

**PRESS RELEASE****Wednesday, 21 August 2024****TRIUMPH AWARDED ‘MANUFACTURER OF THE YEAR’  
ALONG WITH WINNING FIVE OTHER CATEGORIES.**

- Triumph wins six awards this year in the annual Motorcycle News awards, including the coveted Manufacturer of the Year.
- Other category wins include: Overall Bike of the Year, Best Performance Naked, Best A2 Bike, Best Adventure Bike (sub 1000cc) and WoMCN Rider Bike of the year.
- The Triumph Street Triple RS has secured ‘Best Performance Naked’ for the first time having previously won Bike of the year for two years consecutively.
- 2024 also marks the third year that Triumph has won Overall Bike of the Year.

Motorcycle News has awarded Triumph as the 2024 Manufacturer of the Year alongside five other awards in its annual recognition of manufacturers, products and dealers.

Alongside **Manufacturer of the Year**, Triumph has also secured:

**Overall Bike of the Year** which was awarded to the new Triumph Speed 400. Launched at the beginning of 2024, the Speed 400 was aimed at a new class of rider with its stripped back style, responsive performance and agility.

The judges state the Speed 400 is *“a middleweight bike that’s made a big impact, charming new riders and experienced bikers alike”*.

This marks three years in a row Triumph has taken the top spot in this category. It was previously claimed by the Tiger Sport 660 in 2022 and the Street Triple 765 RS in 2023.

The Speed 400, introduced at the start of the year, has also won **Best A2 Bike**.

**Best Performance Naked** has been awarded to the Triumph Street Triple RS which has previously been crowned ‘Overall bike of the year’. The 765cc triple engine which is used in the FIM Moto2 World Championship gives riders the who want a track and street bike, the best of both worlds in one package.

MCN said, *“Seventeen years after Triumph graced their showrooms with the first Street Triple, it still pushes the boundaries of what a naked machine can do.*

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*"It borders on being both a super-naked, and supersport. Yet it does so, without the price or the detrimental aspects of each... Kudos, Triumph".*

The **Best Adventure Bike (sub 1000cc)** was awarded to the Triumph Tiger 900 GT Pro. Following a revamp of the model in 2023, the Tiger 900 GT Pro has been recognised as the ultimate road-focused middleweight adventure motorcycle.

MCN Judges said, *"Triumph's Tiger 900 GT Pro is now all the road adventurer you could ever need.*

*"On the go the Tiger's light weight makes it instantly reassuring to ride while its suspension strikes a lovely balance between firm enough for sporty riding and plush for comfort, with the ability to tweak the shock's damping on the go. It's a bike you instantly feel at home on,"* conclude the judges.

Lastly, the Triumph Trident 660 was voted **WoMCN Rider Biker of the Year**. The Trident has been extremely popular with both new and experienced riders thanks to its combination of punchy linear torque and power low down across the whole rev range.

MCN said, *"It's fun, light and well balanced, with thoughtful features such as the tapered seat and tank as well as confidence-inspiring OE tyres.*

*"When all this is combined, it's clear to see why the terrific Trident wheelspins away with the 2024 WoMCN Rider of Year trophy."*

**Devron Boulton, General Manager for Triumph UK & Ireland,** *"Six awards including Manufacturer of the Year is a huge honour and recognition of the significant impact we have had in the UK motorcycling industry just this past year.*

*"We've already achieved so much, launching market-leading bikes, breaking into the sub-500cc category, winning podiums in Motocross and so much more.*

*"These awards are a testament to the hard work, passion and dedication from the team right here at Hinckley and around the world to deliver to our customers. To say we are proud is an understatement,"* Boulton added.

**MCN** *"This brand continues to build some of the most accessible, aspirational, classy and classless motorcycles on the market, being a key player in the adventure and modern classic classes, while also now being an immediately significant force in the A2 licence category with their new 400s.*

*"It's safe to say the year has been impactful for the brand, with strong sales domestically and abroad, innovation in key segments within the industry and the*

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*introduction of bold new bikes into new niches in the market,” concludes the MCN team.*

All award-winning bikes and the awards will be on display at the Triumph Factory Visitor Experience on Wednesday, 9 October 2024.

For more information on the 2024 MCN Awards, please visit the [Triumph website](#).

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### **Notes to Editors**

#### **2024 Motorcycle News Awards**

1. Manufacturer of the Year
2. Overall Bike of the Year – Speed 400
3. Best Performance Naked – Street Triple RS
4. Best A2 Bike – Speed 400
5. Best Adventure Bike (sub 1000cc) – Tiger 900 GT Pro
6. WoMCN Rider Bike of the year – Trident 660

#### **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 93,421 motorcycles delivered in financial year 2024, and more than 825 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

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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 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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