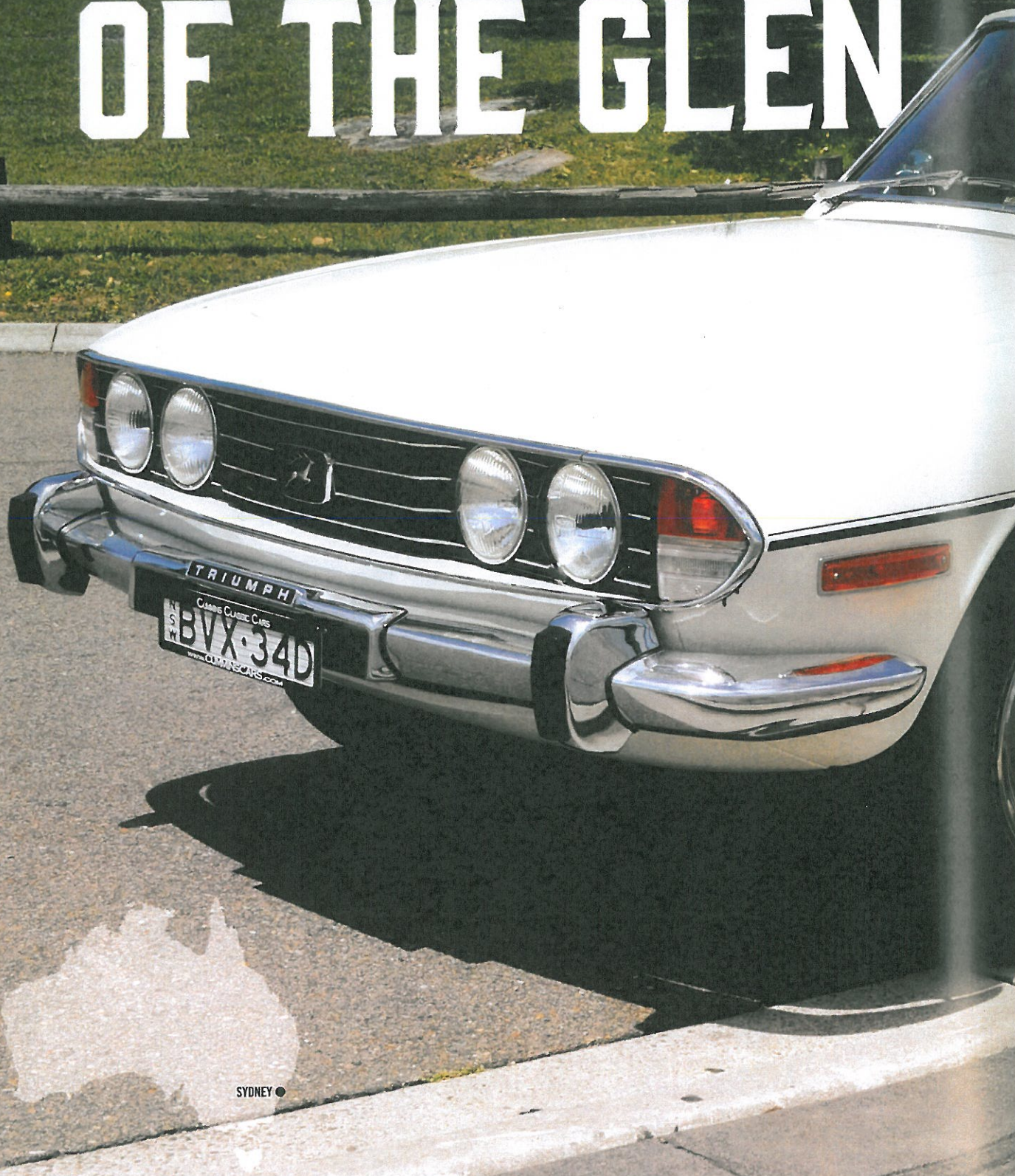


International **SURVIVOR**

1973 TRIUMPH
STAG MARK 2

MONARCH OF THE GLEN

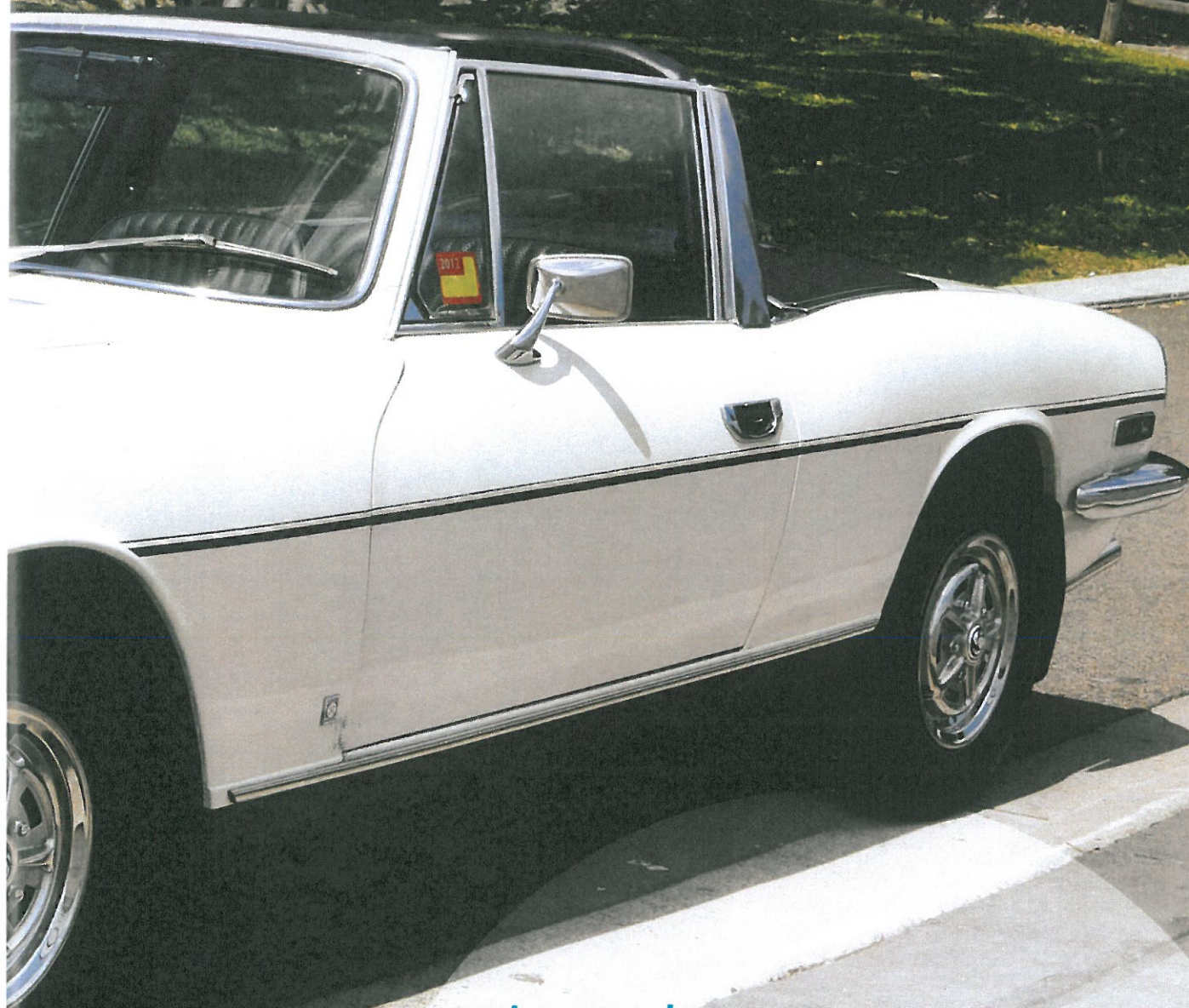


SYDNEY ●

The Stag is a large male deer that thrives in the highlands of Scotland where it is the Monarch of the Glen.

