

PRESS RELEASE**EMBARGO: Tuesday 19 March 2024, 12noon GMT (UK Time)**

THE STORM IS COMING

TRIUMPH UNVEILS TWO NEW ROCKET 3 MODELS

- **Triumph Motorcycles reveals the new Rocket 3 Storm R and GT**
- **Explosive performance with 15PS power increase (182PS) and even more record-breaking torque, up by 4Nm (225Nm)**
- **Superior handling with new, lighter cast aluminium wheels**
- **Imposing dark colour schemes with blacked out details and anodised finishes**

Twenty years after the first record-breaking Rocket III burst onto the motorcycle scene as the ultimate muscle roadster, a new generation of Rocket has been revealed, delivering more performance, better handling and a dark, moody colour scheme. It even has a new name, the Rocket 3 Storm, to match its muscular style and spectacular riding experience.

Featuring the world's largest production motorcycle engine with a capacity of 2,458cc, the new Rocket 3 Storm R and GT gain 15PS peak power, now delivering a massive 182PS at 7,000rpm.

Torque has also been increased by 4Nm, reaching a new peak of 225Nm at a low 4,000rpm. This flat, rich torque curve with maximum torque all the way through the mid-range gives explosive acceleration and effortless response in any gear.

The Rocket's 16-inch rear and 17-inch front wheels have been updated with a sportier ten-spoke cast aluminium design, reducing unsprung mass. This reduction has a positive impact on steering response while on the move, improving the Rocket's already impressive agility. The strong and lightweight aluminium frame, first introduced in 2019, uses cast and forged elements for an exceptional torque-to-weight ratio.

Following the sales success of recent special edition Rockets which featured blacked-out components, the new Rocket 3 Storm models feature a dark, moody colour scheme and an impeccable level of quality detailing.

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The large 18 litre tank features the new Storm name, and each model has three distinctive two-tone colour options. The R is available in Carnival Red with Sapphire Black, Satin Pacific Blue with Matt Sapphire Black and Sapphire Black with Granite. The GT is available in the same colours, but the split of the tank is reversed, providing a distinctive, high impact look and consistent colour choice across both models. The Rocket 3 Storm also comes with high-quality black finishes throughout.

Also new for 2024, the Rocket 3 Storm now exceeds the latest Euro 5b requirements, featuring liquid cooling, low emissions and excellent fuel efficiency.

Paul Stroud, Triumph's Chief Commercial Officer, said: "Known around the world as the ultimate muscle roadster, the Rocket has already achieved global sales of more than 18,000 since the 2.5 litre engine was introduced in 2019. By listening to feedback from our customers, we know they love the Rocket's muscular presence and heart-stopping performance. We also know that riders desire even more.

"That's why the new Rocket 3 Storm R and GT have been given an impressive power and torque increase, even greater agility and an even darker, moodier style and presence on the road."

EXCEPTIONAL HANDLING

Harnessing the Rocket's impressive performance to deliver a controlled and compliant ride, is a Showa monoshock RSU and piggy-back reservoir, fully adjustable for rebound and compression damping and preload. The forks are large 47mm Showas, adjustable for rebound and compression damping.

Exceptional stopping power is provided by top-specification radial Brembo Stylema brake calipers with twin 320mm discs. These lightweight, compact, and high performing calipers offer great airflow for pad cooling during spirited riding. The Brembo M4.32 4 piston radial monobloc rear caliper and 300mm rear disc is bigger and more powerful than the front brake setup on many bikes, helping to provide massive stopping power. The Rocket 3 Storm retains full optimised cornering ABS functionality.

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DISTINCT ERGONOMICS

Each Rocket offers a distinct feel and personality, due to key differences in their ergonomics. The Rocket R's roadster rider position and handlebar placement is designed to provide optimum power and control, to create a relaxed and engaging ride. The GT has a slightly more swept back set-up with a 125mm difference in grip position versus the R, for a more upright riding position.

