

PRESS RELEASE**EMBARGO: Tuesday 29 October, 12noon GMT (UK Time), 1pm CEST**

HERITAGE TRIUMPH LOGO REVIVAL FOR MODERN CLASSIC ICONS

- **Triumph Motorcycles unveils new Modern Classic Icon Editions for 2025 only**
- **Heritage logo to make a once-only revival on seven distinctive models**
- **Available in dealerships from December 2024**

Triumph Motorcycles has announced a new collection of Modern Classic Icon Editions for 2025, featuring the revival of a Triumph logo which dates back to 1907.

The logo has not been seen on an official Triumph tank for more than 100 years and will be limited to just seven distinctive and iconic Modern Classics, uniting legacy with contemporary classic style and performance. With premium detailing, and unmistakable character, the new classy, custom-inspired Triumph models pay homage to the brand's rich history.

There are seven models available, each with a sophisticated Sapphire Black and Aluminum Silver colour combination, perfectly complementing their authentic and original design. Meticulously crafted to a flawless finish, each one features hand-painted coach-lining, and exclusive graphics showcasing the Edwardian gold script logo. The distinctive designs capture the essence of the original models while adding new character with signature colour schemes, from the laid-back elegance of the Bonneville T100 and T120, to the rugged attitude of the Scrambler 900, 1200 X and 1200 XE, to the custom-vibe of the Bobber and Speedmaster.

Triumph Motorcycles' Chief Commercial Officer Paul Stroud said: "The Triumph Modern Classics have an enduring reputation for original style, high quality, premium finish and modern performance. It is this authenticity, coupled with the heritage and passion encapsulated in the 1907 logo, that will have broad appeal with both younger and older riders. With striking new paint schemes, bespoke graphics, and custom logos, the Icon Editions perfectly blend heritage, style and contemporary capability, perfect for those riders who appreciate classic style, but value modern performance."

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THE TRIUMPH ICON

The icon of Triumph Motorcycles, and considered iconic by many riders, the Triumph logo is respected and loved across the globe. The trademarked logo began as a shield in 1902; a heraldic crest design that incorporated the company name, Triumph Cycle Co. Ltd and the city of manufacture, Coventry. This emblem was replaced in 1907 with a new script logo, the Triumph wordmark. While it was used for just seven years, this version of the Triumph logo has endured in countless custom designs, used on collectables, and fans have even chosen this logo for tattoos.

The addition of Motors to the logo in 1915, moved the design forwards, before Triumph reverted to the crest, in colour, during the 1920's. A brief change in 1932 introduced the oval globe logo, which was superseded in 1934 by a return to the wordmark, using an updated script and capital letters. Updated again in 1936 with a bolder font and keyline, this logo was carried forward for more than 50 years. In 1990, the blue version was a subtle evolution of the brand, refreshed again in 2005, removing the keyline. In 2013, the modern logo first appeared, a contemporary black styling of the wordmark, and the additional modern triangle logo.

It is the memorable script logo from 1907 that has been revived for 2025, to create the graphics for the Icon Editions.

EXPLORE THE COLLECTION

Built with precision and attention to detail, combining unique design with top-tier quality and engineering, the Icon Editions each feature a different two tone colour split of Sapphire Black and Aluminium Silver, with side panels that are beautifully finished to match the fuel tanks, creating a striking contrast that makes each model stand out from the crowd.

Every elegant curve and sculpted detail that gives each of the Modern Classics their own unique silhouettes, are beautifully highlighted and refined using hand painted coach-lining which traces the colour split lines, picked out in black or gold. The addition of the Triumph script logo in gold, and exclusive Icon Edition model graphics, on the tanks and side panels, further enhances the presence of each bike.

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New Bonneville T100 Icon Edition

Capturing the spirit of a British classic, the new Bonneville T100 Icon Edition has an Aluminium Silver finish, enhanced by deep Sapphire Black accents on the tank and side panels, creating an understated and relaxed retro style. Hand-painted black coach-lining and a gold Triumph 1907 script logo complete the look, ideal for those who appreciate timeless style with modern capability.

The Bonneville T100 Icon Edition delivers a confidence-inspiring ride that is also convertible to A2 licence compliant, courtesy of a torque-rich, low-inertia Bonneville 900cc engine that delivers 65PS (64bhp) at 7,400rpm with peak torque of 80 Nm at 3,750rpm. The high specification cartridge front forks, combined with the twin rear shocks and the 32-spoke classically styled wheels, further enhance the T100's agile and easy-handling feel.

New Bonneville T120 Icon Edition

The distinctive Bonneville T120 Icon Edition delivers an exhilarating ride, bringing together heritage and performance with a deep Sapphire Black tank, paired with silver accents and hand-painted gold detailing. The gold Triumph 1907 script logo on the tank adds an additional layer of prestige, reinforcing its unique character on the road.