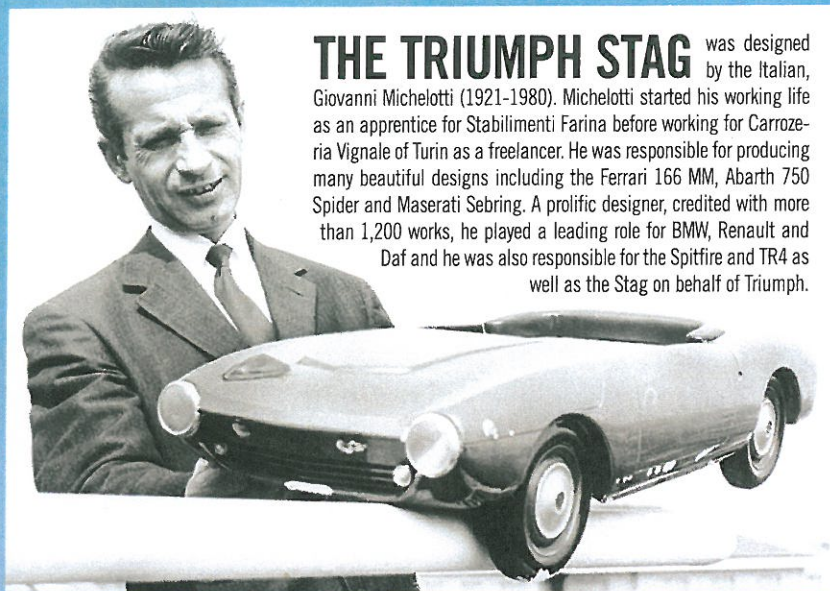


The Triumph Stag looked the goods when it was released but fell out of favour due to reliability issues. Times have changed and a pristine Stag Survivor, like the one presented here, now fetches a pretty penny.



words James Nicholls photos Jeremy Best & James Nicholls

When Jeremy Best, the owner of Cummins Classic Cars in Sydney, was looking for a classic car for his own personal use, he could of course have had his pick of his stock of Aston Martins or Jaguars for which the business is so well respected. Surprisingly, what he chose for himself was a vehicle that is much underrated, the Triumph Stag. A surprise because most of the remaining Stags, targeted at the sophisticated market segment occupied by the Mercedes-Benz 280SL, are in such a sorry state. The search for a pristine original Stag ended in 2010 when Jeremy discovered this beautiful example for sale in its mother country and imported it to Australia. The Stag presented here is possibly the finest surviving example of its kind that ever left the factory – a true Monarch of the Glen from British Leyland.



THE TRIUMPH STAG was designed by the Italian, Giovanni Michelotti (1921-1980). Michelotti started his working life as an apprentice for Stabilimenti Farina before working for Carrozzeria Vignale of Turin as a freelancer. He was responsible for producing many beautiful designs including the Ferrari 166 MM, Abarth 750 Spider and Maserati Sebring. A prolific designer, credited with more than 1,200 works, he played a leading role for BMW, Renault and Daf and he was also responsible for the Spitfire and TR4 as well as the Stag on behalf of Triumph.



The Stag was optioned with a laminated windscreen which cost £35.



First launched in 1970, the Triumph Stag was an advanced motorcar for the time, with independent suspension as standard as were the servo-assisted brakes, power steering and electric windows. Despite the fact that it was (and still is) good looking from its elegant dynamic-line design by Giovanni Michelotti, fast with its 3.0 litre V8 engine and well appointed both from the point of view of practicality and comfort, the Stag was never really a huge success. Even though eventually 25,939 units were built, it was over a seven year period, and this was far short of the sales projections set.

The pinnacle of its success was in 1973 with 5,500



Convertibles and sunny days go together like fine wine and aged cheese.

cars sold. However, that same year the Stag was withdrawn from the USA, a marketplace that had been identified as the prime target. The Stag was thirsty and therefore affected by the Middle East Oil Crisis and there were also build quality issues during those turbulent times when Ted Heath was Prime Minister in the UK. But if you could find a good one that has been looked after properly what a motor the Stag would promise to be.

