



## **Triumph Announce New Street Triple and Bonneville T100 Colours**

### **Scorched Yellow Street Triple**

Triumph Motorcycles have introduced a striking Scorched Yellow colour option to accentuate the Street Triple's aggressive, stripped down looks and make it stand out even further from the crowd.

Ever since its launch in 2007 the Street Triple has dominated the middleweight streetfighter class, collecting a plethora of awards and winning test after test along the way. Fusing the undiluted style and attitude of the iconic Speed Triple with the agility and purpose of the Daytona 675, all for a very competitive price, it continues to prove a resounding hit with new and experience riders alike. Triumph have a history of offering eye-catching colours on its streetfighter machines and the new Scorched Yellow option joins Tornado Red, Fusion White and Jet Black in the current range.

The new Scorched Yellow Street Triple costs £6299 OTR and will be available in Triumph dealers from March.

### **All-Black Bonneville T100 SE**

For 2010 Triumph have also introduced a special edition, all-black version of the ever-popular 60's styled T100. The new T100 SE features black engine covers, a smooth topped black seat and lustrous Jet Black paintwork.

Riders looking for the ultimate retro machine need look no further than the T100. Adding subtle touches to the original Bonneville form the T100 echoes the 'deluxe' models of the Sixties while delivering a thoroughly modern riding experience. Ample performance, easy-going road manners and a mellow parallel-twin backbeat ensure a relaxed and enjoyable ride.

The T100 SE costs £6,499 and will be available in Triumph dealers from February.

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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](http://www.triumph.co.uk)