



Triumph Motorcycles Announces New Record for Single Month Sales In Canada

British marque continues double digit growth

NEWNAN, GA (Apr. 2, 2010) – Triumph Motorcycles has followed up on its record-breaking 2009 by achieving another Canadian new sales milestone. Triumph reported over 200 sales for March 2010, an increase of 45 percent over 2009.

“For Triumph to break such a significant sales barrier this early in the year really shows the confidence and passion that motorcyclists have for the Triumph brand. The Canadian motorsports industry is still wrestling with the effects of the global economy. We are very pleased to see the level of consumer confidence among the discerning buyers visiting our authorized dealer network,” said Chris Ellis, Triumph Motorcycles’ General Manager of Canadian Operations.

Triumph attributes the consistent sales increases to a combination of a strong dealer network that is focused on providing an outstanding customer experience combined with a strong product line that appeals to Canadian riders focused on styling, performance and value.

Triumph currently offers 16 different models, which include: the iconic Bonneville; however it is the new 1600cc Thunderbird that is really making a statement, it was recently recognized by *Cycle World* magazine as “Cruiser of the Year;” and the 675cc Triumph Street Triple R, which was hailed as “Motorcycle of the Year” by *Motorcycle.com*. In addition to the standard model line-up, Triumph is offering a number of Special Edition models that include the Thunderbird 1700, Thunderbird SE, Bonneville Sixty, Bonneville T100 Black, Speed Triple SE, Daytona 675 SE, and Thruxton SE available from Triumph dealers while quantities last.



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/Canada

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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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