

PRESS RELEASE**EMBARGO: 25th February 2025, 12noon GMT (UK Time)**

TRIUMPH ACHIEVES RECORD GLOBAL SALES IN 2024

- **Triumph's global sales top 100,000 in 2024 for the first time**
- **Triumph sales around the world have grown by 123% since 2019**
- **950 dealers now sell Triumph motorcycles across the world, representing a 46% increase since 2019.**
- **Triumph has launched into two all-new segments of the global motorcycle market: the competition off-road segment with the TF 250-X, and the sub-500cc segment with the launch of the new Speed 400, and Scrambler 400 X**

Triumph sold more than 100,000 motorcycles around the world in 2024, passing the landmark figure for the first time in its 122-year history.

Overall, 134,635 Triumph motorcycles were sold to customers across the world in 2024 representing a growth of 64% on the previous year.

Triumph's sales were up in all its regions across the world, with the greatest growth achieved in India, where sales reached 29,736 and the Americas region, which includes Brazil, Canada and the US, where sales were up vs 2023 by 44%. This was echoed in its Distributor markets, which experienced a 33% growth in sales, as well as a 30% growth in Asia, and 18% growth across its European markets, which remain Triumph's largest region.

FIVE YEARS OF CONTINUOUS GROWTH

This is the fifth consecutive year that Triumph Motorcycles Group Ltd, which manufactures and sells motorcycles, related parts, accessories and clothing merchandise in 68 countries globally, has achieved an all-time record in its motorcycle sales.

Since 2019, sales of Triumph Motorcycles have increased by 123%, with growth being achieved in all markets, and standout growth being achieved in Brazil, Italy, Japan, Turkey,

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Hungary, Poland, Mexico and India where Triumph's sales have more than doubled since 2019.

This sales growth is reflected in the expansion of Triumph's Global Dealer Network, which has increased to 950 dealers with more than 230 new dealer business partners joining the brand since 2019.

Triumph has also invested in offering a complete aftersales package for riders, with the launch of Triumph Performance Lubricants, improved finance and warranty offers, and new clothing collaborations and ranges, which have combined to deliver record revenues in parts, clothing and accessories (PCA).

NEW MODEL LAUNCHES IN 2024

This incredible set of landmark results for 2024 has been achieved by delivering a comprehensive new model launch programme, as well as successfully tapping into wholly new segments of the market.

In response to growing global demand for smaller capacity motorcycles, Triumph launched the 400cc Triumph Speed 400 and Scrambler 400 X, which arrived in dealers in early 2024. Designed from the ground-up with a brand-new single cylinder engine platform at their heart, these new models are designed to deliver a fun, agile and confidence-inspiring ride for riders of all ages and experience levels.

Triumph also entered the motocross market for the first time, with the arrival of the TF 250-X in Triumph's new network of Motorcross & Enduro Centres in May 2024. With a class-leading power to weight ratio and the most complete specification package ever to launch into the ultra-competitive 250cc motocross market, this new model has been celebrated by the media and riders. Triumph's first 450cc motocross model, the TF 450-RC Edition, was revealed in September 2024, and will be available in dealers from February 2025.

Triumph's ambitious new model programme continued in the existing +500cc market, identifying gaps in the existing market for a new model, creating special editions to drive consumer demand and updating models to meet the demands of the new environmental standard Euro 5b.

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A new entry into the evolving sports category, the brand-new Daytona 660 hit dealerships in Spring 2024, delivering an all-new triple powered middleweight sports bike for a new generation of riders.

Updates to four model families including the Rocket 3 Storm, Tiger 1200, Tiger 900 and Scrambler 1200, offered additional tech, more performance, better handling and updated styling, graphics and colour schemes.

A number of special and limited editions were introduced: the T120 Elvis Presley Limited Edition, the Speed Triple 1200 RR Breitling Limited Edition, the Trident Triple Tribute, two Tiger 900 Aragon Editions, and a Thruxton Final Edition.

