

November 19, 1973

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Dear Fellow Triumph Dealers, or I do to help straighten things out with
Trium I would like to thank you for your sincere help in the effort to keep
the Meriden factory open and producing the Triumph twins as we know them.
I will bring you up to date as of Thursday, November 15, 1973, which was
my last day in England. On October 9, 1973, I got a phone call for help
concerning the closure of Meriden and the possibility of no more Triumphs,
period! At this point--on October 10, 11, and 12, 1973--I called 23 dealers,
talked to Dennis McCormack, and talked to England three times. Monday
afternoon, October 15, 1973, Mr. Leslie Huckfield, who is a member of
Parliament, House of Commons, arrived at National airport. Mr. Huckfield
stayed at my home and Monday night we talked to concerned people. Tuesday
I set up a dealer meeting for Wednesday afternoon, set up a meeting with
the Department of Transportation, and set up a meeting with Dennis McCormack.
I also tried to set up a meeting with Dr. Kalinski. Tuesday afternoon I
took Mr. Huckfield to Triumph in Baltimore. Wednesday morning, October 17,
1973, we met with Dennis McCormack and Wednesday afternoon we met with 12
dealers from around the U.S. This meeting lasted well into the evening.
Thursday morning we went to the D.O.T. and had two meetings. We met with
John Carson, Chief of Controls and Displays for N.T.H.S.A. and then met
with Dr. Gregory who heads D.O.T. We had lunch at the British Embassy to
bring them up to date, and later that afternoon I put Mr. Huckfield on a
plane to London. and a third picture of the present finished cycles

The week of October 21, I talked to many dealers around the U.S. to
find all were very confused with what was happening to Triumph motorcycles
and parts. The week of October 28, I was in England and France with many
of you dealers and met many whom I did not know to find that they were
very concerned about Triumph. I attended the meeting in Parliament that
Mr. Huckfield had arranged and met more concerned dealers and even a field
representative. My wife and I did not attend the dinner on Wednesday night
in London. We took our good friends Mr. John and Joan Walford (John was
a managing director of Triumph until 1971) and Mr. (Ron and Brenda Dalton
(Brenda has been with Triumph since she was 17 and now heads up the tour,
given assurance that 47 crates of parts would be shipped and found out
the disposition of 296 parts on back order. On Tuesday I went to Kitt's

accounting department) out to dinner. Mr. Poore gave a talk at the London dinner and for the rest of the trip dealers were asking me what was happening and what could they or I do to help straighten things out with Triumph. I had several talks with Mr. Huckfield--the last being on November 4, 1973, before we left Paris for home. He felt at that time that the situation was so serious that I should stay. However, knowing that Free State Cycle needed checks signed and bills paid, I came home and then flew back to London on Wednesday evening, November 7, 1973. Mr. Huckfield met me at Heathrow airport on Thursday morning and we went to Coventry for a press conference and a meeting with the Union people and workers. The T.V., newspapers, and radio gave us a warm reception and hoped that we could save the Meriden plant and get the two sides together so the problems could be solved mutually. That afternoon we drove back to London for a meeting with Mr. Christopher Chataway who is the Minister of Trade in England and was one of the reasons that Mr. Poore was given 4.8 million pounds of the taxpayers money to save the British motorcycle industry. On November 9, 1973, we met with Mr. Poore for two and one half hours at which time I was very happy because of the following two points. Mr. Poore agreed that he had not looked at the human view point and he would like to give the negotiations one more try. He also agreed to a series of three pictures. The first would be of Mr. Poore, Mr. Strangwood, Mr. Lapworth, Mr. Huckfield, and myself shaking hands in front of the Meriden plant followed by a second picture of the people going back to work, and a third picture of the present finished cycles being shipped to the U.S. We all agreed that a picture was worth a thousand words and in this case for the U.S. dealers it would be worth a million words because of the confidence and time it would buy. We left London for Coventry that afternoon and arrived late that night. The next morning we went to see the Lord Mayor of Coventry to ask him to be a mediator--after my departure--and to ask for the use of his office as neutral grounds. The Lord Mayor agreed and we set up a meeting for Tuesday, November 13, 1973, which got moved to Wednesday. Sunday was a free day for me and I talked with several of the Meriden employees. On Monday I went to the factory, was welcomed, given a tour, given assurance that 47 crates of parts would be shipped and found out the disposition of 296 parts on back order. On Tuesday I went to Kitt's

Green to talk to Mr. Poore again. He took me to Small Heath for lunch and a tour of the plant. Wednesday morning I started the meeting of labor and management. We talked from 9:30 A.M. until 2:30 P.M. with no lunch break. Management offered to rehire 250 people for a clean up operation to last three months. At that time management would assess the factory and maybe hire more people. Labor could not accept that. I left for home at that point, with labor and management in complete opposition.

This is just a thumbnail sketch of what happened. Many misunderstandings have prevailed within on both sides and between both sides with these end results. Meriden is closed and will stay closed. The Triumph twins as we know them are coming to the end of their era. Now, on the good side: N.V.T. has retained people like Doug Hill, Bill Robertson, Jack Shortland, Brenda Price, Stan Trowell, and Stan Truslove; N.V.T. is developing two new twins and a four cylinder; N.V.T. is going to continue to make the Trident and will bring out the Thunderbird Three next year. I am sorry I cannot give any time elements, but I do not know them. However, I am still trying.

Again, thank you for your help.

Bob Myers