STAG



BY TRIUMPH

STAG—A NEW KIND OF TRIUMPH

The Stag 2+2 Convertible and Stag 2+2 Hardtop

This beautiful and finely engineered 'Grand Touring' car is proudly presented by the Triumph Motor Company, of Coventry, England, as the top in its line of quality sporting cars. Triumph is a division of British Leyland, Britain's largest auto manufacturer.

The Stag in Europe is termed a Grand Touring 2+2, because it has high performance for long distance Continental cruising and a body design that on occasion can carry four passengers. With the Triumph Stag, sportsmen can drive untiringly across the long Autoroutes and Autostrada of France and Italy; or be equally at home on the great cross-country turnpikes and expressways of America. The whole car is designed for such work—a smooth powerful V8 engine; a chassis engineered for exceptional road holding; deep comfort for driver and passengers.

Stag is rightly named after that noble animal, noted for its speed and grace, but fierce devotion. 'The Monarch of the Glen' is now a monarch of the road.



'The Monarch of the Glen' by Thomas Landseer after the painting by Sir Edwin Landseer, R.A.—Victorian England's most popular engraving.

STAG

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An Entirely New Look in Continental Cars—the Triumph Stag, with optional Hardtop

Stag's versatility is eloquently expressed by its choice of tops. It can be enjoyed with a convertible top, or a crisp, full-vision hardtop, and with both tops. As a hardtop, with big, swing-open rear quarter windows, the Stag is as silent and snug as the four-seater GT coupe it then appears to be. Its firm attachments even include an electrical connection to the defroster for the wide rear window.

Like all Triumph sporting cars for more than a decade, the Stag two-door coupe has been shaped by Giovanni Michelotti, one of the men who made Turin, Italy the automotive styling capital of the world. Enhancing function as well as form, Michelotti has given the Stag classic lines that are aerodynamically clean and aesthetically faultless.

The Stag's sweeping flanks are set off by the sparkling brilliance of specially designed chrome-plated wire wheels. Their handsome radiating spokes retain a 5½-inch rim from a splined hub, held by a single special hex nut. Radial-ply tires are standard on the nimble Stag.

Door handles, side marker lights and the lockable fuel filler cap blend with the sheer surfaces. Quad headlamps are flanked by clusters containing signal and running lights, set into the anodized aluminum grille. Matching clusters in the concave tail are well protected by the wrap-around bumpers with rubber-faced guards.

Achieving spaciousness without needless size, the Stag is only 14½ feet long on a 100-inch wheelbase. Triumph designers gained interior room by giving the Stag a monocoque frame, stiffened by double-walled door sills which also add resistance from side collisions. Within its spot-welded steel structure, glass fiber packed in polythene envelopes absorbs noise, controls heat.











With the convertible top lowered beneath its neat deck lid, the Triumph Stag's 2+2 configuration reveals a deep, upholstered rear seat.



Stag's Many Interior Appointments make it a truly Personal Car

You sense instantly the acknowledged experience of Triumph engineers in the art of devising controls for people when you take the wheel of the Stag convertible. A single lever allows you to adjust the alloy-spoked steering wheel over four inches for distance, two inches for height. Beneath each seat there's the usual adjustment for leg length, plus a crank to set the seat angle and a lever to change the back angle.

Richly bolstered for firm back support, the luxurious seats are trimmed in expanded vinyl. Their basketweave pattern is cool and flexible. Latches to free the seat backs for easy entry to the rear seat are handily placed high.

White-on-black instrument dials are set deeply into a matte-finish walnut veneer panel. One of those dials is unique to Triumph cars: a master warning monitor with eight light segments signalling 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. Among the other gauges, tachometer and electric clock.

Arrayed on the walnut veneer console tray are the Stag's comfort controls, reached easily from either seat. Levers adjust its versatile heating/ventilating system. Switches are close at hand for the electrically-operated side windows, which are standard equipment.