Each model also gets its own dedicated seating set-up, each with premium black painted cast aluminium seat finishers. The Rocket 3 Storm R has a roadster rider and pillion seat with a 773mm seat height, offering comfort, low-speed confidence and manoeuvrability. The GT has a sculpted touring rider seat with a more generously padded pillion seat and an adjustable pillion backrest. The seat height for the GT is just 750mm, further improving comfort for the rider.

The biggest difference between the two models is the footpeg positions. The R has mid-foot controls, with two settings that offer 15mm of vertical adjustment, to cater for every size of rider, delivering a natural and sporty riding position. The GT has feet forward foot controls giving a laid-back custom bike feel, with three horizontal position settings offering 50mm of adjustment, to provide the most comfortable position for long rides. Both R and GT models have innovative, neat, blacked out, retractable pillion footrests.

BLACKED OUT STYLE

Flawlessly engineered with unparalleled attention to detail, the Rocket 3 Storm sets the benchmark for premium finish. From the black powder-coated intake cover to the hydro-formed exhaust headers, the materials used throughout the Rocket 3 Storm have been carefully chosen with an unmatched attention to detail, to deliver blacked-out attitude.

On top of that, Rocket 3 Storm also comes with high-quality black anodised finishes throughout; rear frame forging, swingarm guard, forks lowers and yokes, risers and handlebar clamps, RSU Rocker, seat finisher, footrests & hangers for rider and pillion, brake and gear pedals, levers, and side stand.

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Amplifying the bikes' aggressive stance and attitude, both Rocket 3 Storms have twin LED headlights with the Triumph maker's mark triangle and signature shaped daytime running lights (DRL)*. There are LED indicators, rear light and number plate light, delivering a really distinctive light signature.

RIDER FOCUSED TECHNOLOGY

From lean-angle sensitive ABS and traction control to switchable throttle maps and intuitive cruise control, rider-focused technology allows riders to confidently exploit the Rocket 3 Storm's epic performance potential.

Ride-by-wire enhances rideability, safety and control, while the Rocket's high-performance gearbox is engineered with helical cut gears to transmit the huge torque to the rear wheel smoothly. The Torque Assist clutch helps riders shift up and down the six-speed box with satisfying speed and smoothness, while a Quickshifter is available as an accessory fit for both models.

Both models feature optimised cornering ABS and traction control for enhanced stability, improving both straight line and cornering, acceleration and braking. Hill Hold prevents the bike rolling backwards and applies the rear brake until sensing the rider is starting to move off. Both come equipped with four riding modes, road, rain, sport and rider-configurable, which adjusts the throttle map and traction control settings.

The electronic cruise control system is fitted as standard as well. Activated by a single press of the button, the speed can be set and adjusted up or down in 1mph increments, as well as be resumed with just one touch.

Both models feature a high functionality full colour TFT set-up with a five-way back-lit joystick. This has a minimal stylish design with two information layout design themes, and the adjustable instrument angle set-up provides optimum visibility for every height of rider. The rider can even personalise the start-up screen message with their name.

Adding extra security, both bikes have standard fit keyless ignition and steering lock, which can be disabled. The key fob can also be turned off to prolong battery life and increase security. There is also a USB charging socket in a dedicated compartment under the seat, where devices can be kept safe and dry while charging.

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MAKE THE ROCKET 3 STORM YOUR OWN

With over 50 Genuine Triumph Accessories to add comfort, practicality, style and security, riders can customise their Rocket to make it truly bespoke. Customers can choose from interchangeable R and GT foot controls, rider and pillion seats for tailored ergonomics, plug and play technology for greater convenience, styling parts to customise the look and luggage solutions for longer rides. Designed hand-in-hand with our motorcycles and manufactured to the same exacting standards, all Triumph accessories have the same two-year unlimited mileage warranty as the bikes themselves.

ON THE ROAD

The new Rocket 3 Storm R will be available from £23,195 OTR, while the Rocket 3 Storm GT will be £23,895 OTR. Customers can find out more at triumphmotorcycles.co.uk or place an order with their local Triumph dealer, with bikes arriving in dealerships from April 2024.

