



12th November 2010

Triumph Motorcycles Group Announce 2010 Financial Results

Triumph Motorcycles Group has announced its financial results for the year to 30th June 2010, demonstrating a solid performance in a difficult global market.

Group turnover increased by 3% from £303.8 million in 2009 to £312.4 million and unit sales of motorcycles decreased 1.5% from 46,225 to 45,501. This decrease in unit sales can be attributed to the deterioration in the global market, which decreased by 18% in the same period (500cc and above).

The operating profit before interest and tax grew from £2.5 million to £15.1 million due to strong sales of motorcycles and related products, benefiting from better cost control, improved use of working capital and favourable impact from currency exchange rates.

2010 was a very difficult year for the global motorcycle industry. The global market (for motorcycles bigger than 500cc) is down almost 50% from its peak 3 years ago. Triumph had a strong year in 2010 thanks to a big effort from the Triumph team including our staff and dealer network globally.

Triumph remains cautious in terms of the general market outlook for 2011 due to the continued global economic crisis and the impact on consumer confidence and spending on discretionary consumer goods. New models are extremely important in driving growth and we have been able to increase our R&D investment during the recession, which will positively impact our business over the next few years. This year, Triumph has already launched five new motorcycles of which the new Speed Triple and the Tiger 800 Adventure range are the most significant. Feedback from dealers, press and the public has been extremely positive.

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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.