Effortless Long Distance Performance is the Keynote of Triumph's Most Powerful Model—the New Stag 2+2

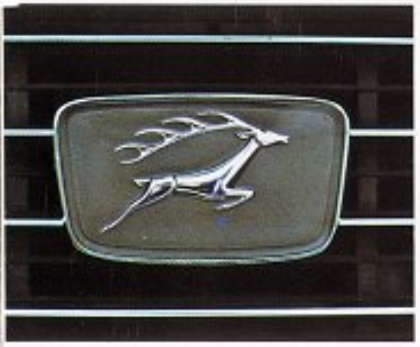
There's much to admire under the Stag's wide hood. Its stout heart is the all-new British Leyland-built, overhead-cam, V8 engine. It combines typical V8 torque with the high-revving ease and durability of overhead camshafts. Cooling fluid is held and recycled, as needed, by Stag's advanced no-loss cooling system. Air entering the engine is automatically adjusted in temperature to help keep exhaust emissions low, and a canister of activated charcoal traps unburned hydrocarbons from escaping from the fuel system.

You can tailor the drive train of the Stag to suit your motoring style. A fully-synchronized four-speed transmission can carry you to 60 in second, 90 mph in third gear and well over 100 in top. Electrically-operated overdrive, for lazy expressway cruising in the top two gears, is optional. Its electric selector switch is conveniently recessed in the top of the gear lever. Also optional is the proven Borg-Warner automatic transmission. A touch on its sturdy console control lever holds the automatic in any one of its three forward speeds.

Fully independent suspension in its most refined and advanced form carries the Stag on friction-free deep coil springs and long-travel tubular shock absorbers. Massive aluminum trailing arms guide the rear wheels, pivoted in rubber to a sub-frame which is insulated by rubber at four points from the main chassis.

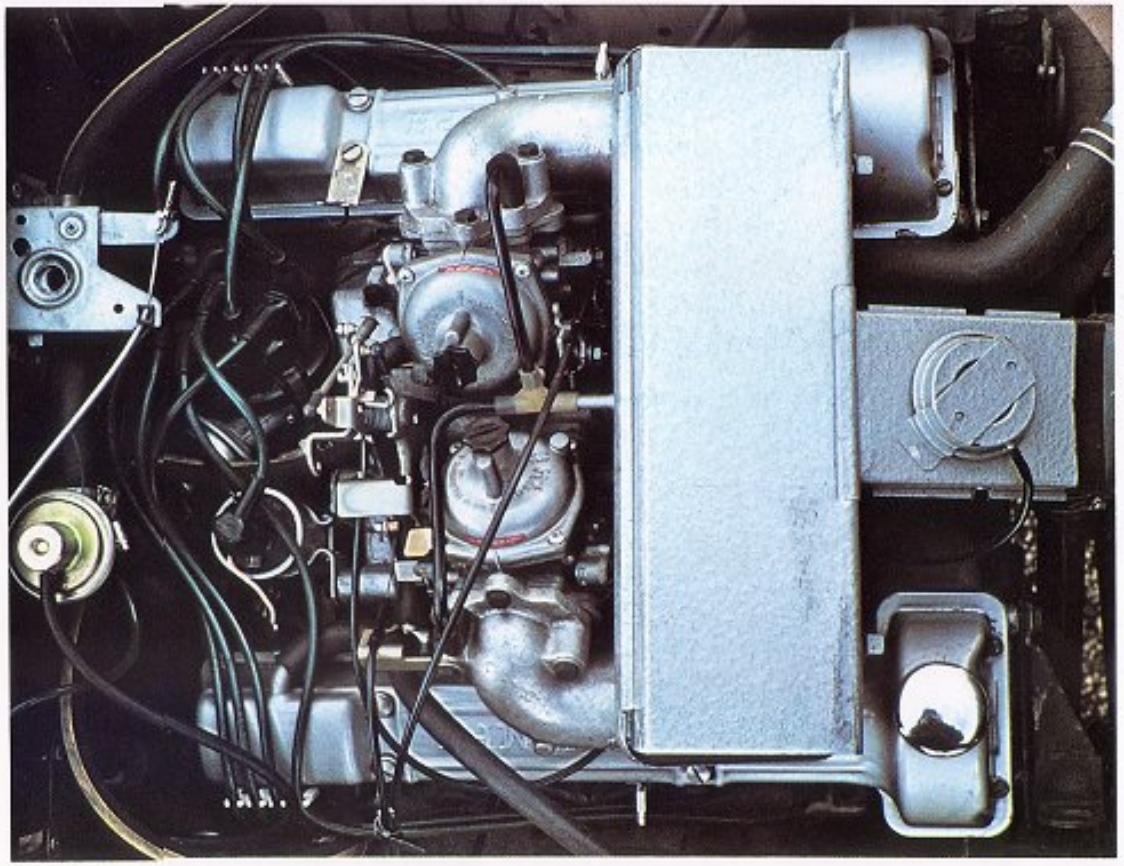
Telescoping struts control the gleaming front wire wheels, assisted by an anti-roll bar. The most precise form of steering known, the rack and pinion gear, is used with an hydraulic power assist, as standard, to take the work out of cornering. Also standard in the Stag is a direct-acting power booster for the brakes. It reduces by two thirds the effort of operating the powerful brakes, 10⅝-inch discs in front and 9-inch drums in the rear.