SPECIFICATION ENGINE

ENGINE AND TRANSMISSION	ROCKET 3 STORM R AND GT	
Type	Liquid-cooled, inline 3-cylinder, DOHC	
Capacity	2,458 cc	
Bore	110.2 mm	
Stroke	85.9 mm	
Compression	10.8:1	
Maximum Power	182 PS / 180 bhp (134 kW) @ 7,000 rpm	
Maximum Torque	225 Nm (166 lbft) @ 4,000 rpm*	*for China @3,250 rpm
Fuel System	Ride-by-Wire, fuel injected	
Exhaust	Stainless steel 3-into-1 headers with 3 exit silencer	
Final Drive	Shaft drive, bevel box	
Clutch	Wet, multi-plate, hydraulically operated, torque assist	
Gearbox	6 Speed	

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SPECIFICATION CHASSIS

CHASSIS	ROCKET 3 STORM R AND GT
Frame	Full aluminium frame
Swingarm	Single sided, cast aluminium
Front Wheel	17 x 3.5-inch cast aluminium
Rear Wheel	16 x 7.5-inch cast aluminium
Front Tyre	150/80 R17 V
Rear Tyre	240/50 R16 V
Front Suspension	Showa 47mm upside-down 1+1 cartridge front forks, compression and rebound adjustment, 120mm wheel travel
Rear Suspension	Fully adjustable Showa piggyback reservoir RSU with remote hydraulic preload adjustment, 107mm wheel travel
Front Brakes	Dual 320mm discs, Brembo M4.30 Stylema® 4-piston radial monobloc calipers, Optimised Cornering ABS
Rear Brakes	Single 300mm disc, Brembo M4.32 4-piston monobloc caliper, Optimised Cornering ABS
Instruments	<p>TFT multi-functional instrument pack with;</p> <ul style="list-style-type: none"> • digital speedometer • trip computer • digital tachometer • gear position indicator • fuel gauge • service indicator • ambient temperature • clock • rider modes (Rain/Road/Sport/Rider-configurable) <p>Triumph TFT Connectivity System can be added with accessory fitted Bluetooth module</p>

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SPECIFICATION DIMENSIONS AND WEIGHTS

DIMENSIONS & WEIGHTS	ROCKET 3 STORM R	ROCKET 3 STORM GT
Length	2365 mm (93.1 in)	
Width (Handlebars and fittings)	920 mm (36.0 in)	
Height Without Mirrors	1125 mm (44.3 in)	1183 mm (46.6 in)
Seat Height	773 mm (30.4 in)	750 mm (29.5 in)
Wheelbase	1677 mm (66.0 in)	
Rake	27.9 °	
Trail	134.9 mm (5.3 in)	
Wet weight	317kg	320kg
Fuel Tank Capacity	18.0 litres (4.76 US gal)	

SPECIFICATION EQUIPMENT

	ROCKET 3 STORM R	ROCKET 3 STORM GT
Standard Equipment	Full colour TFT instruments Optimised cornering ABS & traction control – supported by an IMU 4 riding modes All LED lighting, with DRL* headlight Hill hold control Cruise control Keyless ignition Backlit switchgear USB charging	
		+ Heated grips
Accessory-fit	Triumph Shift Assist TPMS Bluetooth connectivity module (enabling turn-by-turn navigation, phone and music operation)	

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SPECIFICATION CONSUMPTION AND EMISSIONS (EU)

FUEL CONSUMPTION AND EMISSIONS	ROCKET 3 STORM R AND GT
Fuel Consumption	42.8 mpg (6.6 l/100km)
CO2 Figures	152 g/km
Standard	<p>EURO 5b</p> <p>Fuel consumption and emissions figures are measured according to the World Motorcycle Test Cycle (WMTC) under specific test conditions and provided for comparison purposes. Actual fuel economy may vary depending on factors such as riding style, accessory fitment, rider and pillion weight and tyre pressures, as well as external environmental conditions.</p>

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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 distributors. Triumph has manufacturing facilities in Hinckley, Leicestershire, and Thailand plus CKD facilities in Brazil and India.

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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 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.

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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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