TRIUMPH
STAG

Some luxury personal cars are rare and exclusive. Some are styled with an Italianate elegance. Some have extravagantly engineered engines and suspensions. Some are sumptuously appointed and panelled within. Some are incredibly expensive. Stag by Triumph offers all these characteristics of the finest personal cars—except the last.

Stag is the fully-equipped road machine that adapts to your style of living and recognizes that you conduct it on many levels and in many dimensions. Stag is a summer house on the coast of Maine... election to the Young President's Club... a well-stocked wine cellar... squash on Wednesday afternoon at the Racquet Club... clothes by Halston and Meledandri... entree to The Factory and Elaine's... home on a Marin County half-acre.

Stag is a quiet contribution by Triumph's highly competent engineers and craftsmen to excellence in personal transportation.

A Heritage of 50 Years
An investment in a Triumph Stag automobile is backed by Britain's largest auto manufacturer: the British Leyland Motor Corporation. Yet Triumph, a member of the Specialist Car Division, remains an individualistic designer and builder of exceptional sporting cars, a tradition that celebrates its 50th anniversary in 1973. Notable entries in the Triumph album of sports cars include the 1930 Super Seven, the 1935 Southern Cross, the supercharged twin-cam Dolomite, the overhead-cam TRS of 1961, the Spitfire Sports of 1962 and the V-8 Stag, introduced in 1970. It is the premier model in the modern Triumph stable.

There are those who would argue that the Stag is not strictly a sports car, since it was conceived as a touring car and not as a part-time racer. In fact it is best described as a Grand Touring car, an automobile of quality in which the emphasis is placed on high performance but not at the expense of comfort. The term "2 + 2" is also applied to the Stag, in recognition of its seating space for up to four in intimate comfort. A Grand Touring 2 + 2: That's an apt summation of the Stag philosophy.

Like all Triumph sporting cars for more than a decade, the Stag was shaped by Giovanni Michelotti, one of the men who made Italy's Turin the automotive styling capital of the world. Sensitive to both function and form, Michelotti gave the Stag classic lines that are aerodynamically clean and aesthetically balanced. He made it a dual-personality machine, open to the elements in standard convertible form or snugly enclosed as a slim-pillar coupe when the optional steel hardtop is fitted. Crisply styled, the hardtop has big swing-open rear quarter windows that aid both ventilation and full-circle visibility. Sundym tinted glass diverts heat from all Stag windows, and the rear glass of the detachable hardtop is defrosted by a built-in electric grid heating system as standard equipment.

Door handles, side marker lights and the lockable fuel filler cap blend with the sheer surfaces of the Stag. Quad headlamps are flanked by clusters containing signal and running lights, recessed into the anodized aluminum grille. Matching lamp clusters in the concave tail include reversing lights as standard equipment. New for 1973 is the more protected placement of the license plate lights in the lower surface of the trunk lid. Wrap-around bumpers with rubber-faced guards assure protection for all lamps at both ends of the Stag.

Achieving spaciousness without wasteful bulk, the Stag is only 14½ feet long on a 100-inch wheelbase. Triumph designers gained valuable interior room by giving the Stag a monocoque frame, stiffened by double-walled door sills which also add resistance to side impacts. Within the spot-welded steel body structure, polythene envelopes contain packs of glass-fiber that absorb noise and control heat. The rigid and quiet unitized body is made even stronger by the permanent tri-form arch, which is padded and upholstered; and unique and exclusive to the Stag—above the cockpit. It provides a welcome sense of security when riding with the top down, and otherwise is discreetly integrated with either the folding top or hardtop.

Refinements at the Wheel
When you first take the wheel of the Stag, you sense instantly the rightness of the control arrangement that betrays the fact that Triumph designers are enthusiastic and expert drivers. A single fast-acting lever releases the mount for the alloy-spoked steering wheel to allow its generous adjustment over a range of four inches in distance and two inches in height. For each front seat there are three adjustments: one for leg length, another for the angle of the seat back, and a vernier crank as well to change the angle of the seat cushion itself. Richly bolstered for firm back support, the seats are trimmed in luxurious expanded vinyl. Their basket-weave pattern is flexible and cool. Latches placed conveniently high free the front seat backs to allow easy entry to the rear compartment.

