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22nd February 2010

Triumph announces two new special editions for 2010

Triumph Thunderbird SE and 2010 Daytona 675SE

Triumph is pleased to announce the addition of two new bikes for 2010 to their Cruiser and Sports categories.

Triumph Thunderbird SE

Triumph is introducing a limited run of its award-winning 1600cc parallel twin Thunderbird cruiser in factory-fitted 'soft bagger' trim, offering an excellent value touring cruiser based on the standard Thunderbird platform.

Finished in Carnival Red, a stunning new metallic colour that debuts on the new special edition, the ABS-equipped Thunderbird SE comes factory-fitted with a host of genuine Triumph accessories to transform the Thunderbird from mainstream cruiser to bona-fide soft bagger.

Taking the standard Thunderbird as its base, the Thunderbird SE comes with a detachable roadster screen with lower air deflectors, leather panniers, detachable sissy bar and rack, rider and passenger footboards and a sumptuous long haul touring seat to ensure mile upon mile of comfort for both rider and pillion.

The Thunderbird has enjoyed phenomenal success since its introduction in June 2009, quickly gaining a loyal following and winning critical acclaim with motorcycling media around the world. The new Thunderbird SE demonstrates the bike's versatile concept, which can see it transformed from a beautifully engineered mainstream cruiser to a mile-eating touring or a stripped-down street rod.



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With over £2,000 of accessories fitted as standard, the Triumph Thunderbird SE represents excellent value for money with an on-the-road price £12,199, just £1,400 more than the machine upon which it is based.

The Triumph Thunderbird SE is available from authorised Triumph dealers from early March 2010 and will be available while stocks last.

Triumph introduces 2010 Daytona 675SE

Following on from the success of last year's limited special edition white and blue Daytona 675, Triumph is introducing a limited run of its class-leading sportsbike with an even higher specification.

Priced at £8,199 on-the-road, the 2010 Daytona 675SE comes loaded with over £500 worth of accessories in addition to an exclusive livery.

Just like the 2009 special edition, the 2010 Daytona 675SE features stunning Pearl White bodywork accompanied by a Sparkle Blue frame. However, the latest version takes things a stage further with racy new graphics adorning the flanks, white striped wheels, race-inspired brake and clutch levers and a host of carbon fibre parts from Triumph's accessories catalogue.

Triumph's new adjustable, machined alloy levers, similar to those found on the company's world supersport racers, are a new feature on the Daytona 675SE, while the carbon fibre heat shield, exhaust cap, cockpit infills and rear hugger complete the factory racer look.

The circuit-developed Daytona 675 embraces the latest chassis technology, including highly sophisticated and adjustable suspension front and rear. These suspension units, adjustable for both high and low speed compression damping, give unparalleled levels of control on the track while offering a plush ride on rough road surfaces.



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Mechanically, the Daytona 675SE retains the soulful 126bhp 675cc triple of the standard machine, while a full range of official accessories are available to provide owners with an opportunity to personalise both the look and performance of their machine.

Track day enthusiasts are well catered for with a number of racing accessories, including numerous lightweight carbon fibre parts, a 'plug-and-play' quickshifter set, exquisite race-style rear set footrests and silencers developed in cooperation with Italian race specialists Arrow Special Parts.

The 2010 Triumph Daytona 675SE will be produced in limited numbers and arrives in authorised Triumph dealerships from March 1st.

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Editor's Notes:

About Triumph

First established in 1902 and now based in Hinckley, Leicestershire, Triumph Motorcycles is currently the fastest growing motorcycle brand in the world. For over a decade Triumph has produced iconic bikes which perfectly blend design, character, charisma and performance. Producing around 50,000 bikes per year, Triumph is the largest British automotive manufacturer in the country.

At the heart of Triumph's philosophy is a commitment to developing truly unique motorcycles that offer a blend of distinctive design, intuitive handling and performance. The innovation and engineering passion that gave birth to the iconic Bonneville of the 60's has today created a broad range of bikes suited to all motorcycle riders, including the striking 2.3 litre Rocket III, the unmistakable Speed Triple and the powerful Daytona 675.

In recent years it is the Daytona 675 that has enabled Triumph to truly stamp its mark on the modern motorcycle landscape, a proven class leader in the field. After winning the Supertest 'King of the Supersport' crown for four successive years the Daytona's status has been further enhanced with the MAP Embassy Triumph team's victory in the 2008 British Supersport Championship.

With an impressive 2010 product portfolio in place, including significant updates to existing best-selling bikes and a striking new model, Triumph is set to continue to enhance its status in the marketplace.

Triumph currently employs around twelve hundred personnel worldwide and has offices in the UK, America, France, Germany, Italy, Japan, Sweden and Benelux, plus a network of independent distributors. Triumph has manufacturing facilities in Hinckley, Leicestershire and Thailand. Visit www.triumph.co.uk