



Triumph Motorcycles Announces New Models And Continued Expansion In Canada

100,000th motorcycle to be sold since returning to North America

ONTARIO (March 1, 2010) – Triumph Motorcycles celebrated its North American Dealer Conference by announcing the continued expansion of its product line and the pending sale of its 100,000th motorcycle since returning to North America just 15 years ago.

“Triumph had a great 2009 and we’re looking forward to an ever better 2010,” said Chris Ellis, Triumph Motorcycles’ General Manager of Canadian Operations. “Triumph makes motorcycles that offer the style and performance Canadian motorcyclists are looking for. We’re really happy to announce an even greater selection this year with a number of new and special edition models, and the continued expansion of the Triumph lineup in the years to come.”

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.

- **Thunderbird SE:** The 1600cc (98 cubic inch) Thunderbird SE comes standard with new Carnival Red paint, ABS, a quick detach touring windshield with wind deflectors, leather saddle bags, touring seat, quick detach passenger back rest with luggage rack, and rider and passenger floor boards. MSRP is c\$18,399.
- **Thunderbird 1700:** The optional ‘big bore’ 1700cc (104 cubic inch) engine upgrade, which increases peak power from 85bhp to 99bhp, and ABS come standard and features a stunning Phantom Red Haze paint that is exclusive to this model. MSRP is c\$17,699.
- **Bonneville 60:** Only 600 units of this commemorative edition of the 1960 Bonneville will be built, 15 of which will come to Canada. Each motorcycle features two-tone Meriden and Caspian Blue paint, a numbered handlebar clamp plaque and a certificate of authenticity. MSRP is c\$10,549.
- **Thrupton SE:** Changing the handlebar position in 2009 created strong demand for this retro café racer model. Its classic lines scream “ACE CAFÉ” and fond moments of the



"Ton Up" club. This very limited edition Thruxton has a red frame and crystal white body work. MSRP is c\$10,649.

- **Bonneville T100 Black:** The "Bonnie Black" was created in response to customer requests for an all-black Bonneville with spoke wheels and a tachometer. MSRP is c\$9,639.
- **Speed Triple SE:** The original 'streetfighter' motorcycle receives special Tornado Red paint with a Crystal White center stripe, seat cowl and flyscreen. MSRP is c\$12,750.
- **Daytona 675 SE:** The Pearl White bodywork over a Sparkle Blue chassis was so successful in 2009 that the bike returns with a striking new graphics package and carbon fiber trim. MSRP is c\$11,999.

In addition to these fantastic new special editions and in anticipation of the growth in the model range through 2012, Triumph is proud to announce the addition of three new retailers in the Canadian market. Ellis continued, "Wildwood Triumph in Winnipeg, Manitoba joined the Triumph family in January, and we're looking forward to Moto Vanier, in Quebec City and Atlantic Motoplex in Moncton NB joining the team in March of this year."

Over the past 15 years, Triumph has introduced 50 new models that have won awards in virtually every motorcycle segment, most recently *Cycle World* magazine's "Cruiser of the Year" for the 1600cc Thunderbird and *Motorcycle.com's* "Motorcycle of the Year" for the 675cc Street Triple R. That success has translated to enthusiasm and optimism among Triumph customers and dealers nationwide.

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/Canada

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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.

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