



TRIUMPH 2009 BONNEVILLE SE LIVES UP TO ITS LEGEND
'70s RETRO STYLING AND NIMBLE HANDLING MARK TRIUMPH'S ICONIC MODEL

ATLANTA (April 10, 2009) – A restyled yet still iconic Triumph Bonneville SE is hitting North American streets in 2009 with a 1970s retro flair and more nimble handling.

The Bonneville legend was born when Triumph broke the motorcycle speed record at the world-famous Bonneville Salt Flats and became the motorcycle of choice by Hollywood stars of the 1950s and '60s. The new Bonneville SE includes all of the features of the 2009 Bonneville as well as a performance-minded tachometer, attractive chromed tank badge and stylish brushed alloy engine casings.

New handlebars bring the controls closer to the rider and a new seat reduces seat height by more than one inch to just 29.1 inches for a more relaxed riding position. Adjustable brake and clutch levers readily adapt to riders of various sizes. New, cast-alloy 17-inch wheels are reminiscent of '70s styling and are lighter than the previous year's model for a more maneuverable and agile ride that inspires confidence in anyone who rides the bike. The Bonneville's signature parallel twin exhaust note exits megaphone-style mufflers that were popular in that era.

"The Triumph Bonneville has a classic design that stands the test of time, but we also recognize that you can always improve on a good thing," said Jim Callahan, North American Marketing Manager for Triumph Motorcycles. "The Bonneville SE does that by incorporating a '70s retro look that is all the rage and modern technology that provides an even better riding experience."

Triumph's venerable 865cc air-cooled parallel twin engine remains the heart and soul of the Bonneville SE. Its 360-degree firing order gives the new Bonneville the engine characteristics of a classic twin, while twin balance shafts and state-of-the-art production techniques ensure 21st century refinement and reliability. Ninety percent of peak torque – a very healthy 51 ft.lbs. at 5,800rpm – is maintained from around 2,500rpm through to the redline, providing smooth and effortless acceleration through all five gears.

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The original Bonneville was synonymous with the rebellion and independence of its heyday and became famous along side of Steve McQueen, Clint Eastwood and other Hollywood legends. Although the latest Bonneville shares the name and timeless looks of the original, it features a modern chassis and fuel-injected engine. The 21st century Bonneville continues to keep its star appeal and counts George Clooney, Nicolas Cage, Pink, Alanis Morissette and Ewan McGregor among its list of celebrity owners.

The Bonneville SE is available with either Jet Black or two-tone Pacific Blue/Fusion White paint while the Bonneville is available in Jet Black or Fusion White. A new, optional rear luggage rack has also been added to the long list of genuine Triumph accessories.

The 2009 Bonneville and Bonneville SE are now 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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