

# 1973 Triumph Stag

2dr Convertible · 8-cyl. 2997cc/145hp 2x1bbl

#1 Concours condition

**\$35,500**

0%

#2 Excellent condition

**\$25,600**

0%

#3 Good condition

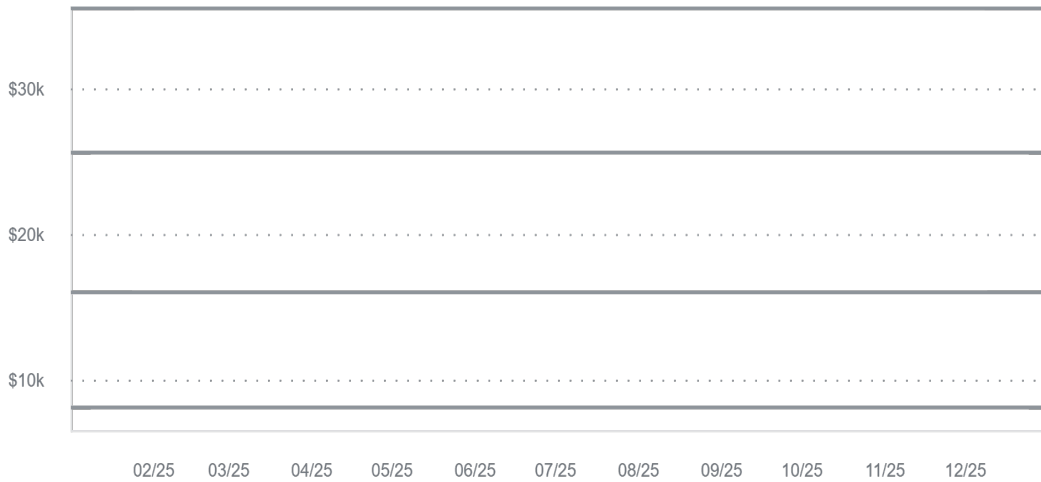
**\$16,000\***

0%

#4 Fair condition

**\$8,100**

0%



NOTE: The chart displays price changes for the last year.

## Value adjustments

**+10%**  
for Rallye option  
pkg.

**-20%**  
for 6-cyl.

## Model description

The Triumph Stag started life as a 1958 concept called Zebu, designed by Les Moore. When Giovanni Michelotti took over as Triumph's chief stylist, he revised the idea and the result was undeniably handsome, a four-seat grand tourer with both hard top and soft top. In order to stiffen the body, a T-bar remained when the tops were removed and the framed, full-width grille design was mirrored at the rear.

The plan had been to use the fuel-injected TR5 motor, but difficulties with emissions delayed the American launch until the spring of 1971. A 2,997-cc, 145-hp V-8 was developed, based on two SOHC Triumph-built Saab 99 engines back to back, with aluminum cylinder heads. The Stag was available with automatic transmission or four-speed and overdrive: 0-60 came up in 9.3 seconds on the way to a 116 mph top speed. Steering was rack and pinion, there was independent suspension all round, with McPherson strut up front and coil springs in the rear with trailing arms.

\*Please note: All prices shown here are based on various data sources, as detailed in [About Our Prices](#). For all Hagerty clients: The values shown do not imply coverage in this amount. In the event of a claim, the Guaranteed Value(s)<sup>®</sup> on your policy declarations page is the amount your vehicle(s) is covered for, even if the value displayed here is different. If you would like to discuss your policy, please call us at 877-922-3391.

At \$5,805 the Stag was not cheap, but it was aimed at the Mercedes-Benz 280SL, which cost \$7,469. Unfortunately for Triumph, however, the Mercedes didn't go wrong at the same rate as the Stag did. Almost all American cars were automatics and the neutral isolator switches regularly failed, disabling the starter. The car also often overheated, as the aluminum cylinder heads could not be torqued down adequately due to the studs entering the block at an angle. Over-tightening the head studs inclined the heads to close around the studs, a process complicated by electrolysis, which made faulty cylinder heads very hard to remove.

Approximately 25,000 Stags were made (1976 production figures are missing) and around 7,500 were exported. The number would have been much greater if Americans' initial experience hadn't been so disappointing. Many quality issues were sorted out following the 1973 model year, but by then the Stag's future had already been determined.

The Triumph Stag is a great concept with a terrific look, but finding an untouched original example can be a task. Many stateside Stags have been modified with Buick or Rover V-8 engines, or GM V-6s (Fords are preferred in the UK), while the originals often still have their original problems. Later cars are pretty well sorted, but left-hand-drive cars are rare given their low sales rate. Still, the right car can be fun, as one of the few small convertibles from the 1970s that can fit a family.

**Body styles**

2dr Convertible

**Engine types**

8-cyl. 2997cc/145hp 2x1bb1

**1970-1978 Triumph Stag stats**

Highest sale	Lowest sale	Most recent sale	Sales
<b>\$39,876</b>	<b>\$1,462</b>	<b>\$12,600</b>	<b>131</b>

**Vehicle's condition classification**

**#1. Concours**

#1 vehicles are the best in the world. Imagine the best vehicle, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the vehicle has been groomed down to the tire treads. Painted and chromed surfaces are mirror-like. Dust and dirt are banned, and materials used are correct and superbly fitted.

**#2. Excellent**

#2 vehicles could win a local or regional show. They might even be former #1 vehicles that have been driven or have aged. Seasoned observers will have to look closely for flaws but will be able to find some. The paint, chrome, glass and finishes will all appear as excellent. The vehicle drives as a new vehicle of its era would.

**#3. Good**

#3 vehicles drive and run well but are not used for daily transportation. The casual passerby will not find any visual flaws, but these vehicles might have some incorrect parts. #3 vehicles could possess some, but not all, of the issues of a #4 vehicle, but they will be balanced by other factors such as fresh paint or a new, correct interior.

**#4. Fair**

#4 vehicles are daily drivers, with flaws visible to the naked eye. The chrome might have pitting, the windshield might be chipped and perhaps the body has a minor dent. Imperfect paintwork, split seams or a cracked dash might be present. No major parts are missing, but there might be non-stock additions. A #4 vehicle can also be a deteriorated restoration.