WITH THANKS TO OUR CUSTOMERS AND PARTNERS

Triumph Motorcycles Chief Commercial Officer Paul Stroud said: "We're very pleased with the growth that we achieved last year, which follows an incredible run of continuous growth since 2019, despite a very challenging global economic climate. I would like to thank all our valued customers for their continued support for Triumph and welcome our new customers to the Triumph family.

"Our decision to enter two new segments has been very well received by our dealers and customers and has helped us to bring new riders to the Triumph brand. This is reflected in our growing international dealer network, and expanding aftersales programmes.

"Our growth is even more remarkable when you take into account the sales of Triumph Motorcycles being achieved by our partner Bajaj Automotive in India, where in 2024 they sold 29,736 Triumph 400's taking our total global sales including India to 134,635 Triumph motorcycles. That's 64% more than in 2023, and an incredible 123% increase since 2019!

"Whilst the international economic conditions continue to look challenging as we look ahead, we have lots of reasons to remain optimistic. We have a strong new model pipeline which will see our range develop further to appeal to an even greater range of riders, we have a globally admired brand, and a superb network of professional dealer partners across the world. That's why we continue to make ambitious plans, forecasting continued progressive growth, which will see us welcome even more customers to the Triumph Brand over the coming years."

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Chief Executive Officer Nick Bloor added: “This level of global growth is a tremendous achievement that has required a great effort from everyone at Triumph, and our business partners across the world. Everyone involved should be very proud of the part that they have played in helping Triumph thrive across the world and achieve this record sales performance.”

THE YEAR AHEAD

Triumph’s dynamic model programme continues at pace into 2025, with the all-new Tiger Sport 800 launching into a new Sports Tourer segment and arriving in dealerships from March. Four model family updates have already been revealed, including the Speed Triple 1200 RS, Speed Twin 900 and 1200, plus the launch of a new Speed Twin 1200 RS. Special editions including a new Bobber TFC, a range of Bonneville Icon Editions and the Rocket 3 Evel Knievel Limited Edition have also been announced.

Find out more about Triumph’s range of motorcycles 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

- Record global sales of 134,635 motorcycles were delivered in 2024, through a network of 950 dealers in 68 countries, confirming Triumph Motorcycles’ position as 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.

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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 and sporty Daytona 660 then the Street Triple 765, and finally the Speed Triple 1200 RS. For adventure riders, Triumph has a complete line-up of epic Tigers, starting with the Tiger Sport 660 and Tiger Sport 800, moving up to the 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.

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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 has 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.
- Triumph is working with PTR Triumph Factory Racing to participate in the 2025 World Supersport Championship. Tom Booth-Amos will be joined by Oli Bayliss, racing on the Street Triple 765. Macadam Triumph Factory Racing continues with British Supersport riders Luke Stapleford (2024 vice-champion) and Max Wadsworth. In the National Sportbike Championship, the team has a four-rider lineup on the Daytona 660; Brodie Gawith, Jayden Martin, Katie Hand and Lewis Smart.
- In 2023, Triumph announced its intention to compete in the 2024 MXGP/MX2 and SuperMotocross World Championships, and after a successful first season, now lines up for SuperMotocross in 2025 with a four-rider team. Jalek Swoll, Austin Forkner, Jordon Smith, Stilez Robertson will race for the British manufacturer, who will compete on both coasts of Supercross and the full Pro Motocross series with the TF 250-X. In the FIM MX2 World Championship Camden McLellan will compete for a second year aboard Triumph machinery, while Guillem Farres joins the team. Mikkel Haarup remains as a test rider (due to age restrictions in the MX2 category).
- In September 2024 Triumph revealed Motorsport legend and former world champion Paul Edmondson has officially been appointed Team Manager of Triumph Racing's enduro programme, which will see the brand represented at the highest levels of enduro competition worldwide. In December 2024 Jonny Walker took Triumph's first FIM SuperEnduro World Championship podium in Gliwice, Poland with third place, a feat he repeated at the second round in Riesa, Germany in January.

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