According to the Factory records, Triumph Stag chassis number LD/22296-BW, engine number LF/21761-HEBW, with body number 21755/21796-LD was built on 1st March 1973. The exterior colour was white, with black trim and a black hood. Factory fitted

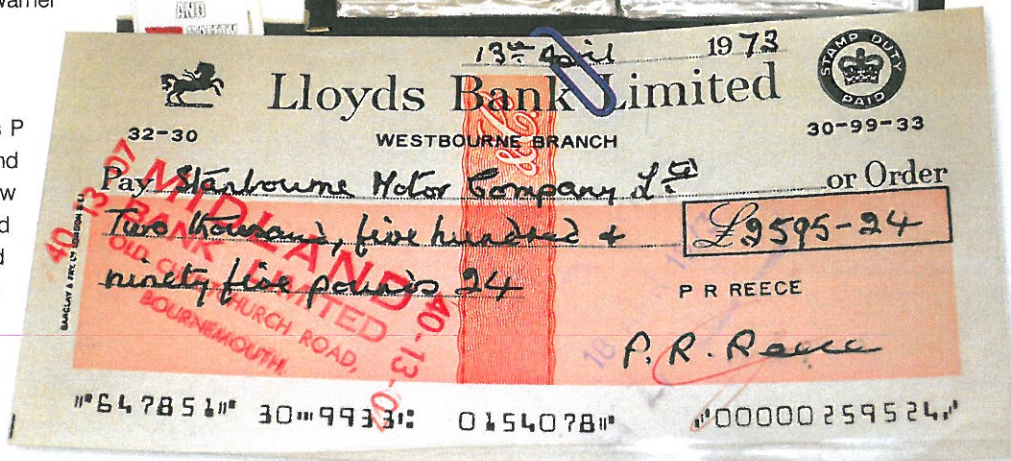
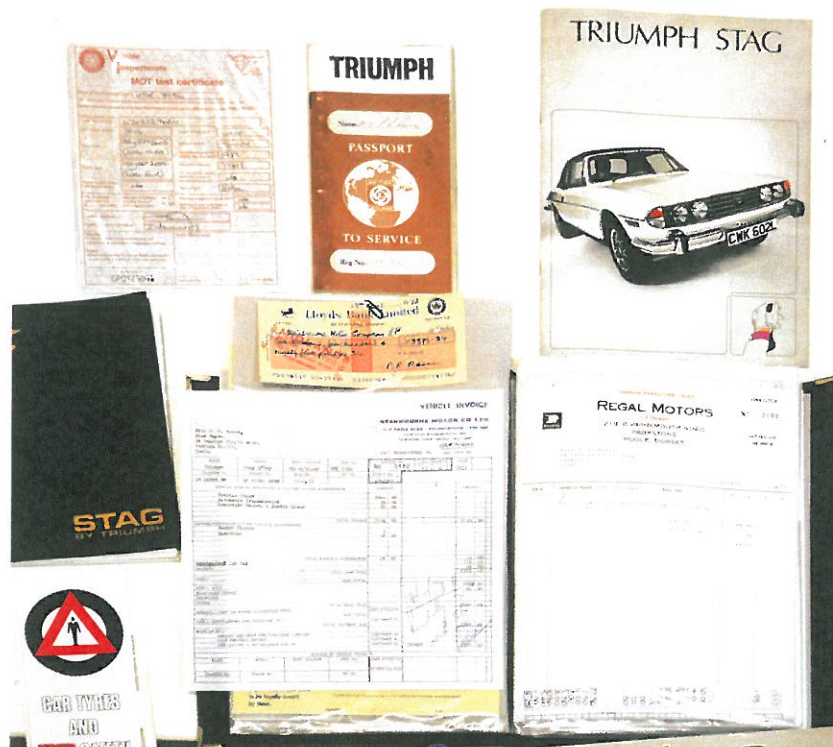
"...THE TRAFFIC WAS GETTING TOO HEAVY FOR A MANUAL CAR."

equipment included a heater, tinted laminated wind-screen, inertia-reel seat-belts and a Borg-Warner 3-speed automatic gearbox.

TALK ABOUT THOROUGH

This was how the car was delivered to Miss P Reece of Poole in the county of Dorset, England on the 13th April 1973, and this is exactly how we find the car now. The original price paid was £2,595.24 sterling, which is confirmed by the original cheque issued from Lloyds Bank which is in the incredible history file. This history file outlines the whole purchase process which started in 1967 when the Reece family were running a Triumph Vitesse. Miss Reece's father (keeping

Below: The documentation that came with this Stag is a testament to the original owner's thoroughness. It even includes the original cheque.



From the James Bond film, *Diamonds Are Forever*. Peter Franks is stopped at customs and called into the office. Sean Connery jumps into the Stag, assumes the identity of Peter Franks and drives off.



