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**For Immediate Release**

**TRIUMPH MOTORCYCLES UNVEILS THE 2010 THRUXTON SE**

**ATLANTA (December 15, 2009)** – Triumph is introducing a special edition to its café racer-styled Thruxton, giving an even sportier look to the classic British design.

The 2010 Thruxton SE debuts a stunning powder-coated red frame and Crystal White bodywork with red stripe, color-matched fly screen and blacked out engine cases. The new Crystal White paint contains a high metallic content that results in a luxurious paint finish, and creates a striking contrast to the dramatic red frame.

The Triumph Thruxton features state-of-the-art design and performance combined with a distinctively retro design. The fuel injected 865cc parallel twin is the most powerful of Triumph's Modern Classics range, delivering 68bhp at 7,400rpm and peak torque of 51ft.lbs. at 5,800rpm. The engine shares the same 360° firing interval as the Bonneville, but also features 'hot' camshaft profiles, a compression ratio of 9.2:1, and megaphone style pipes.

Sporty, low rise bars, 18 inch spoke wheels, megaphone style pipes, and a race inspired stripe from tank to tail evoke memories of the Ace Café and racing in the streets.

The Thruxton SE will be available at authorized Triumph dealers throughout North America in the spring of 2010. Prices are still to be confirmed but the SE model will come at a small premium over the standard Thruxton. To find a local authorized 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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