



TRIUMPH SETS PRICE FOR ITS 2010 THUNDERBIRD

Dealers Are Accepting Special Orders for the New Big Twin Cruiser

ATLANTA (April 16, 2009) – Triumph has set the price for its new Thunderbird big twin cruiser at \$12,499 USD. Dealers throughout North America are accepting deposits for the first wave of Thunderbirds, which are scheduled to arrive on North American shores this summer.

“We have received a lot of fantastic feedback from motorcyclists who have seen the new Thunderbird online and at Daytona Bike Week,” said Jim Callahan, North American Marketing Manager for Triumph Motorcycles. “Triumph is dedicated to providing an outstanding motorcycling experience, so we are thrilled to make this amazing new motorcycle available at a very competitive price point.”

The Triumph Thunderbird has been designed from the ground up to feature an innovative 1,600cc parallel twin engine, six-speed transmission and 200mm rear tire. An anti-lock braking system (ABS) is available for an additional \$800 USD. The Thunderbird will be easily customized to meet each rider’s own styling tastes and riding preferences with a long list of Genuine Triumph Accessories that include a long haul touring seat, windshield, passenger back rest, luggage rack and leather saddle bags.

The new bike’s namesake landed on North American shores in 1950 and received rave reviews from motorcyclists for its styling, agility and speed and later appeared alongside Marlon Brando in the blockbuster movie “The Wild One.” The new Thunderbird is a radical departure from its ancestor, but promises to live up to its legacy.

To reserve a new Thunderbird, customers should visit their local Triumph dealer to place a deposit and complete a Reservation Form. Once Triumph North America receives the Reservation Form, a conformational email will be sent to the dealer and customer with the expected month of delivery. As shipments are received from the factory, motorcycles will be sent to the dealers for customers in the order that the reservations were received. The special order program will run until July 1, 2009.

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 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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