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**FIRST CUSTOMERS TAKE DELIVERY  
OF TRIUMPH'S NEW 2010 THUNDERBIRD**  
*Motorcyclists Begin Summer With a Positive Outlook*

**ATLANTA (July 1, 2009)** – One of the most eagerly anticipated new motorcycles of the year, the 2010 Triumph Thunderbird, is arriving at Triumph dealers this week, nearly two weeks ahead of schedule. The new motorcycles arrive at a time when consumers are hopeful for good news and anxious to escape the daily stress caused by the economy.

Brothers Stefan and Sasha Knezevic of Addison, IL, were among the first 150 people to reserve a 2010 Triumph Thunderbird earlier this year and are the first in the country to take delivery.

"When my brother and I heard that Triumph was making a cruiser model, we knew we had to have it," said Stefan Knezevic, motorcycle enthusiast and recipient of one of the first 2010 Thunderbirds.

"Based on Triumph's history of making quality motorcycles, I knew I would be very pleased with the end result. I am extremely happy to be able to take delivery of the Thunderbird so early in the season. Since I already ride a Triumph, I am used to having people admire my ride. I can not wait to stand out even more with the first Thunderbird on the roads!"

Sasha Knezevic is currently serving his country in the United States Marines and will be seeing and riding his new 2010 Thunderbird for the first time over the July 4 weekend.

When Triumph's Thunderbird first landed on North American shores in 1950, it quickly drew rave reviews for its styling, agility and speed, and appeared in major motion pictures including "The Wild One" with Marlon Brando. The 2010 Thunderbird has already received impressive compliments from motorcycle enthusiast magazines for its style, ergonomics and performance and promises to make a big impression with motorcyclists throughout the country.

"Triumph's design team and engineers have been working feverishly on the new Thunderbird," said Mark Kennedy, chief executive officer of Triumph North America. "Initial response to the Thunderbird was very positive and the motorcycle press has given the bike excellent reviews for its styling, comfort and



performance. Now that the first wave of bikes is being delivered, we're very anxious for the next shipment to arrive from the factory in England."

In addition to the Thunderbirds that Mr. \_\_\_\_ and other customers will receive from the first shipment, four of the motorcycles are destined for Triumph's demo fleet where riders can ride them free of charge. These bikes will be at the nationally renowned Laconia Bike Week motorcycle rally from Tuesday, June 16, through Sunday, June 21, at Weirs Beach, NH, as well as every Triumph Demo Truck stop. A full schedule is posted at [www.TriumphMotorcycles.com](http://www.TriumphMotorcycles.com) as well as Triumph North America's Facebook and MySpace pages.

In order to take a free demo ride, riders must be at least 25 years of age and possess a valid motorcycle operators' license. Riders and passengers must wear a DOT certified motorcycle helmet, shoes, long pants, eye protection, jacket or long sleeve shirt, and gloves.

The 2010 Triumph Thunderbird features a 1600cc (98 cubic inch) parallel twin engine that produces more than 80 bhp and more than 100 ft.lbs. of torque. Power is transferred to the ground through a six-speed transmission designed for city and highway cruising. Dual front disc brakes with braided stainless steel brake lines are standard while Triumph's anti-lock braking system is an available option.

North American riders will appreciate the relaxed riding position, forward mounted controls, pull back handlebars and agile suspension that are designed especially for day-long rides on long and winding roads. An elegant instrument cluster with integrated speedometer, tachometer and odometer is mounted on a shapely 5.5 gallon gas tank that promises many miles of riding between fill-ups.

The Thunderbird is easily customized to meet each rider's own tastes and riding preferences. Genuine Triumph Accessories include a long haul touring seat, windshield, passenger back rest, luggage rack and leather saddle bags and are scheduled to arrive at Triumph dealers in the coming months. The motorcycles are assembled in Hinckley, Leicestershire, England, and have a manufacturer suggested retail price (MSRP) of \$12,499 USD or \$14,899 CDN.



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North America has always had a special relationship with Triumph because of the spirit that Triumph represents. Triumph survived bankruptcy in the early 1980s and a devastating fire that destroyed its factory in 2002. Unfazed by the challenges, the company continues to recapture peoples' hearts and minds and is one of the fastest growing motorcycle manufacturers in the world.

To find a 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 urban sport, modern classic, cruiser and touring motorcycles that are designed to provide an outstanding motorcycling experience. From the storied Bonneville to the class-leading Street 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, Triumph has always set the pace for category winning machines. The company is solely owned by Bloor Holdings Ltd. Its North American operations are based in Atlanta.

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