Technologically advanced and packed with modern capability, the T120 Icon Edition's premium specification includes 41mm cartridge forks, preload-adjustable twin rear suspension units and twin Brembo front brake calipers with ABS. Specifically tuned to deliver high torque, from low down in the rev range all the way through the mid-range, giving exhilarating performance throughout, the 1200cc twin engine delivers 105 Nm of peak torque at a very low 3500 rpm and its power peaks 80 PS at 6,550 rpm.

New Scrambler 900 Icon Edition

The Scrambler 900 Icon Edition's Sapphire Black and Aluminium Silver scheme captures its adventurous spirit, accentuating its commanding riding position. Bold tank colours, an aluminium silver tank stripe with a unique icon graphic, and the iconic gold 1907 Triumph script logo creating a striking contrast against Sapphire Black mudguards. Hand-painted coach-lining enhances its distinctive look, making it a standout choice for urban and off-road riding enjoyment.

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Designed to ride on all roads with plenty of tractable power, the Scrambler 900 has a high-torque 900cc Bonneville engine, while the ride-by-wire throttle delivers superb rideability and control. Its 19" front and 17" rear blacked-out wire-spoked wheel and low 790mm seat height adds to the confident feel. It comes together to ensure this model, which can be converted to be A2 licence compliant, is extremely accessible, easy to manoeuvre and fun for every type of rider.

New Scrambler 1200 X Icon Edition

The contrasting Aluminium Silver and Sapphire Black paint scheme adorning the tank of the Scrambler 1200 X Icon Edition complements its bold and adventurous character. The tank features brushed aluminium details and hand-painted lines frame twin black tapered tank stripes and knee cut-outs. The bold gold 1907 Triumph script logo and the exclusive Icon logo, add a distinctive touch.

As well as its high-power 1200cc Bonneville engine with torque-rich performance, off-road ready 21-inch front wheel and Triumph's premium quality and finish, the Scrambler 1200 X is remarkably accessible, with a seat height of 820mm, reducing to 795mm with the accessory low seat.

New Scrambler 1200 XE Icon Edition

The statuesque poise of the Scrambler 1200 XE is highlighted on the Icon Edition, with Phantom Black wrapping around either side of the silver tank to form two tapered stripes to show its athletic shape, while the gold-anodized forks complement the hand-painted gold lining and the gold of the 1907 logo on the tank.

Capable of conquering the most rugged terrain, the Scrambler 1200 XE's high-power, torque-rich 1200cc Bonneville engine with a specific Scrambler tune, is complemented by a smooth and responsive ride-by-wire throttle, Optimised Cornering ABS and traction control, premium Marzocchi™ suspension, Brembo Stylema® calipers and Metzeler™ Tourance® dual purpose tubeless tyres.

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New Bonneville Bobber Icon Edition

With its low profile and clean lines, the Bonneville Bobber Icon Edition retains its minimalist appeal, with a predominantly black scheme. Silver hand-painted accents and a gold Triumph 1907 script logo on the tank draw the eye to the Bobber's 16" fat front wheel and chunky 47mm front forks, combining to create a look that's made to turn heads and stand out on every ride.

The Bonneville Bobber also delivers an incredible 106 Nm of torque at 4,000 rpm, while the torque assist clutch provides a smoother operation, making the Bobber an easy and comfortable bike to ride.

New Bonneville Speedmaster Icon Edition

Oozing British custom attitude with laid-back style, from its smooth 1200cc twin to its comfortable cruiser ride, the Bonneville Speedmaster Icon Edition is finished in silver across the tank and mudguards. The tank is finished with a central Sapphire Black stripe, the gold Triumph script logo, and exclusive Icon graphics. Hand-painted coach-lining adds the finishing touch, making it perfect for long, relaxed rides where both comfort and style matter.

The Speedmaster's 1200cc high torque twin engine delivers a responsive ride, with a tune specifically developed to deliver high torque and high power low down and through the rev range. Its high specification 47mm Showa cartridge forks combined with the preload adjustable hidden monoshock rear suspension unit, provide the rider with great maneuverability, comfort and control, with and without a pillion.

ON THE ROAD

Bikes will be arriving in dealerships from December 2024, priced as follows:

Bonneville T100 Icon Edition	£10,195
Bonneville T120 Icon Edition	£12,795
Scrambler 900 Icon Edition	£10,395
Scrambler 1200 X Icon Edition	£12,695
Scrambler 1200 XE Icon Edition	£14,095
Bonneville Bobber Icon Edition	£13,995
Bonneville Speedmaster Icon Edition	£13,995

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Find out more at 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.
- 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.

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- 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.
- 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.
- In September 2024, Triumph Racing announced it will compete in the 2025 FIM SuperEnduro and EnduroGP World Championships, as well as the AMA EnduroCross series, together with other select events throughout the racing season. One of the most well-known figures in off-road motorcycling, Paul Edmondson, will head up the Triumph Racing factory enduro

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programme, which will see the brand represented at the highest levels of enduro competition worldwide.

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