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## Triumph's new Tiger 800s roar into life at dealer launches

- Brand new Tiger 800 and 800XC officially launched at UK dealers on 20<sup>th</sup> January
- Both bikes powered by a brand new 799cc, three cylinder engine
- Tough steel framed chassis with adjustable seat height & riding position
- Huge range of over 50 different accessories geared for adventure

Motorcyclists are in for a treat this month with the official UK launch of Triumph's all-new Tiger 800 and Tiger 800XC. The launch, hosted by Triumph's authorised dealer network, takes place on Thursday 20<sup>th</sup> January and will be the first opportunity for many customers to see the much anticipated adventure bikes. Triumph's new Tiger 800s, which have been universally acclaimed by the media, will be launched across the UK from 6pm.

The two new models in Triumph's Tiger range are based on completely new concepts, in a move which signals the British manufacturer's intention to become a major player in the growing adventure biking sector. While the road-oriented Tiger 800 delivers exceptional versatility for both urban and open road use, the truly 'go anywhere' Tiger 800XC is perfect for the demands of adventure riding. Both bikes are powered by a brand new, class-leading 799cc, three cylinder engine, producing 95ps of power and 79Nm of torque and have been designed from the bottom up to provide those looking for practicality, comfort and enjoyment with the best handling in the class. A high spec 550w generator is fitted as standard to allow riders to safely fit electrical accessories such as heated grips, auxiliary lights and sat nav equipment. Adding to the 'round the world' capability is a huge range of accessories including luggage options, adjustable seats and screen positions and a host of off-road protection parts.

The Tiger 800 is priced at £7,149 OTR and the Tiger 800XC is priced at £7,749 OTR (an option of ABS is available for both). As with all Triumph motorcycles, a two year unlimited mileage warranty comes as standard. Triumph dealers will also be offering an exclusive 25% off all Triumph riding gear and casual clothing on the night.

### Ends

For further information please contact St John White or Lauren Massey at Prova Public Relations on 01926 776 900 or email [stjohnw@provapr.co.uk](mailto:stjohnw@provapr.co.uk) or [laurenm@provapr.co.uk](mailto:laurenm@provapr.co.uk).



### **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 2011 product portfolio in place including two brand new models 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.