

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

## **TIGER SPORT 660 GAINS EXTRA ADVANCED RIDER-FOCUSED TECHNOLOGY**

- **Exciting triple performance, with over 90% of the peak torque available throughout the rev range**
- **New rider-focused technology including Triumph Shift Assist, a dedicated ‘sport’ riding mode, cruise control, Optimised Cornering ABS and traction control**
- **Class-leading 10,000miles / 16,000km service interval and a low cost of ownership**
- **Available in dealerships from January 2025**

The award-winning Tiger Sport 660 gains a host of new rider-focused technology for 2025, raising the bar in a competitive market. With its characterful triple engine and agile handling, it's perfect for riders looking for a bike that adapts to their needs, from adding fun to the city commute to weekend exploring.

Triumph Motorcycles has added advanced technology usually reserved for larger capacity segments, including a new ‘Sport’ rider mode, smartphone connectivity with turn-by-turn navigation, Cruise Control and the Triumph Shift Assist up and down quickshifter. With Optimised Cornering ABS and traction control also included as standard, the new Tiger Sport 660 provides an even more versatile performance.

Its unique 660cc triple engine offers the perfect blend of low down, mid-range and top end performance that's become synonymous with Triumph triples, and the Tiger Sport 660 delivers over 90% of the peak torque available throughout the rev range.

Showa suspension with remote preload adjustment ensures switching between solo riding and touring fully loaded can be achieved with ease. Nissin brakes and Michelin tyres provide confidence-inspiring control and agility.

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The Tiger Sport's sporty and fun engine character, distinctive design, protective bodywork and comfortable ergonomics, make it the ultimate middleweight all-rounder. This is further enhanced by design details like the integrated pannier mounts, which makes travelling with luggage, easy and seamless, a large 17.2 litre fuel tank helping riders travel further, for longer, and the windscreen that can be adjusted with just one hand and no tools.

An A2 restrictor kit is also available as an accessory, which can be fitted by an authorised dealer, making the Tiger Sport 660 perfect for A2 licence holders, with easy de-restriction once a full A licence has been achieved.

Triumph Motorcycles' Chief Commercial Officer Paul Stroud said: "The Tiger Sport 660 delivers a better combination of performance, versatility and fun, than any other middleweight adventure sport bike. Since 2021, this model has won awards for its confidence-inspiring, agile and sporty ride. In fact, our customers have told us that they find this bike so capable, they want to travel longer distances, so we have been looking at how we can make the ride even more comfortable.

"That's why we've introduced extra rider-focused technology for 2025. With Optimised Cornering ABS and traction control included as standard, plus Cruise Control and Triumph Shift Assist, this bike offers riders incredibly good value compared to the competition. Coupled with the Tiger Sport 660's low cost of ownership, I believe we have created a very compelling overall package."

## **SPORTY PERFORMANCE**

With 81 PS at 10,250 RPM and 64 Nm of torque at 6,250 RPM, the Tiger Sport 660's triple engine delivers smooth, responsive, and linear power at every twist of the throttle. The slip and assist clutch further enhances rideability, reducing clutch effort for smoother gear changes and less fatigue, even on longer rides. The addition of the Triumph Shift Assist, enabling fast, seamless gear changes, enhances the sporty riding experience and makes the Tiger Sport 660 even more dynamic.

## **URBAN & TOURING CAPABILITY**

Designed for long journeys and daily commutes alike, the Tiger Sport 660 features an upright riding position, adjustable windscreen, and a plush seat for both rider and passenger comfort. The ergonomics are further enhanced by integrated pillion grab handles.

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Built for all day comfort, the Showa 41mm upside-down cartridge forks and monoshock rear suspension with preload adjustment ensures stability, whether riding solo or with a pillion, while its 17.2-litre fuel tank provides plenty of range for longer adventures. Michelin Road 5 tyres provide superior grip in all conditions and Nissin twin 310mm disc brakes enhance confidence and agility. With a wet weight of just 207 kg, a seat height of 835mm and a narrow frame, the Tiger Sport 660 is lightweight and nimble, making it easy to manoeuvre through traffic or on twisty back roads.

### **RIDER-FOCUSED TECHNOLOGY**

The big update for 2025 is the addition of more rider-focused technology, meeting demand from customers for the opportunity to ride further, and have even more fun, on the Tiger Sport 660.

As a result, the Tiger Sport 660 now has three riding modes, gaining a new Sport setting in addition to Road and Rain. From instant throttle response for a fast, fun ride or softer power delivery in challenging conditions, these modes adjust the bike's performance to match each rider's needs.

