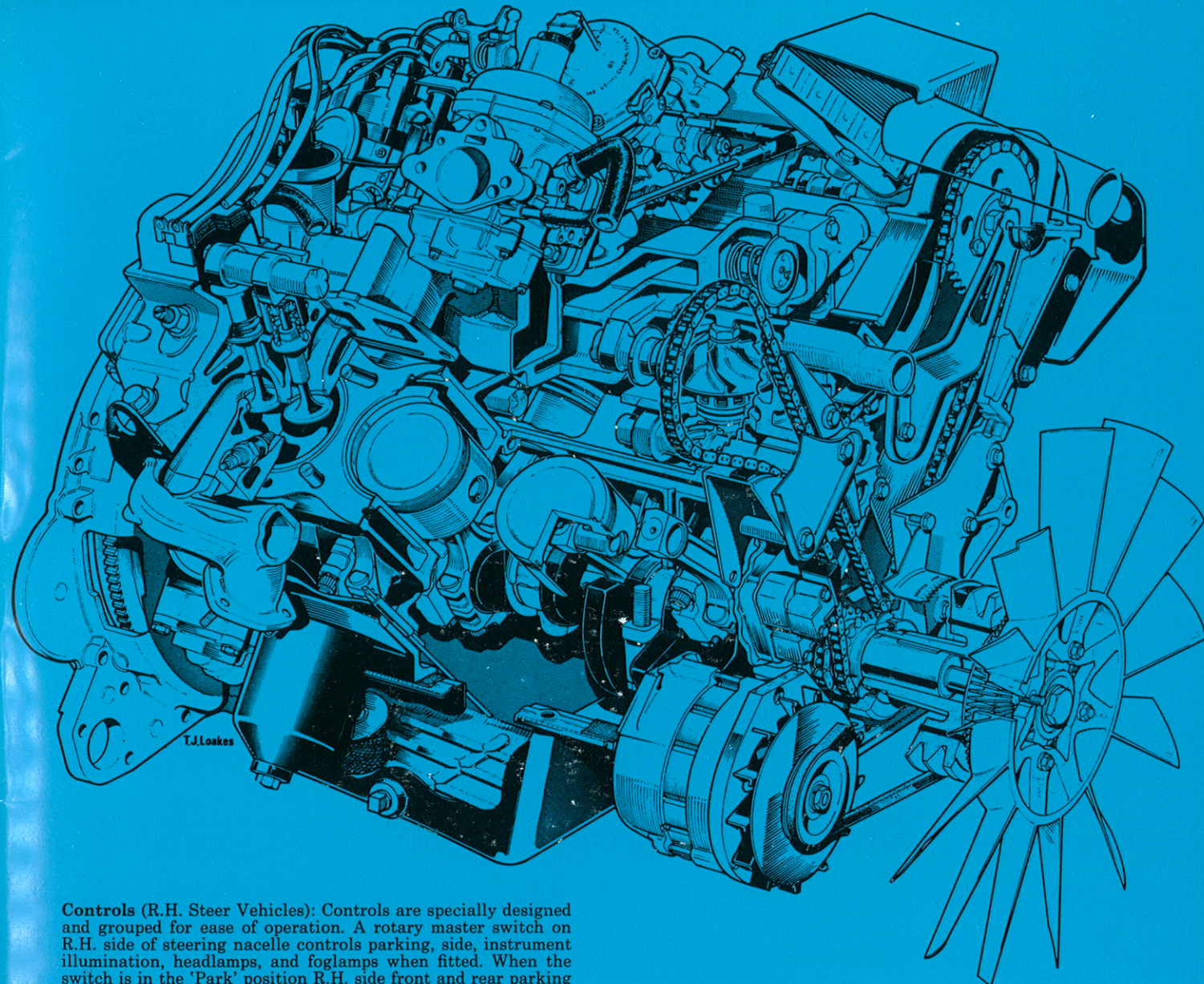
Brakes: Caliper disc brakes on front wheels, disc dia. 10 1/2 in. (270 mm.). Self-adjusting drum brakes, 9 in. dia. x 2 1/4 in. wide (228 mm. x 57 mm.), of leading and trailing shoe type on rear wheels. Direct-acting servo giving boost ratio of 3:1 nominal. Operation: Divided braking system with foot pedal operating front and rear brakes independently through a tandem master cylinder. Pressure differential valve and warning light fitted. Centrally mounted hand-lever operates rear brakes mechanically.

