

**PRESS RELEASE**

**TO BE ISSUED: Tuesday 28 May 2024, 12noon BST (1pm CEST)**

## TRIUMPH ADDS BOLD COLOURS FOR 2025

- Triumph launches 13 bright new colour schemes across its range
- Meeting growing demand from customers for rich, dramatic colour schemes
- Available in dealers from Summer 2024

Triumph Motorcycles has announced 13 bright, new paint choices across its 2025 range, including Roulette Green, Kingfisher Blue and Cosmic Yellow, to meet growing demand from customers for striking, contemporary colour schemes.

### COLOURFUL ADVENTURES

The characterful Tiger 850 Sport comes in two bold new colours for 2025; a bright Roulette Green & Jet Black design and a striking Korosi Red & Graphite scheme.

The Tiger 850 Sport gets a Roulette Green tank and seat panel with black 850 graphic and a matching front mudguard complemented by a Jet Black beak, tank end panel and radiator cowl. The Korosi Red & Graphite scheme features a Korosi Red tank and seat panel with white 850 graphic, plus a Graphite front mudguard, beak, tank end panel & radiator cowl. Both models are finished with a matt Metallic Grey grab rack.

The fun and agile Tiger Sport 660 also injects some colour to the range, with a Baja Orange cockpit, tank and fairing, complemented by a Phantom Black front Mudguard, radiator cowl and rear panels.

Adventure	
<b>Tiger 660</b> <ul style="list-style-type: none"> <li>○ Baja Orange &amp; Phantom Black <b>NEW</b></li> <li>○ Jet Black &amp; Graphite</li> <li>○ Snowdonia White &amp; Jet Black</li> </ul>	<b>Tiger 850 Sport</b> <ul style="list-style-type: none"> <li>○ Roulette Green &amp; Jet Black <b>NEW</b></li> <li>○ Korosi Red &amp; Graphite <b>NEW</b></li> </ul>

### STYLISH MODERN CLASSICS

Amplifying its custom attitude and enhancing its rugged looks, the Scrambler 900 is now available with a striking Kingfisher Blue tank with contrasting twin black diagonal stripes and a Jet Black front mudguard, side panels, and rear mudguard.

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The classic Bonneville Speedmaster now comes with a vivid Snowdonia White & Cranberry Red two-colour tank with Sapphire Black mudguards, headlight bowl and side panels.

Adopting a similar two-colour tank scheme with Triumph's famous hand-painted pinstripe, the iconic Bonneville T100 is available with a stylish new Aluminium Silver & Baja Orange tank, with Jet Black mudguards, headlight bowl and side panels. The legendary Bonneville T120 dazzles with a Crystal White & Cranberry Red tank, complemented by Jet Black mudguards, headlight bowl and side panels.

True to its original custom roots, the Bonneville Bobber stays on trend with a modern matt finish with its tank in Matt Graphite & Matt Baja Orange, coupled with Jet Black mudguards and side panels.

The Speed Twin 900, known for its modern, custom style, is bang on trend with a Matt Phantom Black & Matt Crystal White two tone tank, plus matching Matt Phantom Black mudguards and side panels.

Modern Classics	
<b>Scrambler 900</b> <ul style="list-style-type: none"> <li>○ Kingfisher Blue <b>NEW</b></li> <li>○ Matt Khaki</li> <li>○ Jet Black</li> </ul>	<b>Bonneville Speedmaster</b> <ul style="list-style-type: none"> <li>○ Snowdonia White &amp; Cranberry Red <b>NEW</b></li> <li>○ Pacific Blue &amp; Silver Ice</li> <li>○ Jet Black</li> </ul>
<b>Bonneville T100</b> <ul style="list-style-type: none"> <li>○ Aluminium Silver &amp; Baja Orange <b>NEW</b></li> <li>○ Competition Green &amp; Ironstone</li> <li>○ Jet Black</li> </ul>	<b>Bonneville T120</b> <ul style="list-style-type: none"> <li>○ Crystal White &amp; Cranberry Red <b>NEW</b></li> <li>○ Jet Black &amp; Fusion White</li> <li>○ Jet Black</li> </ul>
<b>Bonneville Bobber</b> <ul style="list-style-type: none"> <li>○ Matt Graphite &amp; Matt Baja Orange <b>NEW</b></li> <li>○ Jet Black &amp; Ash Grey</li> <li>○ Jet Black</li> </ul>	<b>Speed Twin 900</b> <ul style="list-style-type: none"> <li>○ Matt Phantom Black &amp; Matt Crystal White <b>NEW</b></li> <li>○ Carnival Red &amp; Phantom Black</li> <li>○ Jet Black</li> </ul>

## EYE-CATCHING ROADSTERS

The Speed Triple 1200 RS sports a bold Cosmic Yellow tank with a large RS graphic in black, complemented by Cosmic Yellow headlight finishers, side panels, rear bodywork, seat cowl and belly pan. A natural carbon fibre mudguard completes the look.

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The Street Triple 765 R has two new colour schemes to choose from; a stylish Matt Baja Orange or a striking Pure White option. The first premium paint option features a Matt Baja Orange tank cover and matching headlight finisher and side panels, with a Matt Black front mudguard and radiator side panel. The Pure White scheme features Baja Orange accents on the Pure White tank cover and bodywork, plus a Pure White front mudguard and headlight finisher, complemented by a Storm Grey radiator side panel.

The Street Triple 765 RS adds a stealthy Phantom Black scheme to its line-up, with yellow accents on its Phantom Black tank cover and panels, as well as a Phantom Black front mudguard, headlight finisher, belly pan and seat cowl.

Roadster	
<b>Street Triple 765 R</b> <ul style="list-style-type: none"> <li>○ Matt Baja Orange <b>NEW</b></li> <li>○ Pure White <b>NEW</b></li> </ul>	<b>Speed Triple 1200 RS</b> <ul style="list-style-type: none"> <li>○ Cosmic Yellow <b>NEW</b></li> <li>○ Sapphire Black</li> <li>○ Carnival Red</li> </ul>
<b>Street Triple 765 RS</b> <ul style="list-style-type: none"> <li>○ Phantom Black <b>NEW</b></li> <li>○ Carnival Red</li> <li>○ Silver Ice</li> <li>○ Cosmic Yellow</li> </ul>	

Customers can find out more at [triumphmotorcycles.co.uk](http://triumphmotorcycles.co.uk) or place an order with their local Triumph dealer.

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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.

## TRIUMPH MOTORCYCLES LTD

## 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 Storm with its record-breaking 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 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.

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## 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.
- 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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