Effortless power in a superb chassis, under complete driver control: That's the essence of Triumph's Stag.









Stag's compact, all new V8 power unit, with twin carburetors, overhead camshafts, aluminum cylinder heads and no-loss cooling system, is designed to meet the latest air-pollution standards.




STAG











Stag is a 'Grand Touring' Car with a host of detail conveniences and safety features—for the meticulous owner

Experienced travelers are quick to appreciate the many thoughtful conveniences designed into the Stag. On top of the dash there's a recessed tray, and below it a large package shelf. A separate key is provided to keep private the contents of the glove compartment. In its lid is an automatic light.

In each door there are flexible stowage pockets, handy for maps and papers. Rear seat passengers have a pocket in each front seat back, an open compartment at each side, and a central ash tray. Nighttime entry is eased by the big interior lights and the special lamps in the arm rest of each door: They illuminate the roadside outside and also beam a red warning glow to the rear.

Automatic lighting for the trunk compartment is another Stag feature. Its capacity of nine cubic feet is completely clean and protectively carpeted, above the recessed spare wheel and tool kit.







Brilliant backup lights are built into the clusters at the rear of the Stag. Brake lights and turn signals are made automatically brighter by day and dimmer by night.

The optional air conditioning, the standard ventilating and heater controls are mounted together with the radio on the center console, with variable direction ducts at either end of the facia panel. Glare and heat reducing tinted glass all-round is standard equipment. The choice of stick shift with optional overdrive, or optional automatic transmission, offers differing gear lever quadrants.

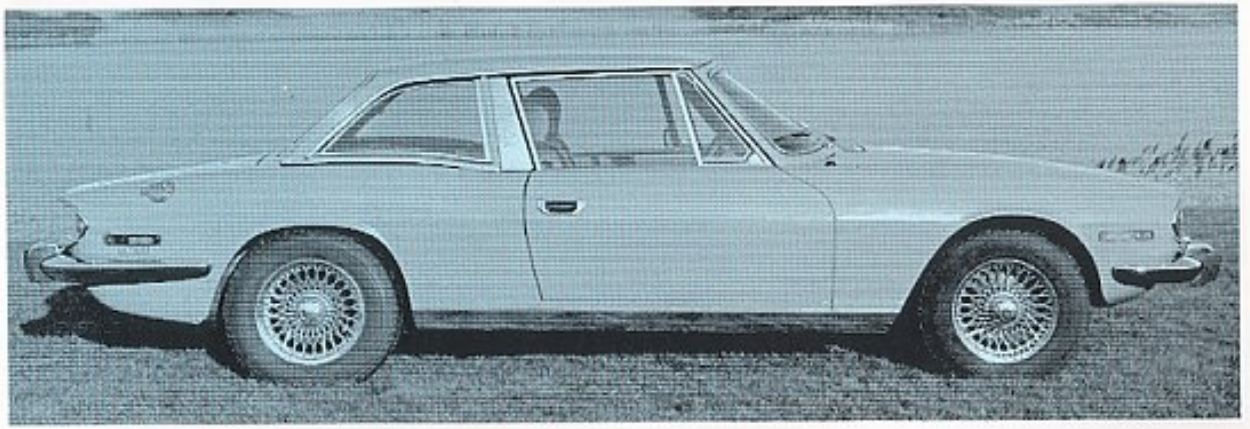
Controls for lighting, signalling and screen cleaning are literally at your fingertips in a Stag. On the side of the steering column there's a master lighting selector dial that switches on the system. Just below the padded steering wheel rim there are two levers. One sounds the horn, dims the headlights and triggers the turn signals. The other operates the electric windshield washers and the two-speed self-parking wipers.