Among the bold white-on-black instrument dials is one that's unique to Triumph among British-built cars: a master warning monitor with eight segments that light up to signal the status of the Stag's systems. It thoughtfully reminds you if the choke is in use, the handbrake engaged, the fuel level low, the temperature high, or the oil pressure low. The full complement of gauges includes a trip odometer, a tachometer and an electric clock.

Controls for lighting, signalling and screen cleaning are literally at your fingertips in a Stag. On the side of the steering column there's a master selector dial that turns on the lighting system. Just below the black padded rim of the steering wheel there are two levers. One sounds the horn, dims the headlights and triggers the turn signals. The other operates the electric windshield washers and the two-speed self-parking wipers, including also a control mode for intermittent operation that's convenient in variable weather. The wiper blade on the driver's side is given a more effective pattern of movement by a special parallelogram linkage.

Arrayed on the walnut veneer console tray are the Stag's climate controls, reached easily from either front seat. Illumination at night is provided for the levers that adjust the versatile heating/ventilating system—and the factory-engineered air conditioning, if you have specified that option. Close at hand are the switches for the electrically-operated side windows, which are standard equipment. Variable-direction face-level nozzles for fresh air are placed at both ends of the instrument panel. Veteran motor travelers are quick to appreciate the many thoughtful features that have been provided in the Stag's interior. Articles needed during a trip may be carried in a recessed tray above the dash, or in a capacious package shelf below it. A separate key keeps private the contents of the glove compartment, which is illuminated. In each door there are expansible stowage pockets, handy for maps and papers. For the rear-seat passengers there are compartments at the sides, pockets in the backs of the front seats, and a central ash tray.

Among other items of interior equipment are sun visors which are safety-padded and which carry a vanity mirror for the front-seat passenger. A day-night dimming rear-view mirror is mounted on a breakaway base. Convenient handwheel controls adjust the opening of the front quarter windows. Finger-pull door latches are handy yet hidden below the combined armrest and door-closing grip.

Lamps in the rear of each door armrest serve a unique dual purpose when the door is opened: They illuminate the adjacent pavement for easier entry and exit, and they beam a red warning glow toward the rear. Automatic illumination is also provided for the trunk compartment. Its capacity of nine cubic feet is fully carpeted to protect your luggage, separated by a floor panel from the recessed spare wheel, jack, and tool kit.

Modern Overhead Camshaft V8 Engine
Stag's stout heart is its Leyland-built overhead-cam V-8 engine, one of the most advanced production-car power units in the world. It is renowned, like most V-8's, for its excellent torque, which reaches a peak at 3500 rpm, well within the engine's normal operating range. Yet it's also a high-revving thoroughbred, with a tachometer redline (the maximum recommended speed) at 6500 rpm. Maximum output is 127 horsepower at 5500 rpm.

Special cooling system features are part of the Stag engine specification. No fan belt failure can hobble the Stag, for example. Both the water pump and the fan are powered mechanically by the engine, without the interposition of a belt. The 12-blade fan is driven directly from the nose of the crankshaft through a finned viscous coupling that is sensitive to the radiator's need for cooling, and that also holds the speed of the fan below a quiet 2500 rpm. Fluid in the cooling system is held and recycled, as needed, by Stag's advanced no-loss coolant-recovery expansion tank.

Refinements in the combustion chamber design of the 1973 Stag improve the engine's performance while retaining its ability to operate smoothly on regular gasoline. Exhaust emissions are kept low by careful calibration of the twin Stromberg CDSEV carburetors and by automatic adjustment of the temperature of the air entering the engine. Escaping unburned hydrocarbons are also intercepted by

a canister of activated charcoal and by a closed-loop return from the crankcase to a carburetor constant-depression chamber. A diaphragm-type electric fuel pump is placed at the rear of the chassis near the fuel tank, a location that helps suppress vapor lock.

In selecting options for the Stag you can tailor its drive train to suit your style of motoring. A fully-synchronized four-speed transmission can carry you to 60 mph in second gear, better than 90 in third and over 110 in top. It's standard equipment. Electrically-operated Laycock overdrive, for lazy expressway cruising in the top two gears, is optional. Its selector switch is conveniently recessed into the top of the gear shift knob. Also optional is the famous and well-proven Borg-Warner Type 35 automatic transmission. It combines a hydraulic torque converter with three automatically-shifted forward speeds. The Stag driver can also use the short-throw console control to make downshifts or to hold the transmission in any gear.

