



Triumph Motorcycles Achieves Record Sales in Canada

British manufacturer is the fastest growing motorcycle brand in Canada

ONTARIO (January 7, 2010) – Triumph Motorcycles is celebrating a successful 2009 in Canada by reporting a sales increase of more than 20 percent over the same period in 2008. The achievement makes Triumph the fastest growing motorcycle brand in Canada, with sales up 48 percent over the industry as a whole, as the company marks its 15th anniversary of returning to North America.

“Canadians are discerning buyers who have purchased more than 1,000 Triumph motorcycles this year. This is a milestone for European motorcycle manufacturers in Canada and a testament to the strong consumer confidence in Triumph’s products and dealers,” said Chris Ellis, Triumph Motorcycles’ General Manager of Canadian Operations.

This past summer Triumph introduced the all-new 1600cc parallel twin Thunderbird, which earned a number of ‘Best Cruiser’ accolades from the motorcycle enthusiast news media. The Thunderbird complements Triumph’s existing cruiser line that includes the 865cc America and Speedmaster models and the 2300cc Rocket III line.

Triumph also manufactures a variety of standard and sport motorcycles that range from the iconic Bonneville to class-leading sport bikes that include the Daytona 675, Street Triple and Speed Triple.

While Triumph initially gained global notoriety for its motorcycles in the 1950s and 60s, the company encountered difficulties in the 1970s. In 1983, British entrepreneur John Bloor purchased the marque and immediately began working on its return to prominence. Triumph re-emerged to the world stage in 1990 with a new line of classic parallel twin and innovative three-cylinder motorcycles that have become the hallmarks of the Triumph model range.



“Triumph has proven itself time and again as a resilient company with tremendous appeal and a strong, loyal customer base,” continued Ellis. “We are extremely excited about the future as a lot of new models in the works at Triumph and we continue to develop a great line of rider accessories and clothing that are all available through our expanding dealer network.”

The full range of Triumph motorcycles are available at authorized Triumph dealers throughout North America. To find your local Triumph dealer, please visit www.TriumphMotorcycles.com.

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Triumph Motorcycles (www.TriumphMotorcycles.com) is the British motorcycle marque that produces a wide range of sport, cruiser and touring motorcycles that are all designed to provide outstanding motorcycling experiences. From the storied Bonneville to the class-leading Speed Triple, Triumph offers a blend of design, character and performance that result in truly distinctive motorcycles. First established in 1902 and now located in Hinckley, Leicestershire, England, Triumph has always set the pace for category winning machines. The company is solely owned by Bloor Holdings Ltd. and its North American operations are based in Atlanta.

For more information contact:

Matt O’Connor, McRae, (404) 917-0675, moconnor@mcrae.com
Stephanie Milo, McRae, (404) 917-0682, smilo@mcrae.com