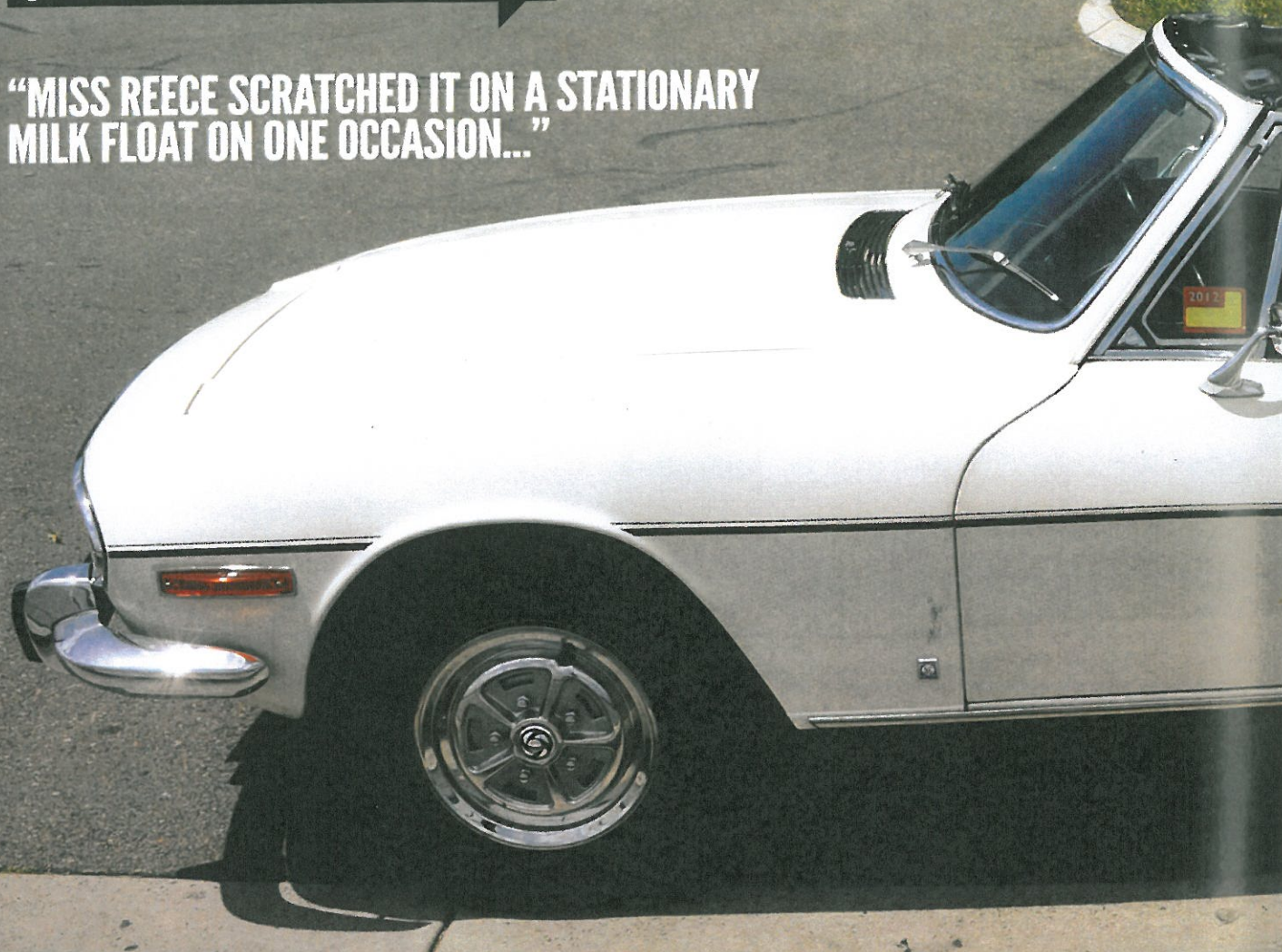
DID YOU KNOW?

In the 1971 James Bond film *Diamonds Are Forever*, 007 (played by Sean Connery), assuming the identity of diamond smuggler Peter Franks, drives a Saffran Yellow Triumph Stag. Leaving London, Bond and the Stag head to Amsterdam via Dover and the Seaspeed SRN4 Hovercraft, 'The Princess Margaret'. Another famous James to reportedly drive a Stag was star of the *Carry On* series, actor/comedian Sid James.

