

PRESS RELEASE

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TRIUMPH MOTORCYCLES JOINS FORCES WITH CALL OF DUTY[®]

- **Triumph Motorcycles is revealed as the Official Motorcycle Partner for *Call of Duty: Black Ops 6***
- **Coming to Season 1 of *Call of Duty: Warzone™* later this year, the highly-anticipated game features the TF 250-X**

Triumph Motorcycles will be the Official Motorcycle Partner for the global gaming phenomenon, *Call of Duty*, in Season 1 of *Call of Duty: Warzone* due to launch later this year.

Call of Duty: Warzone will feature the TF 250-X as an in-game drivable vehicle, utilising Call of Duty's in-game mechanics, allowing players to ride the motorcycles dynamically, enjoying knee-down corners, jumps and skids during pursuits.

Marking the launch of the *Call of Duty: Black Ops 6* Multiplayer Beta, at *Call of Duty's* community showcase event, *Call of Duty: NEXT*, which took place in Washington DC, included a live cavalcade of sixteen Triumph Scrambler 1200's and Tiger 900's for fans to view. The bikes, all exclusively branded with the *Call of Duty: Black Ops 6* Cerberus logo, escorted guests in five buses through Washington, past the White House to the National Building Museum, before lining up on the orange carpet as guests entered the immersive community event for the new game.

Triumph Motorcycles Chief Operating Officer Paul Stroud said: "*Call of Duty* is a critically-acclaimed gaming franchise, played globally by millions of people every month. For Triumph Motorcycles to become part of this world, and take our place in this incredible story, is very exciting. As Official Motorcycle Partner, we have worked closely with the *Call of Duty* designers to ensure the player experience of riding each bike is as realistic as possible, modelling extreme stunts and riding moves that will thrill motorcycle enthusiasts as well as gaming fans."

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Call of Duty: Black Ops 6 will be available globally on Xbox Series X|S, Xbox One®, PlayStation 5®, PlayStation 4®, and PC via Microsoft Store, Battle.net, and Steam on Friday October 25th, 2024, and is set to be available on day one for subscribers to select Game Pass plans (Game Pass Ultimate, Game Pass PC, Game Pass Console). Season 1 of *Call of Duty: Warzone* will launch later this year.

For more information, visit www.triumphmotorcycles.co.uk

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Notes to Editors ABOUT TRIUMPH

- First established in 1902, Triumph Motorcycles celebrated 120 years of motorcycle manufacture in 2022. For more than three decades, Triumph Motorcycles has been based in Hinckley, Leicestershire, and has produced iconic bikes that perfectly blend authentic design, character, charisma, and performance.

A GLOBAL BRITISH SUCCESS STORY

- With more than 84,985 motorcycles delivered in calendar year 2023, and more than 800 dealers across the world in 2024, Triumph is the largest British motorcycle manufacturer.
- Triumph currently employs around 3,000 personnel worldwide and has subsidiary operations in the UK, North America, France, Germany, Spain, Italy, Japan, Sweden (Scandinavia), Benelux, Brazil, China, and Thailand as well as a network of independent distributors. Triumph has manufacturing facilities in Hinckley, Leicestershire, and Thailand plus CKD facilities in Brazil and India.

A WORLD-CLASS RANGE

- With a laser-sharp focus on what riders across the world are looking for, a passion to deliver the perfect ride for every customer, and attention to detail that delivers the highest quality motorcycles, Triumph offers a growing range of category-leading motorcycles spanning Modern Classics, Roadsters and Adventure bikes. From the accessible Speed 400cc TR series to the Rocket 3 with its powerful 2500cc engine, every model exemplifies Triumph's iconic style, quality and performance.
- Delivering a fun, agile and confidence-inspiring ride for riders of all ages and experience levels, the Speed 400 and Scrambler 400 X launched in 2023 with a brand-new single engine platform (TR Series), representing incredible value for money and bringing Triumph to a whole new generation of riders.

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- The Modern Classics feature Triumph's legendary Bonneville twin engine. Famously named to celebrate Triumph's 1956 land speed record on the Bonneville Salt Flats in Utah, USA, the Bonneville was the original British superbike and a race-winner straight out of the crate, chosen by famous motorcyclists of the past for its handling, style, and character. Now, the Bonneville family has evolved, with rider-focused technology and cool custom style. The range includes the Bonneville Bobber, Speedmaster, Thruxton RS, Speed Twin 900, Speed Twin 1200, Scrambler 900, Scrambler 1200 and the iconic Bonneville T120 and T100.
- The Roadsters start with the agile and popular Trident 660 and sporty Daytona 660 then the Street Triple 765, and finally the Speed Triple 1200 RS and RR.
- For adventure riders, Triumph has a complete line-up of epic Tigers, starting with the Tiger Sport 660, moving up to the Tiger 850 Sport and Tiger 900 range, and finally to the Tiger 1200 range.
- In 2023 Triumph officially claimed the GUINNESS WORLD RECORDS™ title for 'The greatest distance travelled on a motorcycle in 24 hours (individual)'. Riding a factory-specification Tiger 1200 GT Explorer on the High-Speed Ring at the Nardò Technical Center in Italy, 5x Enduro World Champion and Triumph Global Ambassador Iván Cervantes travelled more than 4012km in a 24-hour period, beating the previous record of 3406km by a huge margin of more than 600km.

TRIUMPH RACING

- Triumph has a glorious racing history, competing in and winning races in almost every class and field of motorcycle sporting achievement. From winning the second ever Isle of Man TT in 1908, through to 1960s road and track success in Europe and America, right up to contemporary racing achievements with the Triumph triple powered 2014 and 2015 SuperSport titles and World SuperSport racing, Isle of Man SuperSport TT wins in 2014 and 2019, courtesy of Gary Johnson and Peter Hickman, plus an average speed of over 130mph 2023 by Peter Hickman on his Triumph STR765, and a thrilling last-lap victory at the legendary Daytona 200 by Brandon Paasch on the Street Triple 765 in 2022.
- Triumph's racing legend continues as the exclusive engine supplier to the FIM Moto2™ World Championship since the start of the 2019 season. Triumph Motorcycles provides all the teams with race-tuned 765cc triples, each of which is based on the class-leading Street Triple RS powerplant. Redefining the class, Triumph broke record after record in the inaugural year, including the first ever +300km/h Moto2™ top speed. Reflecting these great successes, the wonderful feedback, and partnerships that Triumph have had with the riders and their teams, and the incredible response from Triumph fans across the world, Triumph and Dorna, decided to extend the relationship in 2021 and again in 2023, signing a new contract for another five years of racing: 2025 – 2029.

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- Thierry Chizat-Suzzoni, one of MX's most experienced and successful team owners, fields two of Triumph's all-new 250cc 4-stroke MX bikes in the 2024 MX2 class and will add an entry into the 450cc MXGP class in 2025. Team Principal Bobby Hewitt and Team Manager Stephen 'Scuba' Westfall field the all-new Triumph 250cc 4-stroke MX bikes in the 2024 Supermotocross World Championship, which is comprised of the Monster Energy Supercross World Championship, and the Pro Motocross Championship, with three season-ending Supermotocross rounds. For the 2025 season Triumph will additionally field its new 450cc bike in the Supermotocross World Championship.

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