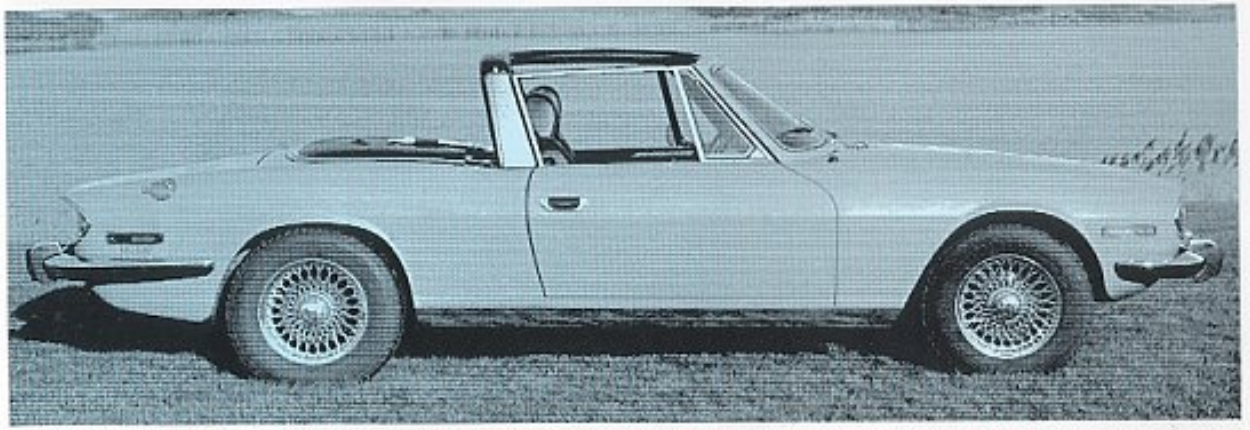
Beneath the Stag's glossy finish is a real concern for passenger safety by Triumph engineers. Thought-through driving controls are part of their approach. They gave the car a tight 34-foot turning circle. They provided two separate brake hydraulic circuits so you always stop even if one should fail. They built in a special inertia-operated switch that turns off the electric fuel pump in an accident. You may never need these features, but Triumph wanted to be sure that you had them anyway. Inertia reel safety harness is standard.

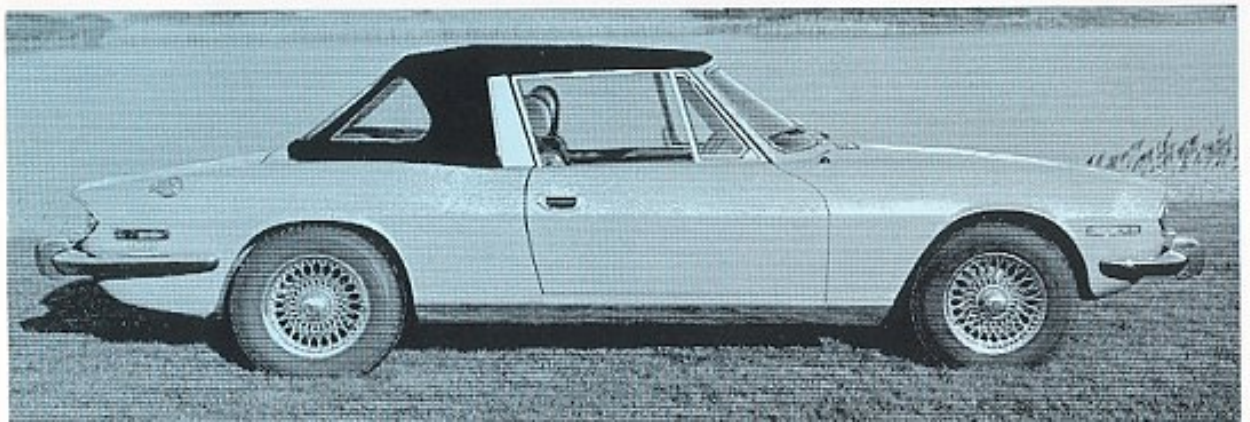












Three cars in one. These illustrations graphically confirm the convenience of Stag's triple character as hardtop or as convertible (up or down).





