

**PRESS RELEASE****Issued: Tuesday 9<sup>th</sup> January 2024, 12noon GMT (1pm CET)**

# TRIUMPH REVEALS NEW DAYTONA 660

## AN EXCITING NEW CHAPTER BEGINS

- **A legendary name reborn for a new generation** – the all-new middleweight sports leader
- **Thrilling triple-powered sports performance** - 95PS peak power and 69Nm peak torque
- **Intuitive, agile sports handling** – with all-day riding comfort

Triumph has revealed an all-new triple powered middleweight sports bike for 2024. The Daytona 660 delivers thrilling sports performance, a dynamic ride and the highest quality, capability and specification in its class.

Featuring a significant evolution of Triumph's distinctive and unique 660cc triple engine, now with 95PS peak power and 69Nm of peak torque, the Daytona 660 provides a smooth, responsive and linear delivery with the perfect combination of low-down torque, mid-range and top-end power. As well as delivering 17% more power and 9% more torque than the Trident, the Daytona 660 also has a brand-new exhaust, creating an unmistakable sports soundtrack.

The Daytona 660's perfectly balanced chassis and intuitive, agile sports handling is combined with all-day riding comfort, thanks to high specification equipment including Showa upside down big piston 41mm forks and Showa preload adjustable monoshock RSU. The radial four piston brakes with twin 310mm discs and braided brake lines are paired with Michelin's new Power 6 tyres.

Combined with an 810mm seat height, narrow stand-over and optimised bar and footpeg position, the Daytona 660 delivers an exciting and confidence-inspiring ride.

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Ensuring riders always feel in complete control, the Daytona 660 is equipped with rider-focused technology including three riding modes (Sport, Road and Rain) which optimise throttle response and traction control settings for the conditions.

The unmistakable Daytona design DNA has been reimagined with fresh attitude for an aggressive new stance and clean lines. Distinctive twin LED headlights incorporate a central air intake and the minimal bodywork emphasises the athletic profile, ending in a contoured LED tail light. There are three striking colour options available, all featuring a bold '660' race-inspired graphic.

As Triumph customers would expect, the Daytona has more than 30 Genuine Triumph Accessories to tailor performance, comfort, style and practicality, including an A2 licence kit, with a dedicated throttle twist grip and an engine tune that limits power to 35kW.

A 10,000-mile service interval, two-year unlimited mileage warranty and Triumph's strong residual values contribute to securing a competitive cost of ownership, the lowest in the class.

Steve Sargent, Triumph's Chief Product Officer said: "The 660 has all the attitude and agility you'd expect from the Daytona name, and brings with it the thrilling, useable, real world performance and all-day comfort that riders today are looking for. We are excited by the impact the Daytona 660 is going to have on the growing middleweight sports world."

### **THRILLING SPORTS PERFORMANCE**

The perfect combination of low-down torque, thrilling top-end and unrivalled character, the Daytona's triple delivers 95PS at 11,250rpm with a hair-raising 12,650rpm redline. More than 80 percent of its 69Nm of peak torque is available from just 3,125rpm delivering responsive sporty and fully usable performance. By blending low-down torque and the tractability of a twin with the free-revving top end performance of an inline four, the engine has a unique triple soundtrack, further enhanced by the new exhaust which features 3 into 1 headers and a compact underslung silencer with stainless steel finisher.

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Power is delivered effortlessly through a slick six-speed gearbox and Triumph's Torque Assist clutch ensures a progressive, light lever action with a span optimised clutch lever for better reach. The clutch design also improves rear wheel control under hard deceleration for smooth, confident corner entry. Triumph's Shift Assist is available as an accessory fit for fast and effortless clutch-less up and down shifts and even easier riding in town.

For riders starting their Daytona ride with an A2 licence, an accessory fit conversion kit enables compliance with a replacement throttle grip and unique engine tune, that can be easily fitted, or reverted to standard, by a Triumph dealer.

### **AGILE, DYNAMIC RIDE**

The new Daytona 660 benefits from years of race-winning chassis development, and with its lightweight sports frame, top quality Showa 41mm upside down, big-piston front forks and a Showa rear suspension unit, it delivers an easy and agile ride. The rear suspension also features preload adjustment for quick set-up alterations.

Lightweight five-spoked cast aluminium wheels keep rotating mass low for even more responsive handling and enhanced suspension performance and Michelin's new high-specification Power 6 tyres are fitted as standard to deliver confident road handling in wet and dry conditions. With twin four-piston radial calipers paired to lightweight 310mm discs and fed by braided lines, plus a Continental ABS modulator, the Daytona 660 has excellent stopping power and braking feel too.

### **RIDER-FOCUSED TECHNOLOGY**

The Daytona 660 features technology that enhances the riding experience and safety. The ride-by-wire throttle delivers a crisp and precise throttle response and also allows for three riding modes; Sport, Road and Rain. Each mode offers a different throttle response and level of traction control intervention, with Sport mode providing the most reactive throttle response for full-on road rides or track sessions. The traction control system can also be turned off using the instrument menu for riders who prefer complete freedom from electronic intervention.