Fully independent suspension in its most polished and advanced form carries the Stag on friction-free deep coil springs and long-travel tubular shock absorbers. The rear wheels are guided by massive aluminum trailing arms. These are pivoted in rubber to a sub-frame which in turn is insulated by rubber at four mounts from the main car structure. Thus noise and vibration are intercepted at two points between the main frame and the road.

Telescoping struts control the front wheels, assisted by lower transverse links and leading radius rods. Noise insulation is interposed by rubber at the pivot bushings and as a seat, against the frame, at the top of each front coil spring. An anti-roll bar is fitted at the front. Power assist is standard on the Stag for both the rack-and-pinion steering and the brakes; the direct-acting vacuum booster reduces by two-thirds the effort needed to apply the brakes. These comprise 10⅝-inch caliper-type disc brakes in front and self-adjusting 9-inch drums at the rear.

Among the accessories offered for the Stag are an AM/FM radio, a hand-rubbed walnut shift knob, a set of Lucas driving lights and a luggage rack that may easily be converted to a ski carrier. A short list because Stag is noted for its very complete standard equipment.

Triumph engineers gave Stag a tight 33½-foot turning circle. They provided two separate brake hydraulic circuits so you will stop safely even if one should fail. Triumph designers specified reel-retracted seat belts for all the occupants of the Stag, as well as diagonal chest harnesses for those in front. They built in a special inertia-operated switch that would turn off the electric fuel pump in the event of a crash. You may never need most of these features. They're things that you most appreciate under emergency conditions.

Triumph Stag Engineering Details

Power Unit: Liquid-cooled eight-cylinder vee-type engine. Bore and stroke 3.38 x 2.54 ins. 86.0 x 64.5 mm. Displacement 182. 9 cu. ins./2997 cc. Compression ratio 7.75 to one. Overhead valves, with chromium-plated stems, piston-type tappets adjusted by shims. Single chain-driven overhead camshaft with five bearings for each cylinder bank. Net power output (SAE) 127 bhp at 5500 rpm. Net torque output (SAE) 148 lb.-ft. at 3500 rpm. Maximum bmep 122 p.s.i. Drop-forged En.16 steel crankshaft with integral counterbalancing weights, five main bearings, combined front pulley and bonded rubber torsional vibration damper. Main bearing journal diameter 2.126 ins., rod big-end journal diameter 1.75 ins. Connecting rods forged alloy steel, full-floating wrist pins. Pistons aluminum alloy with solid skirts. Steel-backed lead-bronze main and rod bearings, with lead-indium overlay. Cylinder block castings, at 90-degree vee, of BS 1452 Grade 14 chromium iron. Cylinder head castings of BS 1490 LM4 aluminum alloy, with Brico 307 sintered iron valve seat inserts. Two Stromberg CDSEV constant-depression carburetors on four-branch aluminum alloy inlet manifold heated by both water and exhaust gases. Combined air cleaner and silencer with replaceable paper element, temperature-controlled air inlet. Three-branch cast iron exhaust manifolds and twin-pipe system.

Drive Train: Hydraulically-operated diaphragm-spring 9.0-in. single dry plate clutch. Fully-synchronized helical-gear manual transmission with four forward speeds, centrally-mounted remote-control shift lever. Splined propellor shaft with needle-roller-bearing universal joints. Hypoid-bevel final drive gears and two-pinion differential in malleable iron housing. Overall gear ratios: Reverse 12.47, First 11.08, Second 7.77, Third 5.13 and Fourth 3.70 to one. Rear wheels driven by individual shafts with Hooke-type universal joints and low-friction splines. Cast light alloy wheels with 5½J flat-hump safety-ledge rims. Tubeless radial-ply tires, 185HR x 14.

Chassis: Steel monocoque unit body/frame with integral tri-form superstructure for windshield support, improved torsional rigidity, and for added occupant protection. Sheet steel pressing thickness ranging from 0.036 to 0.064 in. Power-assisted rack and pinion steering gear, with steering wheel position adjustable for height and reach. Impact absorbing steering column with anti-theft locking device. Front suspension independent, sliding strut, with lower transverse links and leading radius rods. Coil springs, telescopic shock absorbers, anti-roll bar. Rear suspension independent, semi-trailing arms. Coil springs, telescopic shock absorbers. Dual-system hydraulic braking, front/rear pressure differential valve, direct-acting vacuum power booster with nominal assist ratio of 3 to one. Front disc brake dia. 10.6 ins. Rear self-adjusting drum brake dia. 9.0 ins. and width 2.25 ins.

