



Triumph announce price and availability of the Thunderbird

15 April 2009

Triumph Motorcycles is pleased to announce pricing and availability details of its eagerly awaited new 1600cc Thunderbird cruiser, which goes on sale this summer.

The Thunderbird will have an on the road price of £9,499* otr for the non-ABS version and £10,099* otr with ABS. The first bikes are due to arrive in UK dealerships in early July.

The all-new cruiser is the fourth Triumph to wear the iconic Thunderbird tag. The first, introduced in 1950, was a groundbreaking 650cc parallel-twin that set new performance and handling standards of the day. The name was briefly revived in the early '80s, before being applied to the very popular 900cc three-cylinder custom roadster between 1995 and 2004.

Recognising that cruiser riders want to tailor their machines to meet their own needs and personality, a range of over 100 Genuine Triumph Accessories will be available for the Thunderbird. These have been styled, developed and tested alongside the Thunderbird to ensure total integration and adherence to Triumph's strict quality control standards. These accessories let riders take their Thunderbirds in two distinct directions, from stripped down street rod to a fully-dressed bagger.

For more information, please visit the dedicated Thunderbird microsite: www.triumphthunderbirdcruiser.com

*single colour option. £295 additional charge for twin colour

- ENDS -

For further information and imagery please contact exposure:

Andy Jephson

Hannah Melbourn

andyj@exposure.net

hannahm@exposure.net

020 9707 7245

0207 907 7283

or visit www.triumphmotorcycles.com

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 over 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 three 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 2009 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 stratus 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.