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TRIUMPH UNVEILS TRIDENT 660 SPECIAL EDITION

MODERN GRAPHIC SCHEME INSPIRED BY WORLD'S MOST FAMOUS TRIDENT

- **Triumph Motorcycles reveals new Trident Triple Tribute Special Edition**
- **Contemporary white, blue and red graphic scheme, inspired by the five-time TT winning Trident, 'Slippery Sam'**
- **Exclusive extras; Triumph Shift Assist, Bluetooth module, belly pan and colour-matched fly screen fitted as standard**

Triumph Motorcycles has launched a striking new special edition Trident 660, featuring a dynamic, contemporary graphic scheme designed to appeal to new Triumph fans, and extra technology including Triumph Shift-Assist and Bluetooth connectivity.

New for 2024, the Trident Triple Tribute celebrates Triumph's legendary triple engines and will be available for one year only. This hugely popular naked roadster is now available with a distinctive graphic scheme, which is a contemporary take on Triumph's iconic 'white, blue and red' racing scheme and features the distinctive '67' number graphic, which once adorned the most famous Trident in history, 'Slippery Sam'.

The Trident's characterful and unique triple engine performance and celebrated handling will be even more enjoyable with the addition of Triumph Shift Assist, while the Bluetooth module enables riders to utilise 'My Triumph' Connectivity, adding to an already impressive specification and list of equipment for its class. Included as standard, the colour matched fly screen and belly pan add even more unique character to the Trident's distinctive style, showcasing the exceptional standard of fit and finish that is synonymous with Triumph.

Paul Stroud, Chief Commercial Officer, Triumph Motorcycles said: "Since its launch in 2020, this middle-weight roadster has reinvigorated this highly competitive category, selling more than 35,600 units worldwide.

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“It’s triple engine and premium detailing at a great price, has been successful in bringing younger and new riders to Triumph, and just as ‘Slippery Sam’ once inspired a generation, we believe this special edition has the iconic style, extra technology and dynamic performance to appeal to today’s Triumph fans.”

UNIQUE TRIPLE TRIBUTE EDITION DESIGN SCHEME

The Trident Triple Tribute has a stunning, modern design, inspired by the most celebrated Triumph triple bike of all time, ‘Slippery Sam’, which is the only motorcycle ever to win five TT production races in five consecutive years, from 1971 to 1975. The white, blue and red scheme with colour-matched fly screen and belly pan, stands out from the clean, minimal lines, beautiful silhouette and confident poise of the Trident.

The distinctive tank design with number 67 race graphic surrounds the signature knee cut-outs, complementing the flowing seat line. With an impeccable attention to detail, the Trident 660 features high quality Triumph badges in both the headlight and taillight, and logo touches on the fuel filler cap, handlebar clamp and instruments, plus an inset aluminium Trident badge with diamond machined detailing. Body coloured radiator cowls, aluminium yokes & heel guards, body coloured fork protectors, tapered aluminium handlebars and teardrop shape mirrors, with five-spoke, black, lightweight, cast aluminium wheels, complete the eye-catching look.

TRIPLE ENGINE PERFORMANCE ADVANTAGE

Featuring a dedicated Trident tune, the popular 660cc triple engine was developed to deliver the character and performance benefits of a triple to riders in the middleweight sports naked category, providing the perfect balance of low-down torque, mid-range and top end power. A distinctive deep triple soundtrack is provided via a compact and minimal single sided silencer, with a premium stainless-steel finisher.

Fully Euro 5 compliant, the engine gives 81 PS peak power @ 10,250 rpm with a progressive, smooth and linear delivery, as well as 64 Nm peak torque @ 6,250 rpm. An accessory fit A2 conversion kit is available in Europe, including the A2-specific APS twist grip and a unique engine tune, which restricts peak power to 47 PS, or 35kW, and peak torque to 59 Nm. The bike can be de-restricted at the dealership, once the rider has completed their full licence.

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The Trident's smooth six-speed gearbox, with gear ratios and final drive that are optimised to make the riding experience easy and fun, is further enhanced by the addition of the Triumph Shift Assist, included as standard for this special edition. This quickshifter enables clutchless changes up and down the ratios, with an autoblipper on downshifts for fast, seamless changes.

CLASS LEADING HANDLING

Renowned for its agile, sporty and confidence-inspiring feel on the road, the Trident has an accessible 805mm seat height and a low wet weight of 189kg. It is already leading the class, with a high specification of branded equipment including black Showa upside down forks delivering 120mm front wheel travel, and Showa preload adjustable monoshock RSU with linkage, which delivers 133.5mm rear wheel travel.