International SURVIVOR

1973 TRIUMPH
STAG MARK 2

"MISS REECE SCRATCHED IT ON A STATIONARY
MILK FLOAT ON ONE OCCASION..."



THREAD OF Survival

1973-1999

Bought by Miss P Reece from
The Swanbourne Motor Company
Dorset, UK

1999-2000

Sold to Maurice Kershaw,
Dorset, UK

2000-2010

Sold to Michael Whitehead
Lancaster, UK

2010-CURRENT

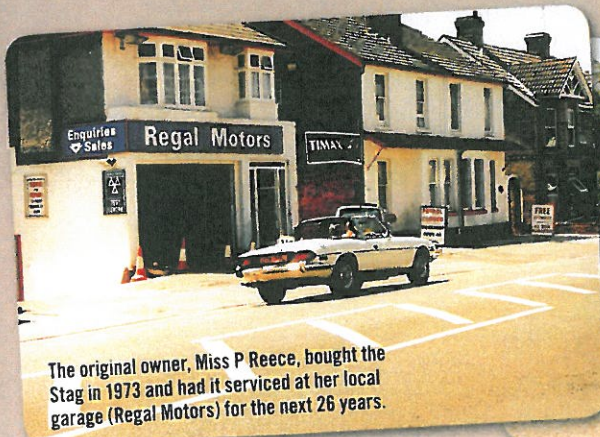
Sold to Jeremy Best
Sydney, NSW



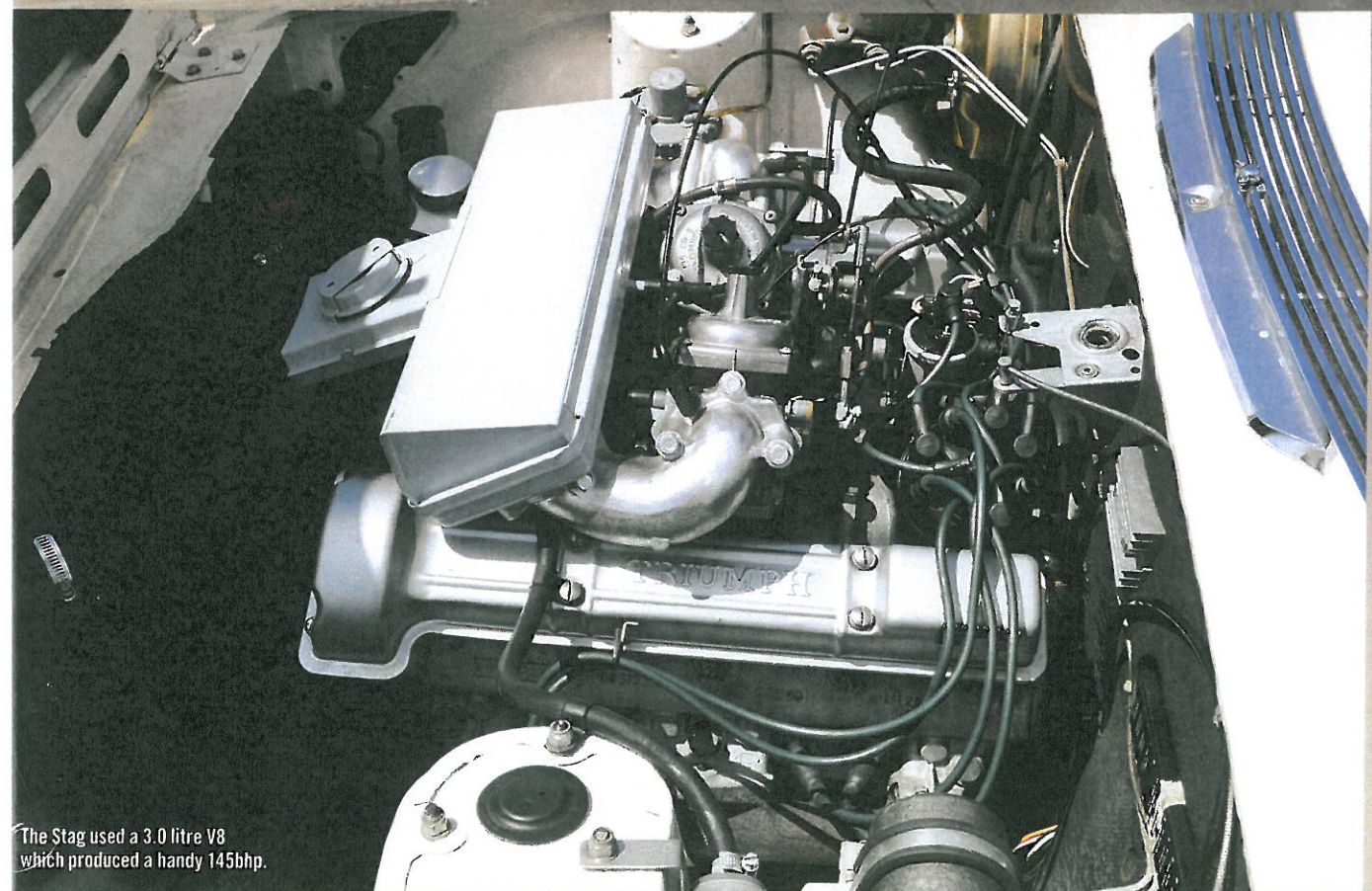
copies of all his correspondence on the back of Winalot dog food packets!) wrote to B J Roberts, Distribution Manager at Standard Triumph inquiring about an automatic Vitesse or convertible Triumph 2000 as the traffic was getting too heavy for a manual car. Much correspondence continued between Reece and Roberts before the Stag's eventual purchase, serving to highlight the detail and extent that this particular family put into the consideration of the purchase of a new car! Better still, the history file contains all the paperwork pertaining to the next 26 years of servicing by the local garage, Regal Motors, of this Stag which carried the registration UKT 719L from new. Regal Motors can still be found at 218 Bournemouth Road in

