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Triumph bucks trend to come top in UK bike sales league

Figures from the Motorcycle Industry Association confirm that Triumph Motorcycles sold more bikes (over 500cc) than any other manufacturer in the UK last year. During 2010 The Hinckley based manufacturer sold 7,562 bikes, an increase of 1.5 per cent on the previous year. This growth in bike sales is in stark contrast to the overall industry trend, which has seen sales decline by 18 per cent on average over the last year.

Triumph's market share of the UK market grew from 13 per cent in 2009 to 16 per cent in 2010, pushing it up from fourth position last year to Britain's top selling motorcycle manufacturer.

Guy Masters, General Manager of Triumph UK, said: "We're absolutely delighted with the news that we're now number one in the UK. It's testament to the hard work and passion we have put into creating bikes that people love to ride and to our dealers for delivering great service. "

The last quarter of 2010 saw announcements of the new Speed Triple (now in dealers), the new Daytona 675R and Thunderbird Storm, plus two new adventure bikes, the Tiger 800 and 800XC, which are all imminently available via the Triumph dealer network.

Masters continued: "The overall market continues to decline and although we've bucked the trend over the last 12 months we're far from complacent. Recently we've introduced a number of exciting new bikes to take us into new segments of the market and our strong model development programme is set to continue into the future."

The latest addition to Triumph's range, the new Tiger 800 and its off-road orientated sibling the Tiger 800XC will be launched across the UK dealer network on Thursday 20th January. Contact your nearest Triumph dealer for further details.

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About Triumph

First established in 1902 and now based in Hinckley, Leicestershire, Triumph Motorcycles is one of the most iconic motorcycle brands in the world. At the heart of Triumph's philosophy is a commitment to develop 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, the award winning Thunderbird, the powerful Daytona 675 the super-sports bike and now a range of new adventure bikes - the all new Tiger 800 and 800XC.

The Daytona 675 is often cited as the bike that has enabled Triumph to truly stamp its mark on the modern motorcycle landscape, a proven class leader in the field winning the Supertest 'King of the Super-sport' crown for four successive years. Similarly the iconic Triumph Speed Triple has dominated the naked sector for some time. The Thunderbird cruiser has surprised many in the industry as a result of winning Cycle World's 'Best Cruiser' 2009 and 2010 in the USA.

Triumph's market share now stands at 4.7% in the +500cc segment of the global motorcycle market and with the new 2011 product portfolio in place, with the addition of the newly announced Speed Triple, the new adventure bikes - Tiger 800 and Tiger 800XC, a new Thunderbird Storm, new Daytona R and updates to the popular America and Speedmaster cruisers - Triumph hopes to further strengthen its place in the market.

Triumph currently sells around 50,000 bikes per year through a global network of around 700 dealers. The company employs around seventeen hundred personnel worldwide and has offices in the UK, America, France, Germany, Italy, Spain, Japan, Sweden, Switzerland and Benelux, plus a network of independent distributors. Triumph has state-of the art manufacturing facilities in both Hinckley, Leicestershire, UK and Thailand.