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## **Triumph Motorcycles Group Announces 2008 Financial Results**

*Sales and Profits Continue to Increase; Cautious Optimism in 2009*

**ATLANTA (June 19, 2009)** – Triumph Motorcycles Group, with its North American operations based in Atlanta, has announced financial results for its fiscal year ending June 30, 2008, demonstrating a solid performance.

Group revenue increased 29 percent from £220 million (\$360 million USD) in 2007 to £284 million (\$465 million USD) and unit sales of motorcycles increased 19 percent from 41,125 to 48,929. This volume increase in sales has been attributed to new model introductions and new export markets.

The operating profit before interest and tax grew by 16 percent from £12.5 million (\$21 million USD) to £14.5 million (\$24 million USD).

"We are cautious in terms of the general market outlook for the 2009 financial year due to the continued global economic crisis and the impact on consumer confidence and spending on discretionary consumer goods," said Tue Mantoni, chief executive officer for Triumph Motorcycles. "The global motorcycle market has declined, in particular in the last three to six months and we expect this pattern to continue during the rest of this year."

Mantoni continued, "We are however, cautiously optimistic when it comes to Triumph's performance. New models are extremely important to driving growth and we are very pleased with the reception of the recently launched Thunderbird, a 1,600cc parallel-twin cruiser. Our global retail network and the enthusiast press have all been impressed with the distinctive styling and excellent performance of this important new model, and we have already built a promising deposit bank, which will give our retailers a strong platform for launching this new model."

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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.

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