

PRESS RELEASE**EMBARGO: Tuesday 8 October, 12noon BST (UK Time), 1pm CEST**

MORE TECH, MORE SPEC, MORE FUN TRIUMPH UPDATES TRIDENT 660 FOR 2025

- **Triumph updates award-winning Trident 660 for 2025**
- **More rider focused technology fitted as standard, including Optimised Cornering ABS, Triumph Shift Assist and Cruise Control**
- **Upgraded suspension for even more agility**
- **Bold new colours and graphics schemes**
- **Available in dealerships from December 2024**

Triumph Motorcycles enhances its award-winning Trident 660 for 2025, fitting even more rider focused technology as standard, upgrading the suspension and introducing a choice of three bold new colours and graphic schemes.

As the only triple engine in the class, the Trident 660 delivers thrilling, exploitable performance, and its agile, confidence inspiring handling and updated retro-modern styling is now paired with best-in-class rider-focused technology. Underpinned by Triumph's renowned premium build quality and component specification, the Trident 660 now offers riders an even more compelling package and remarkably low cost of ownership.

In response to customer demand, the Trident 660 now features a host of new equipment that is unprecedented in this class, with Optimised Cornering ABS and Traction Control, Triumph Shift Assist and cruise control all fitted as standard. The integrated TFT display and MyTriumph Bluetooth Connectivity system gives riders turn-by-turn navigation, calls and music control, and there are three rider modes, including a new Sport mode.

Triumph's Chief Commercial Officer Paul Stroud said: "We first launched the Trident in 2020 with a unique combination of exhilarating triple performance and character, confidence inspiring handling and bold British styling. With its unrivalled overall cost of ownership on top, it proved popular with riders of all ages and experience levels, in markets across the world, and since its launch the Trident has won several major industry awards.

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“The addition of this technology sets the bar for the category yet again. Building on the popularity of the bright, bold colour scheme of our special edition, the Trident Triple Tribute, we are introducing striking new colour schemes in Cosmic Yellow, Cobalt Blue, and Diablo Red, as well as the Jet Black. But the most important factor for our customers, of course, is that the Trident 660 makes every ride seriously fun.”

TRIPLE ADVANTAGE

The Trident’s exhilarating performance is delivered by a flexible three-cylinder engine, which combines low-down torque with a strong midrange and an exciting top-end rush. More than 90% of peak torque is delivered from 3,600rpm to 9,750rpm. This gives the rider the best of both worlds compared to a twin or four-cylinder engine, by combining the low-down pull and strong midrange of a twin with the high-revving top-end power of a four, as well as the glorious three-cylinder soundtrack.

Beautifully balanced and easy to ride at all speeds, the thrilling power delivery combined with the slick gearbox and Triumph Shift Assist, makes rapid acceleration seamless and exhilarating.

ASSURED HANDLING

From the natural riding position to the high-quality suspension and powerful brakes, the Trident’s neutral and easy handling is key to its appeal.

The Trident 660’s accessible seat height of 805mm and overall narrow width makes for confident feet-down manoeuvres and low-speed riding while its innate natural balance, smooth slip and assist clutch and super-clean power delivery, are ideal for busy urban environments.

The Trident 660 delivers excellent control from the high specification Showa 41mm upside down forks which have been upgraded with Showa’s SFF-BF ‘big piston’ damping for even more comfort and control. There’s also a preload adjustable RSU, also from Showa, powerful Nissin brakes with twin 310mm discs, and grippy Michelin Road 5 tyres.

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RIDER FOCUSED TECHNOLOGY

New for 2025, the Trident 660 now has a class-leading level of technology, now fitted as standard. Unique in this segment, Optimised Cornering ABS and Traction Control ensures the optimum performance at all lean angles. Using information from the six axis Inertial Measurement Unit (IMU) to calculate lean angle, brake pressure and throttle position, the system continuously monitors and adjusts engine and braking parameters to ensure optimum performance and safety under braking and acceleration. Fitted as standard, Triumph Shift Assist allows seamless up and down gear changes without using the clutch, and Cruise Control is included to reduce rider fatigue.

Integrated into the instrument dial, a full-colour TFT screen with Bluetooth connectivity adds turn-by-turn navigation and full phone functionality to deliver unrivalled levels of rider convenience. In addition to the existing ride by wire throttle and Road and Rain riding modes, there's now a third 'Sport' mode giving even more responsive and exciting performance from the triple engine. Increasing safety and reliability while eliminating maintenance, the Trident 660 has a distinctive round all-LED headlamp, integrated rear light and self-cancelling indicators for enhanced visibility.

UNIQUE STYLING

The Trident's unique retro-modern styling, and Triumph's flawless attention to detail throughout, sets it apart from the pack. Its minimal lines and unmistakable muscular stance have been enhanced for 2025 with three bold new colour and graphics schemes. Cosmic Yellow, Cobalt Blue, and Diablo Red catch the eye, complemented by touches of Sapphire Black and striking diagonal white stripes. There is also a more subtle Jet Black colour scheme. Other subtle updates include upgraded materials and finishes, including a new forged aluminum top yoke and forged aluminium brake pedal.

EASILY CUSTOMISABLE

With 45 Genuine Triumph Accessories to choose from, riders can add protection, comfort, styling, luggage and security to their Trident 660. From heated grips and scrolling indicators to enhance the everyday commute, to preparing for longer trips with a tail pack and tank bag and flyscreen, customers can use the Triumph Configurator to create their own style.

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With an A2 restrictor kit available in European markets, the Trident 660 can be restricted to meet the requirements of the A2 category licence for younger and new riders. When the owner progresses to a full A licence, the dealer can restore full power, ready for the next stage of the rider's journey.

ON THE ROAD

The Trident 660 offers a best-in-class low cost of ownership. The high build quality and use of only premium materials means service intervals are every 10,000 miles, and owners get the added reassurance of a global two-year, unlimited mileage warranty and excellent residuals when the time comes to trade-in.

The Trident 660 will be available from £7,895 OTR. Customers can configure their own or find out more at triumphmotorcycles.co.uk. Bikes will be arriving in dealerships from December 2024.

SPECIFICATION – TRIDENT 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 big piston (SFF-BP) forks, 120mm Wheel travel
Rear Suspension	Showa monoshock RSU, with preload adjustment, 130mm Wheel travel
Front Brakes	Twin Ø310mm discs, 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	2020 mm
Width (Handlebars)	795 mm
Height Without Mirrors	1089 mm
Seat Height	805 mm
Wheelbase	1401 mm
Rake	24.6°
Trail	107 mm
Wet weight	190 kg
Fuel Tank Capacity	14.0 litres

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SERVICE	
Service Interval	10,000 miles (16,000km)/12 months

CONSUMPTION AND EMISSIONS (EU)	
Fuel Consumption	TBC
Emissions	TBC

– END –

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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, 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.

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- 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 and RS, 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.
- 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.

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- 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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