Poole, though their final service of the Stag took place on 12th February 1999 when the odometer reading was recorded at 31,929 miles.

When I drove it for Survivor Car Australia, the Stag had still only covered a fully documented 41,426 miles. It has been immaculately maintained by its grand total of just four owners including the latest incumbent, Jeremy. Looking over the vehicle, it still sports its original white paintwork, though it has had some professional paint where Miss Reece scratched it on a stationary milk float on one occasion. Yet again, all the relevant paperwork, regarding this contretemps, between owner and insurance company is on file! The interior of the Stag is also pristine and totally original.



The original steel wheels had tin Rostyle hubcaps which rattled so Jeremy upgraded to a set of period correct Factory option Triumph Stag alloys



The Stag used a 3.0 litre V8 which produced a handy 145bhp.

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Néver in its life has a radio been fitted so there are no unsightly holes or screw marks anywhere. Of course as one might expect of a Survivor of this quality the engine and drivetrain are all original and the fabulous V8 sounds and pulls beautifully. It also sits on period correct wheels and tyres. Whilst Jeremy still has the original steel wheels for the car, to his annoyance the tin Rostyle hubcaps rattled so he has upgraded to a set of very smart, correct Factory option Triumph Stag alloys. These are nicely set off by 185x14 Michelins, which happenstance the original delivery paperwork also specified. All of the owner's service books and log books are of course complete!

What more can one say of this 42 year old beauty except that she does not show her age either in looks or performance. This is a very special machine of unquestionable provenance. In the unlikely event that Jeremy ever decides to part with it through his dealership, do not hesitate to become its fifth owner – you may never get another chance for a Survivor Stag this good. **SCA**



The Stag's interior is in immaculate condition.



The timber veneer dashboard still looks classy today and really sets off the cabin.

SPECIFICATIONS

MODEL

1973 Triumph Stag Mark 2

ODOMETER

41,426 miles

POWER

3.0L V8 145bhp (108kW) @ 5,500 rpm

TRANSMISSION

3-speed Borg-Warner automatic

PAINT

White

TRIM

Black

OPTIONS

Heater; tinted laminated glass, underseal, automatic.

DEALERSHIP

The Swanbourne Motor Co
Bournemouth, Dorset, UK

MODEL DURATION

1970-1978

NUMBER BUILT

25,939

ORIGINAL PRICE

£2,595 24

