



Triumph Thunderbird SE Provides Versatility and Value

*Special edition cruiser is well-suited for every day of the week
whether you are commuting or escaping for a weekend ride*

ATLANTA (April 16, 2010) – Triumph’s all new Thunderbird debuted to rave reviews for its comfort, styling and performance. The venerable British marque has now upped the ante with the Thunderbird SE, a limited edition model that comes ready for daily commuting and week-long road trips.

The 1600cc (98 cubic inch) Thunderbird SE comes with special Carnival Red paint, Triumph’s sophisticated anti-lock braking system (ABS), a quick detach touring windshield with wind deflectors, leather saddle bags, touring seat, quick detach passenger back rest with luggage rack, and rider and passenger floor boards. MSRP is \$14,999, which represents a value of nearly \$1,600 compared to purchasing each of the accessories individually.

“The all new Thunderbird was designed so customers could easily tailor the bike to fit their individual tastes and riding styles,” said Jim Callahan, North American Marketing Manager for Triumph Motorcycles. “We created the Thunderbird SE to feature the most highly desired touring accessories and a stunning new paint scheme. Best of all, it’s scheduled to arrive at Triumph dealerships just in time for summer.”

The parallel twin engine cruiser has won rave reviews by the motorcycle enthusiast press. The Thunderbird’s unique parallel twin engine produces 85 bhp and more than 100 ft.lbs. of torque, which is transferred to the ground through a six-speed transmission, belt final drive and a meaty 200mm rear tire. Dual front disc brakes with braided stainless steel brake lines are standard for sure-footed stops.



North American riders will appreciate the Thunderbird's relaxed riding position, forward mounted controls, pull back handlebars and agile suspension. An elegant instrument cluster with integrated speedometer, tachometer and odometer is mounted on a shapely 5.5 gallon gas tank that promises many miles of riding between fill-ups.

Also available for a limited time is the Thunderbird 1700, which features the optional 'big bore' 1700cc (104 cubic inch) engine upgrade, which increases peak power 99bhp. The bike also comes standard with ABS and features a stunning Phantom Red Haze paint that is exclusive to this model. MSRP is \$14,799.

The full range of Triumph motorcycles are available at authorized Triumph dealers throughout North America. To find your local Triumph dealer, please visit www.TriumphMotorcycles.com.

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Triumph Motorcycles (www.TriumphMotorcycles.com) is the British motorcycle marque that produces a wide range of sport, cruiser and touring motorcycles that are all designed to provide outstanding motorcycling experiences. From the storied Bonneville to the class-leading Speed Triple, Triumph offers a blend of design, character and performance that result in truly distinctive motorcycles. First established in 1902 and now located in Hinckley, Leicestershire, England, Triumph has always set the pace for category winning machines. The company is solely owned by Bloor Holdings Ltd. and its North American operations are based in Atlanta.

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