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**Triumph Celebrates 15 Years of the  
Iconic Speed Triple with a New Special Edition**  
*Motorcycle comes with an exclusive, custom designed wrist watch*

**ATLANTA (May 14, 2009)** – Triumph is celebrating 15 years of the Speed Triple, the most successful motorcycle of the company's modern Hinckley era, with a distinctive limited edition model.

Triumph pioneered the now-famous "streetfighter" style in the early 1990s by pulling inspiration from a growing group of enthusiasts that were modifying their track-based motorcycles for a more menacing look on the street. The "streetfighter" or "naked" category of motorcycles was born and the Speed Triple has maintained a strong hold on the category ever since.

The limited edition 15<sup>th</sup> Anniversary Speed Triple, which is being offered as a 2010 model, stays true to the bike's original inspiration by featuring unique Phantom Black metallic paint, hand-finished red pinstriped wheels and '15<sup>th</sup> Anniversary Special Edition' decals on the flyscreen and rear bodywork. A number of Genuine Triumph accessories available as options for the regular Speed Triple come as standard equipment to complete the custom look of the 15<sup>th</sup> Anniversary model, including a gel seat and a color-matched flyscreen and bellypan.

This anniversary has prompted John Bloor, the British entrepreneur who rescued Triumph and rebuilt the marque to become one of the fastest growing motorcycle manufacturers in the world, to authorize the use of his signature on a production model for the very first time.

"There are very few motorcycles that truly break through and shift design for the entire sport. The Speed Triple is one of those motorcycles," said Jim Callahan, North American Marketing Manager for Triumph Motorcycles. "The Speed Triple has been refined over the years for even better styling and performance, but the bike has always remained true to the original concept and has always been one of the most recognized streetfighter style motorcycles. It is one of Triumph's greatest success stories."

Each new owner also will receive an exclusive Speed Triple 15<sup>th</sup> Anniversary watch as a special gift. This high quality, marine grade timepiece takes its styling cues from the motorcycle itself with stylish red and black detailing, and is only available to those who purchase the anniversary edition motorcycle. The



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watch is custom designed with a stainless steel case, crown and pusher buttons. It has a tachymeter on the bezel, high-precision three-hand movement with date, and is water resistant up to 328 feet. The timepiece's integrated leather strap sports a stainless steel buckle with engraved logo.

More than 35,000 Speed Triples have been sold since the model was introduced. First hitting the showrooms in February 1994, the three-cylinder Speed Triple embodies Triumph's British bulldog spirit. Drawing heavily on the influence of the stripped down café racers of the 1960s, the first models were powered by a 97hp version of Triumph's modular engine and were a regular sight on British race tracks in the thrilling Speed Triple Challenge racing series.

Over the years, the Speed Triple evolved to become the definitive factory streetfighter. The arrival of the fuel-injected T509 Speed Triple in 1996 saw the introduction of the radical twin bug-eyed headlights, single-sided swing arm and oval section frame that have since become Speed Triple trademarks. In 1998 the streetfighter look was completed with the switch from low-slung clip-on handlebars to the classic tall and wide handlebars. The Speed Triple also hit Hollywood, first in the *Matrix* and then alongside Tom Cruise in *Mission Impossible 2*. With each generation, the Speed Triple has become lighter, more powerful and brimming with even more attitude.

Weighing in at 416 lbs. and developing 130hp and 77 ft. lbs. of torque, the 2009 Speed Triple and 2010 15<sup>th</sup> Anniversary Speed Triple are the lightest and most powerful versions to date. The bike's distinctive triple sound is accompanied by a smooth and muscular power curve that pulls strongly from idle to red line. Handling is agile and precise and is augmented by powerful Brembo radial front caliper brakes.

The limited edition 15<sup>th</sup> Anniversary Speed Triple is available at authorized Triumph dealers throughout North America. To find your local Triumph dealer, please visit [www.TriumphMotorcycles.com](http://www.TriumphMotorcycles.com).

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Triumph Motorcycles ([www.TriumphMotorcycles.com](http://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



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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