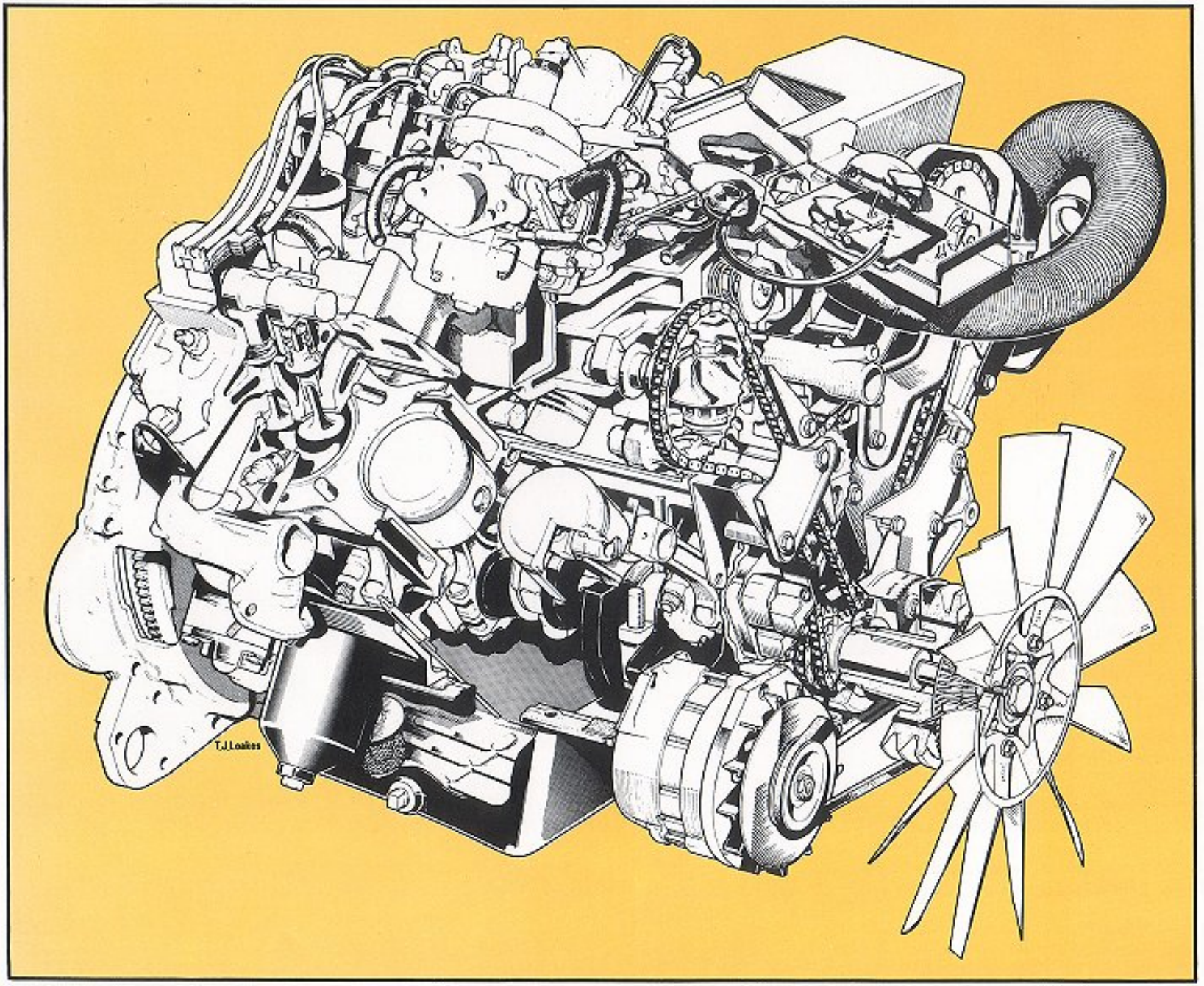
Stag offers Great Versatility—a neatly stowed convertible top; optional hardtop; or both

On being folded, the Stag's convertible top vanishes completely, beneath a tailored counterbalanced cover flush with the rear deck, for fresh air and sun. When erect the top's edges are snugly sealed by Velcro fasteners. The center portion of the wide-view three-part rear window zips down for additional ventilation.

Inside either top is another advanced Stag feature, a padded steel tri-form arch, specifically designed for occupant protection. Bracing the body sides to the top of the windshield, the welded arch contributes one quarter of the stiffness of Stag's rigid and quiet all-steel unitized body. It accounts for much of the exceptional safety and silence of this refined convertible. It also carries two of the convenient interior lights.

