



Triumph Sales Continue to Climb in the United States

ATLANTA (May 11, 2010) – Triumph continues to see an improvement in the sale of new motorcycle units by posting an increase of more than 9 percent in April over the same period the prior year. The sales growth is the latest in a string of gains that indicate a rebounding economy and a preference by motorcyclists for the British manufacturer's products.

"It's feels good to see consistent growth, and we're optimistic about the future" said Mark Kennedy, President and CEO of Triumph Motorcycles North America. "Triumph's all new Thunderbird has gained great support, our new Special Edition models have customers very excited, and the U.S. economy is showing signs that indicate we should have a good year."

Triumph currently offers 16 different models in three motorcycle families: Cruiser, Urban Sport and Modern Classic. That will grow to 23 models across seven motorcycle families by the end of 2012 and include categories where Triumph does not currently compete.

In addition to the standard model range, motorcyclists will get to choose from a number of new and special edition (SE) models in 2010 that will be offered in very limited numbers.

The full range of Triumph motorcycles are 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.

For more information contact:

Matt O'Connor, McRae, (404) 917-0675, moconnor@mcrae.com
Stephanie Milo, McRae, (404) 917-0682, smilo@mcrae.com