



## **TRIUMPH UNLEASHES A DAYTONA 675 SPECIAL EDITION WITH LIMITED EDITION PAINT AND TRIM**

*Race-bred sport bike offers unique show-quality paint from the factory*

**ATLANTA (May 14, 2009)** – Triumph is offering customers across North America the opportunity to own a truly unique factory sport bike with the Daytona 675 Special Edition. The limited edition model, which will be offered as a 2010 model motorcycle, takes the award-winning Daytona 675 and covers its body panels, tank and fenders in a stunning new Pearl White while the frame, swing arm and subframe receive a distinctive Sparkle Blue paint.

“The Daytona 675 has received exceptional reviews for its performance and styling,” said Jim Callahan, North American Marketing Manager for Triumph Motorcycles. “Now, Triumph has taken the bike’s styling a step further with this incredible new color scheme. You absolutely have to see the Daytona 675 Special Edition in person to appreciate the way sunlight makes this bike shine.”

The 2010 Daytona 675 SE is mechanically identical to the standard 2009 Daytona 675, which has received praises worldwide by winning several road and track-based tests against its competitors.

The race-bred machine utilizes a 126bhp three-cylinder engine and the very latest chassis technology, including a highly sophisticated and adjustable front and rear suspension. Riders can adjust both high and low speed compression damping to obtain unparalleled levels of control that are suited to both spirited street and track riding as well as compliance for rough road surfaces. New radial-mount Nissin monobloc front brakes give tremendous stopping power while the latest Pirelli SuperCorsa SP tires give outstanding levels of grip and feedback.

A full range of genuine accessories and factory race parts also are available for the Daytona 675 SE, giving owners an opportunity to personalize both the looks and performance of their machine. Track day enthusiasts will find a number of accessories that include lightweight carbon fibre parts and a ‘plug-and-play’ quickshifter as well as race-style rear set footrests and a racing inspired exhaust that were developed with Italian racing specialist Arrow Special Parts.



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Similarly, Triumph's association with Alpinestars technical riding apparel has resulted in a range of performance jackets, pants, gloves and boots that are designed for male and female Daytona 675 riders.

Less than 350 of the 2010 Daytona 675 SE motorcycles will be available at authorized Triumph dealers throughout North America with an MSRP of \$9,999 USD or \$11,999 CDN. 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 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](mailto:moconnor@mcrae.com)  
Stephanie Milo, McRae, (404) 917-0682, [smilo@mcrae.com](mailto:smilo@mcrae.com)