Of course the Stag has all the other features you expect in a luxury car. Its wide sun visors are safety-padded, and the passenger's visor has a vanity mirror. With a breakaway base for safety, the rear-view mirror has a night-driving dimmer. Handwheel controls adjust the opening of the front quarter windows. A parallelogram linkage lets the wiper blade on the driver's side do a more effective windshield cleaning job.



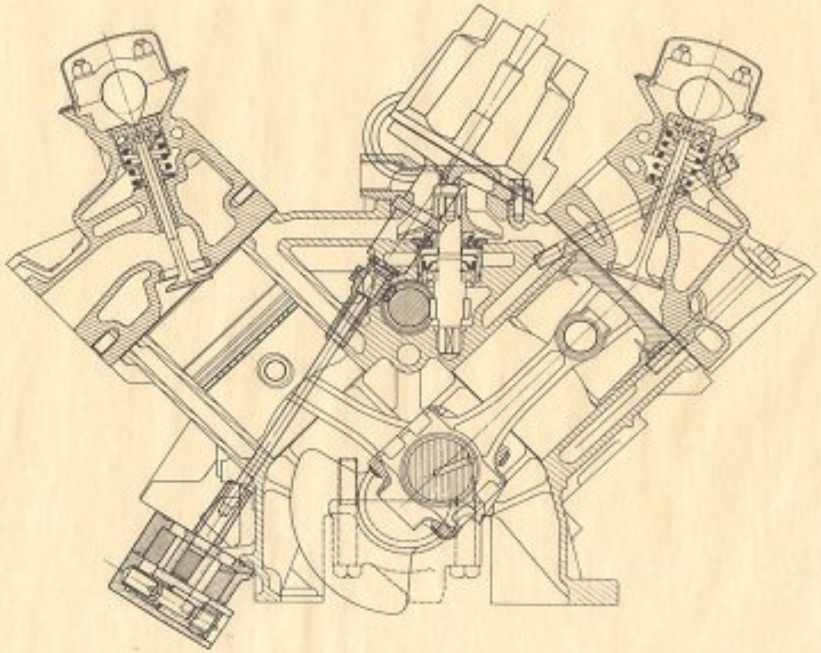

T.J.Loakes

STAG is the Triumph company's top performer on the road; and the power unit, with which it achieves this distinction, is a very modern V8, one of the latest from British Leyland.

High torque, low down in its broad range of revolutions, is the main characteristic of this 3-litre, overhead camshaft, aluminum cylinder head engine. It has been developed under the supervision of Triumph's young director of engineering C. Spencer King. He speaks with some pride of Stag's compact power plant, which has so many advanced features, saying:

"Stag has an extremely solid background of development and production, and its 3-litre overhead camshaft engine is quite new . . . Its durability is superior and this engine has a very clean exhaust . . ."

Stag by Triumph—ushers in a new luxury personal car, setting the highest standards of safety, elegance and superior all-round performance.



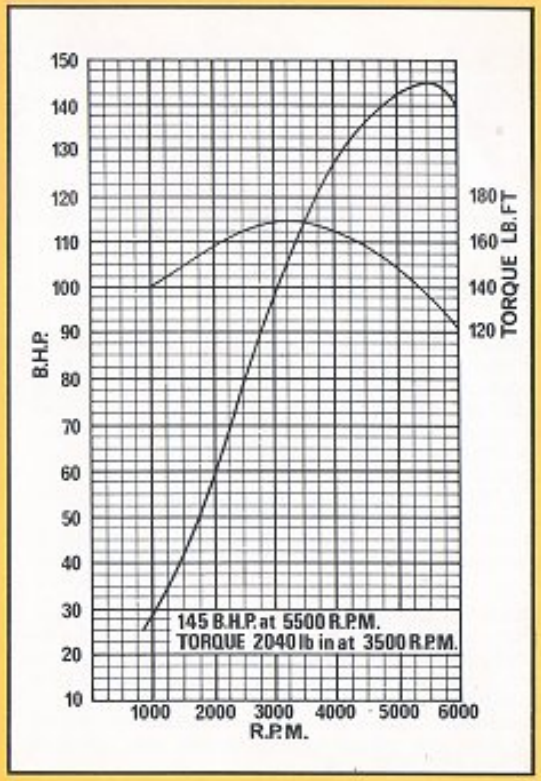
The very modern V8 engine of Stag develops high torque for powerful acceleration at traffic speeds

