



Triumph Motorcycles Makes Its Tiger An Even Better Value *Quick-Detach Hard Bags Are Now Standard*

ATLANTA (March 1, 2010) – Triumph’s Tiger 1050 motorcycle has earned accolades for its performance, comfort and style. Now the Tiger’s more versatile than ever with the detachable locking hard bags included as standard equipment on every new 2010 model.

“The Tiger is one of the most resourceful bikes on the market, so it’s not too surprising that the locking hard bags were one of the most popular options,” said Jim Callahan, North American Marketing Manager for Triumph Motorcycles. “Because of that demand, Triumph’s making the locking hard bags standard equipment for all 2010 Tigers.”

Comfort has always been a Tiger trait; both rider and passenger benefit from great ergonomics, excellent wind protection, and rubber mounted handle bars and foot pegs. Optional heated grips and additional luggage capacity also contribute to a fantastic year-round sport touring machine.

Triumph’s innovative 1050cc three-cylinder engine powers the Tiger with 113hp at 9,400rpm and 74 ft. lbs. of torque at 6,250rpm through a six-speed transmission. An adjustable sport suspension and 120 front/180 rear sport tires mounted on 17-inch wheels are combined with powerful Nissin brakes for exceptional, confidence-inspiring handling.

The 2010 Triumph Tiger is available with or without ABS in Phantom Black and Fusion White for an MSRP starting at only \$11,999 USD.

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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