



Triumph Motorcycles Continues Growth Despite U.S. and Global Recession

100,000th motorcycle to be sold since returning to North America

ORLANDO, Fla. (February 23, 2010) – Triumph Motorcycles celebrated its U.S. Dealer Conference by announcing the continued expansion of its product line and the pending sale of its 100,000th motorcycle since returning to North America just 15 years ago.

“Triumph has methodically grown our product offering and dealer network over the past 15 years, and we are seeing the fruit of that labor,” said Mark Kennedy, CEO of Triumph Motorcycles North America. “It’s no secret the economy has taken its toll on a lot of businesses, but motorcycling is alive and well and there is very strong interest in the motorcycles we build and the dealers that offer the Triumph experience.”

Triumph sold 1,332 motorcycles upon its return to North America in 1995 despite industry speculation that the company might not survive. The marque has since introduced 50 new models that have won awards in virtually every motorcycle segment, most recently *Cycle World* magazine’s “Cruiser of the Year” for the 1600cc Thunderbird and *Motorcycle.com*’s “Motorcycle of the Year” for the 675cc Street Triple R. Sales swelled to more than 10,000 sales in 2009 despite the fact the U.S. market shrank nearly 40% because of the recession. Triumph reported one of the smallest declines of all motorcycle manufacturers, added another 23 dealers in North America, and continued to increase its market share in the U.S.

That success translates to enthusiasm and optimism among Triumph dealers nationwide.

“There is a tremendous amount of enthusiasm about Triumph’s motorcycles and what the brand represents,” said Mike Hendry of Foothills Triumph in Lakewood, Col. and North Colorado Euro Motorcycles in Loveland, Col. and Chairman of Triumph’s U.S. Dealer Council. “Triumph has



shown us a clear and exciting growth strategy for the next three to five years that is energizing the dealer body. The Dealer Council that Triumph recently initiated is providing real-time market feedback and a great opportunity for the dealer body to advise on local market knowledge, allowing Triumph to better implement these future plans. The Triumph dealers are all really excited about what the future holds. This is our time!”

Triumph currently offers 16 different models in three motorcycle families: Cruiser, Urban Sport and Modern Classic. That will grow to 23 models across seven motorcycle families by the end of 2012 and include categories where Triumph does not currently compete.

In addition to the standard model range, motorcyclists will get to choose from a number of new and special edition (SE) models in 2010 that will be offered in limited numbers.

- **Thunderbird SE:** The 1600cc (98 cubic inch) Thunderbird SE comes standard with new Carnival Red paint, 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.
- **Thunderbird 1700:** The optional ‘big bore’ 1700cc (104 cubic inch) engine upgrade, which increases peak power from 85bhp to 99bhp, and ABS come standard and features a stunning Phantom Red Haze paint that is exclusive to this model. MSRP is \$14,799.
- **Bonneville 60:** Only 600 units of this commemorative edition of the 1960 Bonneville will be built, 100 of which will come to North America. Each motorcycle features two-tone Meriden and Caspian Blue paint, a numbered handlebar clamp plaque and a certificate of authenticity. MSRP is \$8,999.
- **Bonneville T100 Black:** The “Bonnie Black” was created in response to customer requests for an all-black Bonneville with spoke wheels and a tachometer. MSRP is \$8,599.
- **Speed Triple SE:** The original ‘streetfighter’ motorcycle receives special Tornado Red paint with a Crystal White center stripe, seat cowl and flyscreen. MSRP is \$11,299.
- **Daytona 675 SE:** The Pearl White bodywork over a Sparkle Blue chassis was so successful in 2009 that the bike returns with a striking new graphics package and carbon fiber trim. MSRP is \$10,299.



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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