Electrical: Negative-ground 12-volt system with Lucas 43-ampere alternator. 56 ampere-hour battery. Diaphragm-type electric fuel pump with inertia-actuated cutoff switch. Lucas pre-engaged-type starter motor. Two-speed self-parking electric windshield wipers. Electric windshield washers. Twin windtone horns. Cigarette lighter. Electric clock. Electric windows. Twin backup lights. Front and rear side marker lights. Self-cancelling turn signals. Four-way hazard flasher.

Dimensions: Wheelbase 100 ins. Front track 52¾ ins. Rear track 53⅛ ins. Length 173¾ ins. Width 63½ ins. Height 49½ ins. Ground clearance 4 ins. Turning circle dia. 33½ ft. Fuel capacity 16.5 U.S. gallons. Engine oil capacity 10.8 U.S. pints. Dry weight 2640 lbs Basic curb weight 2807 lbs. Maximum gross weight 3750 lbs.

Factory Options: Borg-Warner Type 35 fully automatic transmission, three forward speeds plus torque converter. Overall gear ratios: Reverse 7.75, First 8.85, Second 5.37 and third 3.70 to one, plus maximum reduction of 2.28 to one by torque converter at stall speed. Laycock electrically-operated overdrive for smoother, quieter, more economical motoring. Overall gear ratios in speeds in which overdrive operates: O/D Third 4.20 and O/D Fourth 3.04 to one. Hardtop with opening rear quarter windows, electrically-defrosted rear window. Air conditioning.

Dealer Fitted Accessories. AM/FM radio. Luggage rack. Ski-carrier adaptors. Lucas driving lamp and/or fog lamp. Walnut gear shift knob. Koni adjustable shock absorbers. Rubber floor mats.

Color Choices:
Exterior Color/Interior Trim Color
Emerald/Black
Mallard/Black or Tan
Sapphire/Black or Blue
French Blue/Black
White/Black, Blue or Chestnut
Mimosa/Black or Chestnut
Pimento/Black or Chestnut
Carmine/Black or Tan
Sienna/Black or Tan
Magenta/Black

Specifications and prices subject to change without notice.
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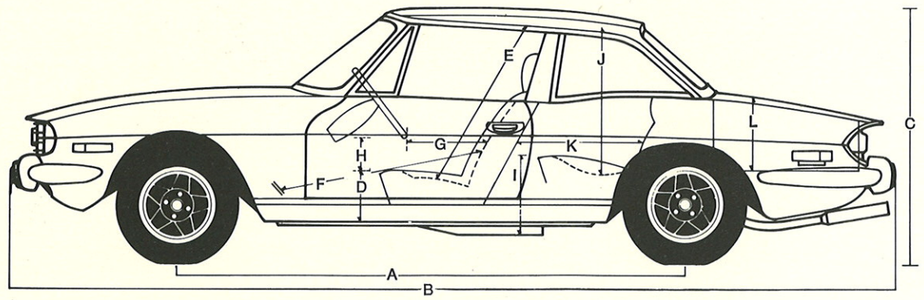

A Wheelbase/100″
Front track/52¾″
Rear track/53⅛″
B Overall length/173¾″
Width, door to door/52″
Overall width/63½″
C Height/49½″
D Front seat height/8½″
Front seat width/22″
Front seat depth/19″
E Front headroom/34½″
F Squab to clutch pedal/39½″-33½″
G Steering wheel to squab/18½″-9½″
H Steering wheel to seat cushion/8″-6″
I Rear seat height/11″
Rear seat width/40″
Rear seat depth/17″
J Rear headroom/32½″
K Squab to back of seat/28″-22″
L Luggage compartment depth
Max. (between wheel arches) 29″
Luggage compartment width, max./54″


