

PRESS RELEASE**EMBARGO: 17th February 2025, 4pm GMT (UK Time)**

TRIUMPH ANNOUNCES NEW CONTRACT WITH TWO-TIME DAKAR WINNER SAM SUNDERLAND

- **Triumph Motorcycles signs racing champion Sam Sunderland as an official Brand Ambassador**
- **Sam Sunderland will be working with Triumph on new projects in both the adventure and off-road markets**

Triumph Motorcycles has signed two-time Dakar Rally Champion and FIM World Rally-Raid Champion Sam Sunderland as an official Brand Ambassador, to help develop and facilitate new adventure and off-road projects.

Following Sunderland's retirement in July 2024 from competitive racing, the British Red Bull athlete has begun working with both Red Bull and Triumph to explore opportunities for his next adventure, which will build on his unrivalled experience in the Dakar, the ultimate adventure motorcycle race.

Sunderland said: "This collaboration with Triumph marks an exciting next step in my career, and I'm looking forward to being a part of this British team which alongside Red Bull, is ready to take on new challenges with me. I can't wait to get started."

Triumph Motorcycles Chief Commercial Officer Paul Stroud added: "We have seen fantastic growth in the adventure sector over the last five years with the global success of our Tigers and Scramblers, as well as our decision to launch into the Motocross and Enduro markets for the first time. The opportunity to work with Dakar winner Sam Sunderland on a new adventure is very exciting, and we're delighted to welcome Sam to the Triumph family."

Triumph Motorcycles has made significant investments in the off-road market, successfully launching into the ultra-competitive 250cc motocross market launch with the highly-acclaimed TF 250-X and TF 450-RC Edition.

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With a class-leading power to weight ratio, the TF 250-X proved its podium-winning potential with its landmark win by Triumph Factory Racing in the AMA Supercross. Triumph is also going racing in 2025 with a new Enduro model, under the leadership of team manager and former world champion Paul Edmondson.

It's award-winning Tiger 900 and Tiger 1200 range were both updated in 2024, with extra rider-focused technology, increased rider comfort and engine refinements. 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 104,899 motorcycles were delivered in 2024, through a network of 839 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. 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

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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.
- 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

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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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