For great stopping power, the Trident has two-piston Nissin brakes with twin 310mm discs and Michelin Road 5 tyres, giving the rider confidence in all weathers.

The Trident has its own dedicated chassis with tubular steel construction, lightweight tapered aluminium bars and lightweight 17" cast aluminium sports wheels which combined with the high specification equipment, delivers a light steering weight and agility that's really confidence-inspiring and easy to control.

HIGH SPECIFICATION TECHNOLOGY

The Bluetooth module is now included as standard on the Trident Triple Tribute, enabling 'My Triumph' connectivity to access turn-by-turn navigation, as well as phone and music interaction, further enhancing the high level of technology available for riders.

The Trident 660 provides all LED-lighting*, ABS, Road and Rain riding modes, switchable traction control and a ride-by-wire throttle, for crisp, precise throttle response, as well as a practical, multi-functional, colour TFT screen, integrated with a 'white-on' black' LCD display. For enhanced security, an engine immobiliser is built into the key.

* Items are market specific

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MAKE THE TRIDENT TRIPLE TRIBUTE YOUR OWN

The Trident Triple Tribute can be tailored with a range of 32 accessories, including protection and care, technology, style & detailing, comfort & practicality, and security.

Protection includes rubber tank pad, moulded frame and engine cover protectors, and CNC machined fork protectors, as well as a Muc-Off cleaning kit, all weather cover, and battery charger. With the technology accessories, customers can add a convenient under seat USB charging socket, stylish minimal scrolling LED indicators, and a tyre pressure monitoring system. Designed specifically for the Trident, customers can add a set of water-resistant luggage, with quick release tank bag and tail pack.

Billet machined bar end mirrors, and parts to add to the detailing. The Trident is also pre-prepared to be able to be fitted with the internally wired heated grips, which include a neatly integrated button, and the ergonomically shaped pillion grab handles.

To add extra security, the range includes Triumph Protect+ alarm*, Triumph Track+ tracker with 24/7 monitoring*, and garage security including U-lock, disc lock, disk lock alarm, ground anchor, chain and lock.

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 Trident Triple Tribute will be available from £7,895 OTR, with a class-leading service interval of 10,000 miles (or 12 months, whichever comes sooner) which contributes to the incredibly low cost of ownership. Customers can find out more at triumphmotorcycles.co.uk or place an order with their local Triumph dealer. Bikes will be arriving in dealerships from April 2024. (Markets to update)

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SPECIFICATION

ENGINE AND TRANSMISSION	
Type	Liquid-cooled, 12 valve, DOHC, inline 3-cylinder
Capacity	660 cc
Bore	74.0 mm
Stroke	51.1 mm
Compression	11.95:1
Maximum Power	81 PS / 80 bhp (60 kW) @ 10,250 rpm 47 PS / 46 bhp (35 kW) @ 8,750 rpm (A2 restriction) * 54PS / 53 bhp (39.8 kW) @ 8,750 rpm (LAMS) *
Maximum Torque	64 Nm (47 lbft) @ 6,250 rpm 59 Nm @ 5,250 rpm (A2 restriction) * 59 Nm @ 5,000 rpm (LAMS) *
Fuel System	Multipoint sequential electronic fuel injection with electronic throttle control
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

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CHASSIS	
Frame	Tubular steel perimeter frame
Swingarm	Twin-sided, fabricated steel
Front Wheel	Cast aluminium, 17 x 3.5 in
Rear Wheel	Cast aluminium, 17 x 5.5 in
Front Tyre	120/70R17
Rear Tyre	180/55R17
Front Suspension	Showa 41mm upside down separate function forks (SFF)
Rear Suspension	Showa monoshock RSU, with preload adjustment
Front Brakes	Nissin two-piston sliding calipers, twin 310mm discs, ABS
Rear Brakes	Nissin single-piston sliding caliper, single 255mm disc, ABS
Instruments	Multi-function instruments with colour TFT screen

DIMENSIONS & WEIGHTS	
Length	2020 mm (79.5 in)
Width (Handlebars)	795 mm (31.3 in)
Height Without Mirrors	1089 mm (42.9 in)
Seat Height	805 mm (31.7 in)
Wheelbase	1401 mm (55.2 in)
Rake	24.6 °
Trail	107.3 mm (4.22 in)
Wet weight	189 kg (417 lb)
Fuel Tank Capacity	14 litres (3.7 US gal)

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CONSUMPTION AND EMISSIONS (EU)	Trident 660 - EUROPE
Fuel Consumption	60.1 mpg (4.7 l/100km)
Emissions	107 g/km

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.

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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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