Jacking: Four-point side jacking with portable scissor-type jack.

Heating and Ventilation: A powerful heater/demister unit provides fresh air of required temperature to the interior of the car and to the windscreen for demisting and defrosting. The unit controls permit independent selection of air temperatures and distribution. Air flow can be increased by the use of a two-speed booster fan which can also be used to boost the flow through face-level, variable direction, fresh air ducts in the centre and at each end of the fascia panel.

Instruments: The instruments are set in a non-glare fascia panel in a compact area in front of driver's position and comprise:

A speedometer, graduated in m.p.h. and k.p.h. which contains total and trip odometers. A combination dial containing separate warning lamps for main beam, direction indicators, ignition, choke, hand-brake, low oil pressure, low fuel level and water temperature. A tachometer. A fuel level gauge. A water temperature gauge. A battery condition indicator. A brake failure warning lamp, and on L.H. Steer vehicles ONLY a hazard warning lamp is fitted.



Controls (R.H. Steer Vehicles): Controls are specially designed and grouped for ease of operation. A rotary master switch on R.H. side of steering nacelle controls parking, side, instrument illumination, headlamps, and foglamps when fitted. When the switch is in the 'Park' position R.H. side front and rear parking lamps ONLY are lit. A combined switch for accessories, ignition, starter control and steering-column lock on L.H. side of steering nacelle is operated by the ignition key. The ignition key can only be removed from the combined switch with the steering-column locking device in the locked condition. Two fingertip levers on nacelle; L.H. lever controls twin, two-speed, self-parking, electric windscreen wipers and electric windscreen washers; R.H. lever controls self-cancelling direction indicators, headlamp flasher, dip-switch and horn. A rheostat control switch for instrument illumination is fitted in the fascia panel. Mounted on the console panel are three rocker-type switches controlling the electrically operated side windows and interior courtesy lamps, control knobs for choke, two-speed heater booster motor and a cigar-lighter. There is also a control knob and a warning light for use with the electrically heated back-light, when hard top is fitted.

Locks: Both doors are fitted with anti-burst locks and lock externally by means of the ignition key which is also used to operate the steering-column locking device and petrol filler cap. Both doors also lock internally. Luggage compartment and glove compartment are locked with a separate key. Bonnet pull-type lock release mechanism is operated by a knob beneath the fascia.

Luggage Accommodation: Spacious separate luggage compartment at rear with interior lamp and torsionally balanced lockable lid. Lockable glove compartment in fascia panel on passenger side with padded parcel shelf beneath. Stretch pockets in each door panel and on the back of each front seat squab. Recessed compartment in the rear seat side panels.

Petrol Tank: Mounted under the floor panel in the luggage compartment.

General Equipment: (Interior) Day-night dipping interior driving mirror with break-away support. Padded sun visors adjustable vertically and laterally with vanity mirror on passenger side. Non-reflective veneered fascia panel with padded surround. Electric clock in fascia panel. Soft top rear window has a zip fastener on three sides accessible from inside, allowing panel to be partially removed.

(Exterior) Wrap-around bumpers front and rear with rubber faced over-riders. Forward-hinged bonnet. Electrically operated twin, two-speed self-parking windscreen wipers and electrically operated twin windscreen washers. Polished metal cappings on door pillars and stainless steel tread-plates on sills. Stainless steel body mouldings and windscreen surround. Tool roll, wheel brace and jack.

Lamps: (Front) Four quartz-halogen headlamps set in grille. Parking and direction indicator lamps in combined cluster. When on 'Main Beam' all four headlamps are 'on'. When switch is set to 'dip' outer lamps are dipped and inner lamps are extinguished. Side direction indicator repeater lamps fitted to front wing panels.

(Rear) Direction indicator lamps, tail and stop lamps, reflectors and reversing lamps in a combined cluster. Dual intensity stop and direction indicator lamps. Lower level applies when side-lamps are switched on.

Optional extras: Overdrive, automatic transmission.

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The Standard-Triumph Group reserves the right to vary the ex-works price of all products manufactured by it at any time and all goods are invoiced from the factory at the ex-works price current on the day of delivery.

The Manufacturer further reserves the right on the sale of any vehicle to make before delivery without notice alterations to and departures from the specification, design and equipment detailed in its various publications. The technical data and other information contained in this publication have been obtained from authoritative sources and while intended to give a fair description of the vehicle and its capabilities, its accuracy is not guaranteed, nor does the Manufacturer accept any liability for any errors or omissions.

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