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The multi-functional instruments feature a colour TFT screen integrated into a white-on-black LCD display. Compact, and with an uncluttered design, all the rider information is clearly displayed and is easy to read in different light conditions. This neat unit is compatible with the accessory fit My Triumph Connectivity System that enables turn-by-turn navigation plus phone and music interaction. All functions are clearly displayed on the TFT screen and controlled via the switchgear for ease of use while riding.

### **CONTROL & COMFORT**

With racy clip-on bars positioned above the top yoke and pegs placed for the optimum balance of comfort and cornering clearance, the Daytona 660's natural riding position is perfectly judged to give the feedback needed for dynamic sports riding with space and comfort necessary for long days in the saddle. At lower speeds, the Daytona's perfectly-weighted controls and light steering give superb control in urban environments.

Split rider and pillion seats, with a rider seat height of 810mm and a narrow stand-over make the Daytona 660 manageable for riders of all sizes, and an accessory low seat is also available, lowering the seat height by 25mm to just 785mm.

### **MAKE THE DAYTONA 660 YOUR OWN**

There are over 30 Genuine Triumph Accessories available, all engineered alongside the motorcycle, tested to the same high standards, and carrying the same two-year unlimited mileage warranty.

Riders looking for an even more distinctive race paddock style can choose a colour-coded seat cowl as well as a range of beautifully engineered billet-machined parts including an oil filler cap, pre-drilled for lock-wiring, paddock stand bobbins, bar end finishers and a rear brake reservoir.

The My Triumph Connectivity System allows easy and intuitive phone and music operation plus turn-by-turn navigation and is available as an accessory on the Daytona 660. Triumph Shift Assist can also be added, providing clutch-less, full-throttle upshifting and seamless downshifting with auto-blip.

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Other additions include heated grips, an under-seat USB socket and a tyre pressure monitoring system (TPMS). A tank bag and tail pack are also available, adding 20 litres of stylish carrying capacity.

New security accessories, subject to availability by market, include the Triumph Protect+ alarm system, and Triumph Track+ tracker with 24/7 monitoring as well as comprehensive range of locks.

## ON THE ROAD

Customers can find out more at [triumphmotorcycles.co.uk](https://triumphmotorcycles.co.uk) or place an order with their local Triumph dealer, with bikes arriving in dealerships from end of March 2024.

## SPECIFICATIONS

### ENGINE AND TRANSMISSION

Type	Liquid cooled, inline 3-cylinder, 12 valve, DOHC, 240° Firing order
Capacity	660cc
Bore	74.04mm
Stroke	51.1mm
Compression	12.05:1
Maximum Power	70 kW (95PS) at 11,250 rpm
Maximum Torque	69 Nm @ 8,250 rpm
Fuel System	Multipoint sequential electronic fuel injection with electronic throttle control
Exhaust	Stainless steel 3 into 1 header system with low single sided stainless steel silencer
Final Drive	X-ring chain
Clutch	Wet, multi-plate, slip & assist
Gearbox	6 speed

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## CHASSIS

<b>Frame</b>	Tubular steel perimeter frame
<b>Swingarm</b>	Twin-sided, fabricated steel
<b>Front Wheel</b>	Cast aluminium alloy 5 spoke, 17 x 3.5 in
<b>Rear Wheel</b>	Cast aluminium alloy 5 spoke, 17 x 5.5 in
<b>Front Tyre</b>	120/70 ZR 17
<b>Rear Tyre</b>	180/55 ZR 17
<b>Front Suspension</b>	Showa 41mm upside down separate function big piston (SFF-BP) forks, 110mm Wheel travel
<b>Rear Suspension</b>	Showa monoshock RSU, with preload adjustment, 130mm Wheel travel
<b>Front Brakes</b>	Twin 310mm floating discs, 4 piston radial callipers, ABS
<b>Rear Brakes</b>	Single 220mm fixed disc, single piston sliding calliper, ABS
<b>Instruments</b>	Multi-function instruments with colour TFT screen

## DIMENSIONS & WEIGHTS

<b>Length</b>	2083.8mm
<b>Width (Handlebars)</b>	736mm
<b>Height Without Mirrors</b>	1145.2mm
<b>Seat Height</b>	810mm
<b>Wheelbase</b>	1425.6mm
<b>Rake</b>	23.8°
<b>Trail</b>	82.3mm
<b>Wet weight</b>	201kg (@90% fuel volume)

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<b>Fuel Tank Capacity</b>	14 litres
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#### FUEL CONSUMPTION

<b>Fuel Consumption</b>	57.6 mpg (4.9litres / 100 km)
<b>CO2 Figures</b>	113 g/km
<b>Emissions Standard</b>	EURO 5+ CO2 emissions and fuel consumption data are measured according to regulation 168/2013/EC. Figures for fuel consumption are derived from specific test conditions and are for comparative purposes only. They may not reflect real driving results.

#### SERVICE

<b>Service interval</b>	10,000 miles (16,000 km) /12 months service interval, whichever comes first
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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 83,389 motorcycles delivered in calendar year 2022, and on track to reach a milestone 800 dealers across the world in 2023, 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

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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.
- 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, 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

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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.

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- 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.
- In 2022 Triumph revealed its partnership with Thierry Chizat-Suzzoni, one of the sport's most experienced and successful team owners, who will field 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, and with Team Principal Bobby Hewitt and Team Manager Stephen 'Scuba' Westfall to field its 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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