Positioning of stripes and decals on the Stag has never previously been documented outside of the Triumph factory. Almost every Stag has been repainted during its life, and very often the side stripes and decals have been fitted incorrectly. This is further compounded by the lack of availability of the correct stripes - which had been exactly pre-cut to the correct shape over the front and rear wings.

This bulletin therefore documents the exact shape and positioning of the stripes and decals on a car known to be absolutely original, ex factory.

Side Stripe Size and Specification
The correct dimensions are as the diagram following. If this pattern is not available from the usual 'Stag' sources, look in your local 'Yellow Pages' for vehicle signwriters. These are generally able to make up stick-on plastic decals of any type, at a price - and will fit for you to the exact shape required.

2.3cm wide   not to scale

6.7mm gap

12.0mm wide

The stripes were available in black, silver and gold. Black was normally used except on the very dark coloured cars, when silver was used. The use of silver is less common and is not consistent. Whether this was so on new car production is not known, it may be that owners when fitting stripes have preferred to use another colour.

Fitting Side Stripes
The exact positioning of the stripes and the shape of the wheel arch cut-outs is shown in the diagrams overleaf. 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 only way to achieve a high quality fitting without 'wavy lines', is to use masking tape first, and to only set about fitting the stripes when you are satisfied that you have the masking tape in exactly the right position. The masking tape should be placed along the lower edge of the wide stripe, that is at the lowest position. This operation should take much longer than the actual process of fitting the stripes themselves.

Fitment should always be carried out in a very warm dry atmosphere to ensure adequate adhesion of the glue (unless the instructions say otherwise) and this is best achieved either in strong sunlight in dry conditions, or in a heated garage, supplemented if necessary by a heat gun (on low setting!) to pre-warm the panel and to re-warm the stripe after fitment to ensure good fusion.

Offside Rear of Car

Bottom of thick stripe 16mm above badge at highest point

Offside Rear Wing

Cuts in thick stripe only, curved and at a radius of 30mm from wheel arch. Dimension of 30mm is measured from horizontal sightings, not laid along curvature of wing lip.

Offside Door

Top of top (thin) stripe 7mm below lowest point of door handle

Offside Front Wheel Arch

Bottom stripe only broken, curved at radius of 30mm from wing edge. The 30mm dimension is measured vertically as the rear wing.
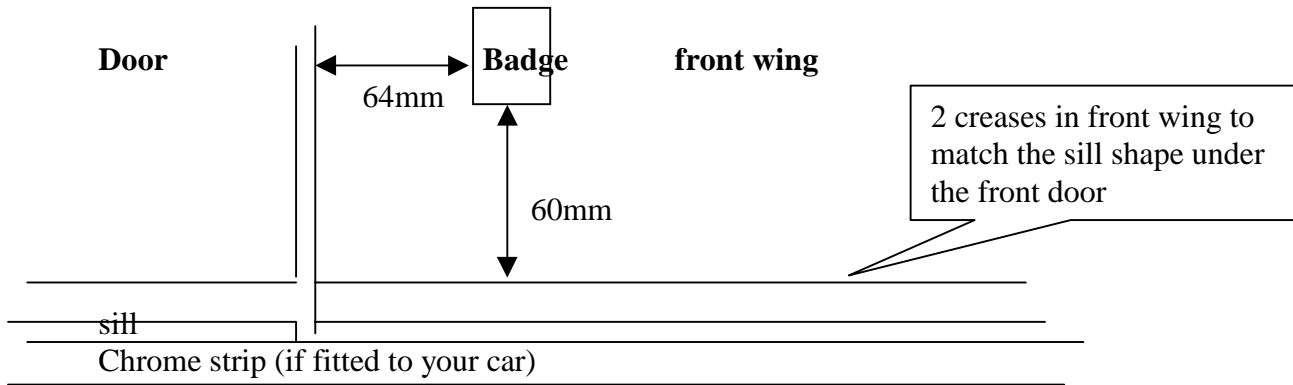

Offside Front Wing

Bottom of lower (thick) stripe 16mm above top

Front Wing Badge Positioning
Early cars (probably to around 19977) had badges on both front wings. Late cars had badges on the right side wing only, in the interests of cost-saving.

Looking at the right side of the car;

Door   **Badge**   **front wing**

64mm

2 creases in front wing to match the sill shape under the front door

60mm

sill

Chrome strip (if fitted to your car)

The correct and only badge ever fitted was the blue and silver 'British Leyland' whirligig'. V8 signs often seen have been added by owners from Rover P6B saloons.

Sill Panels and Applied Chrome
The correct specifications are;

1970 - 1972 (MKI)   body colour 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
1975 on   chrome strip and crackle finish removed. Aluminium sill covers fitted.

Rear Lamp Panel
This was painted MATT black from the beginning of MKII to the end of 1974 when it reverted to body colour, co-incident with the aluminium sill covers.

Stag Badges
MKI 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.