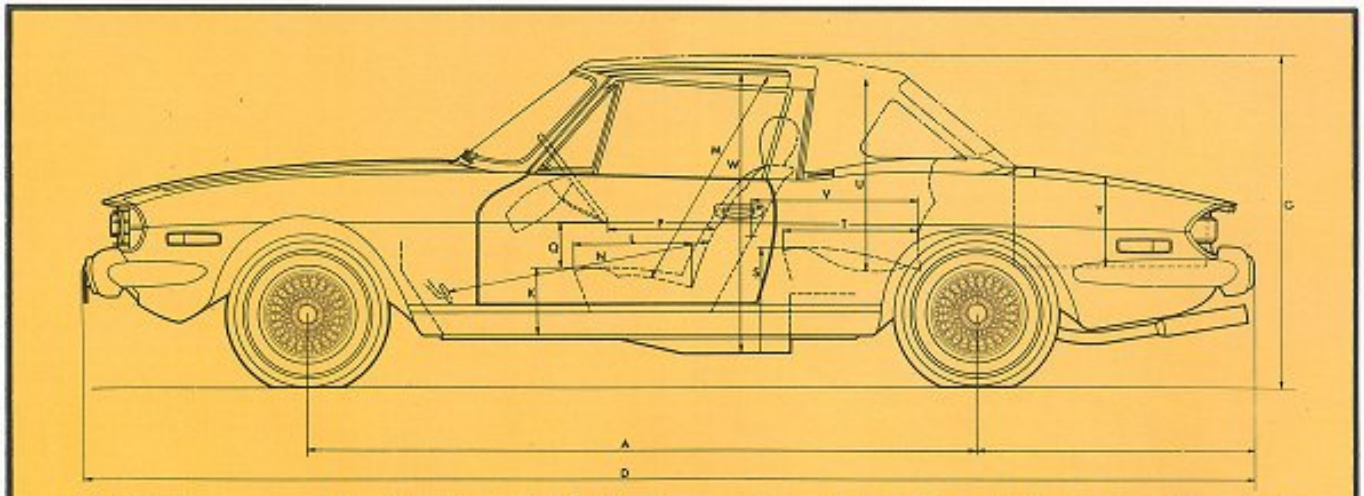
More like that of a Grand Prix racer than a production car, the three-litre V8 engine in the Stag is a modern masterpiece, one of the most advanced power units in the world. It is renowned, like most V8 engines, for its excellent torque, which reaches a peak at the modest and useful speed of 3500 rpm. Yet the Stag V8 is a high-revving thoroughbred, with a tachometer red-line at 6500 rpm. Maximum output is 145 horsepower, not an artificially inflated figure but one reflecting the actual power as installed in the Stag.

It can be said that this engine is overdesigned. Its cylinder block is of chromium iron, deep-sided to brace the five main bearings rigidly. Counterweighted forged steel crankshaft and connecting rods are robustly overdimensioned, running in steel-backed copper-lead bearings. They give the Stag durability to match its performance and refinement, the end products of seven years of research and testing.

Costly overhead camshafts, one for each bank of cylinders, give the Stag V8 its ability to rev to 6000-plus. Each camshaft is carried in five bearings in its aluminum cylinder head, and driven by its own individual hydraulically-tensioned roller chain. Valves seat on rugged sintered iron inserts in the advanced wedge-type combustion chambers. They are fed by an aluminum intake manifold and twin precision-built constant-depression carburetors in a cross-ram array.

Stag's silence begins with the engine, not with insulation. Designed on turbine principles, its 13-blade cooling fan is a nylon die-casting. It's driven by a viscous coupling that's sensitive to the radiator's need for cooling, and also holds the fan speed below a quiet 2500 rpm. The compact V8's drive pulleys and accessory mounts were engineered from the outset for the Stag's powerful 540-watt alternator, power steering pump and the compressor of the optional air conditioning, proof-tested in the American Southwest.





