

Placing Stripes & Badges

A Technical Bulletin issued by the UK Triumph Stag Register in April 1999 is a good reference source for the proper fitting of body panel badges, decals and side stripes on the Triumph Stag. The document can be found at www.tccv.net/hints/StagBodyStripeLocation.pdf.

Prior to this bulletin, positioning of stripes and decals on the Stag had apparently never been previously documented outside of the Triumph factory. As almost every Stag is likely to have been repainted at some time during its life, sometimes more than once, the side stripes and decals on your car may have been fitted incorrectly. This was further compounded by the lack of availability of the correct stripes at various times in the past. Happily, LD Part Ltd., Tony Hart Stag Parts and Rimmer Bros., among others, currently carry black, gold and silver tape kits.

The TSR bulletin documents the exact shape and positioning of the stripes and decals on a car known to be absolutely original, ex-factory for UK specification cars. U.S. Federal cars have some differences.

Side Stripe Specification

According to the TSR bulletin, the correct dimensions are as set forth in the following diagram. The upper stripe is 2.3mm thick, the gap is 6.7mm and the lower stripe is 12.0mm.



Black was normally used except on very dark colored cars, when silver or gold was the norm.

For authenticity, it is important to note that 1971 and 1972 Federal Stags (i.e., both MkI and MkII cars) were not fitted with body stripes but they were added on the small number of 1973 models imported to the USA. Local Triumph dealers often provided upgraded chrome body strips with a contrasting color insert, as an optional extra (see lower photo).

Fitting Side Stripes

The exact positioning of the stripes and the shape of the wheel arch cut-outs is shown in the images based on the data in the TSR bulletin. The 'crease' running along the waistline of the car from front to rear, should be in the centre of the gap between upper and lower stripes. The use of masking tape placed along the lower edge of the wide

stripe is recommended to outline the correct fitting position. Fitting should be carried out in warm, dry conditions to ensure adequate adhesion and is best achieved either in strong sunlight or in a heated garage, supplemented if necessary by a heat gun (on low setting) to pre-warm the panel and to rewarm the stripe after fitment to ensure



At the front, both stripes are broken, curved at a radius of 30mm from wing edge



Top of the thin stripe is 7mm below the lowest point of the door handle



Bottom of thick stripe is 16mm above the rear badge at highest point. Cut is in the thick stripe only over the wheel arch at a radius of 30mm from the wheel arch. The thin top line continues straight across the top of the wheel arch



Optional chrome body stripe with color insert

good adhesion.

Front Wing Badge Positioning

Early cars had badges on both front wings. Late cars had badges on the right side wing only. The photograph below is looking at the left side of the car. The correct and only badge ever fitted was the blue and silver 'British Leyland' whirligig'. It is fitted 64mm from the edge of the door opening and 60mm above the upper crease in the front wing.



Sill Panels and Chrome

The correct specifications for UK cars are: 1970 - 1972 (MkI) body color sills, no stainless kick strip along raised section of sill.

1973 - 1974 (MkII) thin stainless strip along raised section of sill, black crackle finish lower sill. From 1975 onwards chrome strip and crackle finish removed. Aluminium sill covers fitted.

The aluminum deep sill trim was fitted on all U.S. Federal Stags regardless of whether they were MkI or MkII models.

Rear Panel

The rear panel was painted matte black (similar to the TR6, Dolomite, etc.) from the beginning of the UK MkII Stags to the end of 1974 when it reverted to body color again. Importantly, U.S. Federal Stags never had the black finish on the rear panel.

Stag Badges

MkIs had grey metallic backgrounds to the badges fitted on the front grille and both rear wings. From introduction of the MkII, the background became plain black for the remainder of the production run. **SN**

[Thanks to Tony Fox for providing the U.S. Federal specifications where they differed from those of UK models]