



Triumph Confirms Expansion into Adventure Sport Segment

ATLANTA (July 9, 2010) – Triumph Motorcycles has officially confirmed that it is developing two all-new adventure motorcycles that are due to launch later this year.

As part of this, a new microsite has been launched at www.triumphadventure.com where customers can register to receive monthly updates on the bikes.

Additional information about the new models will be released at a later date.

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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