

STANDARD-TRIUMPH MOTOR COMPANY, INC.

NORTHEASTERN ZONE



TO ALL DEALERS

BULLETIN: T-62-23

DEPT: SERVICE AND PARTS

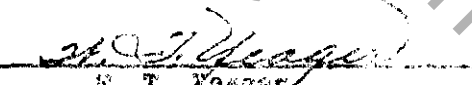
Date: June 6, 1962

SUBJECT: SEAT BELTS

We have been advised by Auto-Craft Manufacturing Company, manufacturers of factory authorized Seat Belts for Triumph automobiles that they are now members of the American Seat Belt Council. This Council is made up of leading manufacturers of seat belts and has established an independent testing laboratory for the express purpose of determining that their products meet the highest standards possible. All belts manufactured under their jurisdiction as of May 4, 1962, will carry their Red, White and Blue seal of approval.

It has already been determined by Standard-Triumph that all belts marketed by our company meet every specification of the S.A.E. and/or the S.C.C.A. We welcome this additional Quality Control.

We are all aware of the recent influx on the market of belts of every type and we feel it only fair to our Dealers and their customers that they be advised of the high quality of our products.


R. T. Yeager
Zone Service Manager

WTY:T