



24 October, 2011

048/fv

Triumph unveils three new models for 2012

- Long awaited Tiger Explorer launched as flagship model for Triumph's adventure range
- Premium version of the Speed Triple R takes braking and performance to a new level
 - Limited edition Steve McQueen-inspired classic based on Bonneville T100

Triumph Motorcycles, the UK's biggest selling manufacturer of +500cc bikes, has unveiled ambitious plans to kick off 2012 with three new bikes; the Tiger Explorer, the Speed Triple R and a Steve McQueen-inspired version of the classic Bonneville T100. While the new ride-by-wire, 1200cc Explorer signals the Hinckley firm's clear intention to capitalize on the fast growing adventure bike market, the all-new Speed Triple R shows further radical evolution of the class-defining naked sports bike. The limited edition Steve McQueen™ version of the Bonneville is set to become a collector's item, and takes its inspiration from the Trophy TR6 used in the classic film.

All three new bikes will be officially launched at the Milan Fair (EICMA), which takes place on 8 – 13 November 2011.

Triumph Tiger Explorer

Brand new for 2012 is the Tiger Explorer, a flagship model for Triumph's Adventure range.

Following on from 2011's phenomenally successful Tiger 800 models, which have become Europe's best selling sub-800cc adventure tourers, the Tiger Explorer is powered by an all-new, shaft-driven, 1200cc, three-cylinder engine, delivering class-leading performance to the adventure touring market.

Featuring a high-specification as standard, the Tiger Explorer debuts Triumph's new ride-by-wire throttle system and includes cruise control, switchable ABS and traction control as standard. The unparalleled quality continues in the chassis department with a strong steel frame and cast alloy wheels, 19" front and 17" rear, the latter showcased by the stylish single-sided swingarm.

A suite of bespoke accessories have also been developed for the Tiger Explorer's launch with hard and soft luggage, low and high seat options and a wide range of heated and electrical accessories which can be run simultaneously thanks to the Tiger Explorer's class-leading, on board 950w generator.

Triumph Speed Triple R

Following the success of the updated versions of the Street Triple and Daytona 675, Triumph is introducing a premium version of its iconic Speed Triple, the Speed Triple R.

Working in close collaboration with Swedish suspension brand Öhlins, the Speed Triple R sports the latest specification NIX30 43mm forks at the front, with a jewel like TTX36 unit at the rear. To minimise unsprung weight as much as possible, the lightweight five-spoke forged aluminium wheels from PVM are over 1.7kg lighter than those on the standard machine, delivering even more precise and agile handling. Stopping the Speed Triple R are top specification four-piston radial monoblock calipers from Brembo, the leading brand in MotoGP racing, with a switchable version of Triumph's electronic anti-lock system available as an option. Together, the brakes and wheels offer a 5 per cent increase in braking performance over the standard Speed Triple.

The Speed Triple R's choice of metallic Phantom Black and Crystal White colour options are complemented with red coloured subframe and detailing, as well as the iconic gold forks, to create a sportier and more exotic look that confirm its status as Triumph's premier naked sports model.



Triumph Steve McQueen™ Edition

Triumph has joined forces with the estate of Hollywood icon Steve McQueen to create a limited edition motorcycle that pays tribute to the late actor's love of the British brand's products.

Based on the classic Bonneville T100, just 1,100 of the Steve McQueen™ Edition will be sold worldwide. Featuring a host of modified parts, the design is inspired by the Triumph Trophy TR6 that McQueen insisted on riding during the famous stunt scene in *The Great Escape*, and features a military-style Matt Khaki Green livery, stencil-style Triumph decal on the tank and the actor's signature on the side covers.

Featuring a solo seat and black luggage rack, the McQueen bike has also been fitted with a rugged skid plate and small black-bodied headlamp. The Triumph Steve McQueen™ Edition features a host of other blacked out components, including wheel rims and hubs, handlebars, rear springs, mirrors and front mudguard supports. To confirm the bike's provenance, each machine is individually numbered with a plaque placed on the handlebar clamp, while owners will also receive a certificate of authenticity with their machine.

Full details of Triumph's new-for-2012 models will be announced at Triumph's press conference at EICMA, held on stand H26 at 12:30 local time on 8 November.

Ends

For further information, please contact St John White (stjohnw@provapr.co.uk) or David Price (davidp@provapr.co.uk) at Prova on 01926 776 900. For high res imagery, please email laurenm@provapr.co.uk.

Notes to Editors

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 and has 55 dealers in the UK & Eire.

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 SuperSports Daytona 675.

With an impressive product portfolio in place and a strong model development programme in place, 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.