A	Wheelbase	8′ 4″	2540 mm.		Front Seat Width	22″	558 mm.	T	Rear Seat Depth	16″	407 mm.
	Rear Track	4′ 4½″	1342 mm.	M	Front Headroom	34½″	876 mm.		Rear Seat Width	40″	1015 mm.
	Front Track	4′ 4½″	1330 mm.	N	Squab to Clutch Pedal *Max.*	39½″	1002 mm.	U	Rear Headroom	32½″	818 mm.
D	Overall length	14′ 5½″	4420 mm.		*Min.*	33½″	850 mm.	V	Squab to Back of Front Seat *Max.*	28″	712 mm.
	Overall width	5′ 3½″	1612 mm.	P	Steering Wheel to Squab *Max.*	18½″	470 mm.		*Min.*	22″	560 mm.
G	Height (hood erect)	4′ 1½″	1258 mm.		*Min.*	9½″	242 mm.	Y	Maximum Boot Height	13″	330 mm.
K	Front Seat Height	8½″	216 mm.	Q	Steering to Seat Cushion *Max.*	8″	204 mm.		Maximum Boot Width	54″	1370 mm.
L	Front Seat Depth	19″	483 mm.		*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.

Triumph Stag Technical Details

POWER UNIT: Eight-cylinder vee 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 8.8 to one. Overhead valves, piston-type tappets with shim adjustment, single chain-driven overhead camshaft for each cylinder bank. Net power output 145 bhp at 5500 rpm. Net torque output 170 lb.-ft. at 3500 rpm. Drop-forged En. 16 steel crankshaft with five main bearings, diameter 2.126 ins. Connecting rod big-end journal diameter 1.75 ins. Cylinder block casting, 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.

DRIVE TRAIN: Hydraulically-operated diaphragm-spring 9.0-in. clutch. Fully synchronized transmission with four forward speeds. Hypoid final drive gears. Overall gear ratios: Reverse 12.47, First 11.08, Second 7.77, Third 5.13 and Fourth 3.70 to one. Needle-bearinged Hooke-type universal joints on open wheel drive shafts. Radially-spoked chrome-plated wire wheels with 5½J rims and central locking by hex nut. Goodyear radial-ply tires, 185/70HR x 14.

CHASSIS: Steel monocoque unit body/frame with integral superstructure for windshield support, improved torsional rigidity, and for occupant protection. Sheet steel pressing thickness ranging from 0.036 to 0.064 in. Power-assisted rack and pinion steering, with steering wheel column fully adjustable. Front suspension independent, MacPherson strut. Coil springs, telescopic shock absorbers, anti-roll bar. Rear suspension independent, semi-trailing arms. Coil springs, telescopic shock absorbers. Dual-system hydraulic braking, pressure differential value, direct-acting vacuum power booster with nominal 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 alternator. 56 ampere-hour battery. Electric fuel pump with inertia-actuated cutoff switch. Two-speed electric windshield wipers. Electric windshield washers. Twin windtone horns. Cigarette lighter. Electric clock. Twin backup lights. Front and rear marker lights. Self-canceling turn signals. Electric windows. Four-way hazard flasher.

DIMENSIONS: Wheelbase 100 ins. Front track 52½ ins. Rear track 52⅜ ins. Length 173¾ ins. Width 63½ ins. Height 49½ ins. Ground clearance 4 ins. Turning circle dia. 34 ft. Fuel capacity 16½ U.S. gals. Dry weight 2640 lbs. Basic curb weight 2807 lbs. Maximum gross weight 3750 lbs.

OPTIONS: Borg-Warner Type 35 fully automatic transmission, three forward speeds plus torque converter. Overall ratios: Reverse 7.75, First 8.85, Second 5.37 and Third 3.70 to one, plus maximum reduction of 2.30 by torque converter at stall speed. Laycock de Normanville electrically-operated overdrive for smoother, quieter, more economical high-speed cruising. Overall ratios in gears which overdrive operates: O/D Third 4.20 and O/D Fourth 4.04 to one. Hardtop with hinged quarter-windows and electrically defrosted rear window. Air conditioning. Radio.

STAG COLOR CHOICES

Exterior Color	Interior Trim Color
Damson	Black/or Tan
Imperial Blue	Black/or Blue
Jasmine Yellow	Black/or Tan
Laurel Green	Black/or Tan/or Red
Saffron	Black/or Tan
Sienna	Black/or Tan
Signal Red	Black/or Tan
White	Black/or Tan/or Red

(Convertible top is Black only: Hardtops in exterior body color only.)

Specifications and prices subject to change without notice.

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