



## Triumph introduce Thruxton Special Edition

**Triumph is introducing a special edition of its café racer-styled Thruxton, giving a sporty new look to a classic British design.**

The 865cc parallel-twin Thruxton Special Edition, named after the British racetrack where Triumph enjoyed enormous success in the 1960s, debuts a stunning red frame and Crystal White bodywork with red stripe. The bike also comes with a colour-matched factory fitted fly screen and blacked out engine cases.

Combining modern engineering with a retro sports look, the Thruxton has long been a popular choice among motorcyclists wishing to experiment with custom paint and the factory special edition introduces two premium colours to the Triumph range for the first time.

Crystal White is a brand new colour for Triumph, containing a high metallic content to create a luxurious paint finish while the red powder-coated frame is also a first time feature.

Production of the new Triumph Thruxton Special Edition commences in early 2010. Prices are still to be confirmed but the SE model will come at a small premium over the standard Thruxton.

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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)