Cruise Control is now included as standard, making the Tiger Sport 660 even more suitable for relaxed motorway riding, helping riders maintain a steady speed and reducing fatigue over long distances. Optimised Cornering ABS delivers exceptional stopping power exactly when its needed, while Switchable Traction Control and ride by wire system helps riders stay steady in adverse conditions, offering a safer, more controlled ride without sacrificing any of the fun.

The Tiger Sport 660 also sports full-LED lighting, from bright headlights and sleek LED taillights that provide focused night visibility, to DRLs that enhance safety in all conditions.

Riders also benefit from a large LCD display which incorporates a full-colour TFT screen that is easy to read and accessible at a glance, while the My Triumph Connectivity system is now included as standard, enabling turn-by-turn navigation, call handling, and music control.

### **ON THE ROAD**

There are more than 40 dedicated Tiger Sport 660 accessories, including integrated panniers with optional colour coded inserts, twin helmet top box, luggage rack, a 30-litre roll bag, plus a dual comfort seat and belly pan. There is also the optional A2 restrictor kit, for new or younger riders, which reduces power to meet A2 license requirements without sacrificing the thrill of riding.

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The bike can easily be derestricted by an authorised dealer to unlock its full potential, offering a seamless transition to unrestricted riding.

Cost of ownership is an important factor for customers within this category, which is why Triumph has ensured the Tiger Sport 660 has the lowest service workshop time in the category, a class-leading 10,000miles / 16,000km service interval and a global two-year unlimited mileage warranty, which also covers Genuine Triumph Accessories.

Together with an on the road price which starts at £8995, this makes the Tiger Sport 660 exceptional value for money.

Customers can choose Sapphire Black or from three premium colours; Roulette Green, Carnival Red or Crystal White. Bikes will be arriving in dealerships from January 2025.

Find out more at [triumphmotorcycles.co.uk](http://triumphmotorcycles.co.uk).

## SPECIFICATION – TIGER SPORT 660

ENGINE AND TRANSMISSION	
Type	Liquid-cooled, 3 cylinders, 12 valves, DOHC
Capacity	660 cc
Bore	74.0 mm
Stroke	51.1 mm
Compression	11.95:1
Maximum Power	81 PS / 81 bhp (59.6 kW) @ 10,250 rpm
Maximum Torque	64 Nm @ 6,250 rpm
Fuel System	Multipoint sequential electronic fuel injection with electronic throttle control. 3 rider modes (Rain, Road, Sport)
Exhaust	Stainless steel 3 into 1 header system with low single sided stainless steel silencer
Final Drive	X-ring chain
Clutch	Wet, multi-plate, slip & assist
Gearbox	6 speed, Triumph Shift Assist

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CHASSIS	
Frame	Tubular steel perimeter frame
Swingarm	Twin-sided, fabricated pressed steel
Front Wheel	Cast aluminium alloy 5 spoke, 17 x 3.5 in
Rear Wheel	Cast aluminium alloy 5 spoke, 17 x 5.5 in
Front Tyre	120/70 R 17
Rear Tyre	180/55 R 17
Front Suspension	Showa 41mm upside down separate function cartridge forks, 150mm wheel travel
Rear Suspension	Showa monoshock RSU, with remote hydraulic preload adjustment, 150mm wheel travel
Front Brakes	Twin Ø310mm discs, Nissin 2-piston sliding calipers, OCABS
Rear Brakes	Single Ø255mm fixed disc, single piston sliding caliper, OCABS
Instruments	LCD Multifunction Instruments with integrated colour TFT screen

DIMENSIONS & WEIGHTS	
Length	2071 mm
Width (Handlebars)	834 mm
Height Without Mirrors	1398 mm / 1315 mm (high / low screen position)
Seat Height	835 mm
Wheelbase	1418 mm
Rake	23.1°
Trail	97 mm
Wet weight	207 kg

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Fuel Tank Capacity	17.2 litres
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SERVICE	
Service Interval	10,000 miles (16,000 km) /12 months (whichever comes first)

CONSUMPTION AND EMISSIONS (EU)	
Fuel Consumption	4.7 litres / 100 km (60.1 mpg)
Emissions	107 g/km EURO 5+ CO2 emissions and fuel consumption data are measured according to regulation 168/2013/EC. Figures for fuel consumption are derived from specific test conditions and are for comparative purposes only. They may not reflect real driving results.

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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,

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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.
- 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

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

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