



Triumph Motorcycles Gains Market Share in 2009; Sees Sales Increase in December

British manufacturer shows strength and resilience in North America

ATLANTA (January 12, 2010) – Triumph Motorcycles has declared the company's continued gains in market share and year-end increase in sales were a successful conclusion to a very challenging 2009, which also marked the 15th anniversary that Triumph returned to North America.

Triumph has consistently gained market share in the United States every year for the past five years according to the Motorcycle Industry Council (MIC). The sustained growth makes Triumph one of the fastest growing motorcycle manufacturers in country and one of only two marques that never lost market share in that time period.

Sales of Triumph motorcycles in the United States increased 5.49 percent in December 2009 over the same period the prior year, which is significant as most manufacturers reported double digit decreases.

"The Triumph team and our network of dealers did a fantastic job of keeping a positive attitude in 2009, and their efforts have paid off as customers continued to show strong support for Triumph," said Mark Kennedy, CEO of Triumph Motorcycles North America. "We are really optimistic about the New Year. Our all new 2010 Triumph Thunderbird has great momentum from being named Cruiser of the Year and we're introducing some exciting new models to Triumph's line of Urban Sport motorcycles."

Triumph also did extremely well in Canada by producing a year-long sales increase of more than 20 percent over the same period in 2008. The achievement makes Triumph the fastest growing motorcycle brand in Canada.



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 such as 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.

Kennedy continued, "Triumph has a wonderful heritage. As a company, we understand the importance of perseverance and working toward the future. It's that culture that has enabled Triumph to be such a strong and resilient company. We're ready for 2010."

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.

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