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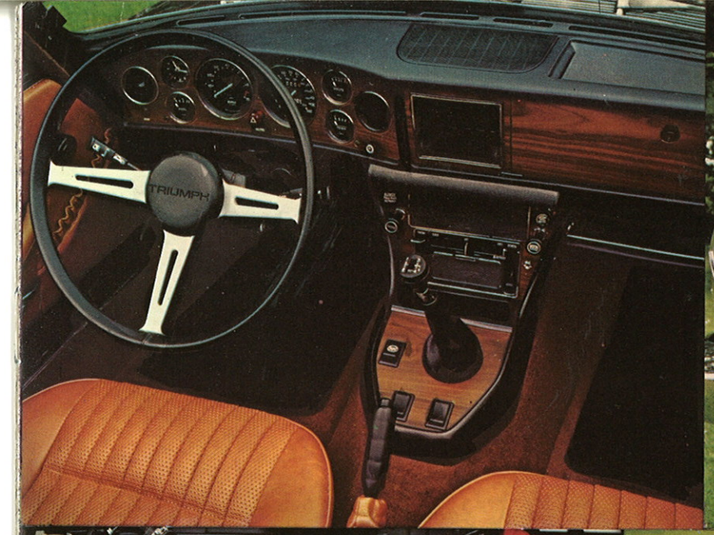

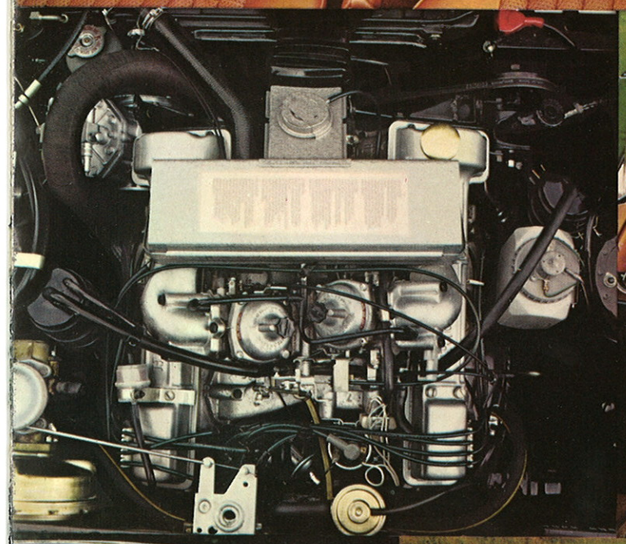

Improvements for 1973
Automobiles that are as carefully planned on the drawing board as the Coventry-built Triumph Stag do not require extensive face-lifts every year. Only after it had met the exacting standards of Triumph's young Engineering Director, C. Spencer King, pioneer in gas-turbine car design and a former racing driver, was the Stag originally cleared for production and sale. Alterations for 1973 are, therefore, in the nature of subtle improvements and refinements.

One change is both visually striking and functionally significant: the adoption of bold new cast aluminum alloy road wheels. Their massive hubs, five broad spokes and polished safety-ledge rims have the strength and good looks of the Grand Prix racing car wheels after which they're patterned. They carry high-performance tubeless radial-ply tires. Another instant identification point for the new model is the fine twin-line coachwork striping along the Stag's trim flanks. This is applied in either black or gold to complement the car's body color, whether light or dark.

Stag identification plaques along the sides and at the rear bumper are enhanced in appearance for 1973. Naturally the front and rear bumpers are reinforced to meet rigorous new Federal standards. The flush-fitting snap-open fuel tank cap may either be locked or left on the push button latch, to choice. The standard convertible top is newly designed of the finest materials, enclosed at the rear quarters for privacy and fitted with a single window at the back.

Interior amenities of the Triumph Stag are honed nearer perfection in the '73 model. A courtesy light is now placed high at the center of the triform arch above the passenger compartment. Bold new graphics improve both the legibility and the appearance of the six circular instruments set into the walnut dash panel. Slim chrome rings around the dials and the fresh-air outlet ducts accent the rich contrast between matte black and fine-grained walnut.

Experienced drivers appreciate the new built-in rest for the left foot. A steering wheel an inch and a half smaller in diameter improves the already excellent response of the power-assisted rack-and-pinion steering gear, requiring only three turns from lock to lock. New separate head restraints in the deep bucket front seats are fully adjustable.

New equipment under the hood of Triumph's Stag includes modified pistons and cylinder heads for its overhead-cam V-8 engine to improve engine performance, a simplified control canister for evaporative emissions, and even trimmer organization of pipes and hoses. What looks right is right—even in Stag's engine room.


STAG

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