

PRESS RELEASE

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LAUNCHING TRIUMPH ORIGINALS 2025 THE SEARCH FOR THE ULTIMATE EXPRESSION OF BRITISH ORIGINALITY

- **Triumph is looking for the most original custom build of 2025 based on the current Bonneville range.**
- **Triumph has set a design brief – Icons of British Originality.**
- **Eight Triumph teams will represent their country, working with their chosen local build specialist to create the most original custom.**
- **The builds will be judged on five different criteria – Iconic Style, Creativity & Innovation, British Originality, Craftsmanship, and The Ride, then put to the public vote.**

Triumph Motorcycles is launching the search for the most original custom build of 2025, in a global Modern Classic competition based on the current Triumph Bonneville range.

Triumph Originals 2025 will challenge teams from around the world to create a custom build inspired by the brief 'Icons of British Originality'.

Eight Triumph teams from the UK, USA, Canada, Mexico, Brazil, France, Italy and Thailand will collaborate with a locally selected custom builder to develop a unique interpretation of British cultural influence, using a Bonneville model of their choice as the foundation.

A shortlist of five builds will be selected by an expert panel of judges, recruited for their knowledge of motorcycle design, custom craftsmanship, and broader cultural industries, and who will be revealed in May 2025. This shortlist will be put to the public vote which, along with scoring of each build by the judging panel, will determine the Triumph Original 2025. The winner will be announced at the end of July 2025.

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A dedicated hub on the Triumph website will feature photos, film and the stories from behind the scenes of each custom build, so Bonneville and custom fans can follow each country's progress over the next few months.

Nick Bloor, CEO, Triumph Motorcycles, commented: "The Bonneville has been a symbol of individuality and originality for decades, appearing in films, music videos, and fashion campaigns. We've seen it in recent Hollywood films and advertising campaigns for luxury brands, and now, through Triumph Originals 2025, we want to see how our Bonneville and British style inspire today's best custom builders.

"Following Triumph's record-breaking global sales in 2024, it is clear that British motorcycle design continues to hold strong appeal, inspiring riders across the world. Our Modern Classics, especially the Bonneville, have long been a canvas for custom builders. With Triumph Originals 2025, we want to see how modern British design and culture inspires our teams, sparking creativity and original ideas in an eclectic global custom scene.

"We've invited eight custom builders from around the world to interpret the essence of British originality – drawing inspiration from a brand that has shaped custom culture for over a century. Through this contest, we aim to highlight the ongoing significance of custom culture within the motorcycle industry and provide a platform for creative and technical innovation."

THE JUDGING CRITERIA AND PROCESS

The judging criteria include:

Iconic Style – Does the build stand out for its stylish design? This is all about the aesthetics of the bike, and how it looks as an overall finished build.

British Originality – Is the build truly a 'one-off'? How is the design original? What does the design say about modern British culture? This assesses the interpretation of the design brief.

Creativity & Innovation – Does the build showcase original and innovative design and build techniques? This judges the technical creativity of the build – the balance of art and engineering.

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Craftsmanship – Does the build capture Triumph’s passion for the details of the bike and how well it is crafted? This is about assessing the designer’s attention to detail, build quality and finishing touches.

The Ride – Does the build enhance the ride, or does it detract from it? How does the bike feel to ride, and maybe more importantly – how does it make you feel when you ride it?

Participating countries will submit their final builds for initial judging in early July. Examined against the criteria, five finalists will be scored and shortlisted. The public vote, along with the scoring of each build by the judging panel, will determine the Triumph Original 2025.

INSPIRATION AND ORIGINALITY

From Hollywood films to high-fashion campaigns, Triumph Modern Classics are synonymous with individualism and timeless style, both of which resonate strongly with modern audiences.

Building on the originality of 70s movie star Steve McQueen on his 650cc ‘desert sled’ Bonneville and daredevil Evel Knievel, with his legendary T120TT that jumped the Caesars Palace fountains, the Bonneville family continue to play a pivotal role in popular culture and remain at the heart of the global custom scene. Even British screen institutions Dr Who and James Bond have been seen aboard a Bonneville.

Recent appearances in major productions – such as A Complete Unknown, the 2024 Bob Dylan biopic, and the Dior Homme fragrance campaign – are a testament to the Bonneville family’s enduring appeal as symbols of individuality, craftsmanship, and timeless style.

Triumph Originals 2025 will explore how this cultural legacy can inspire the next generation of custom builders across the world, celebrating the influence Triumph motorcycles still has at the heart of custom culture.

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TRIUMPH AND THE CUSTOM MOTORCYCLE SCENE

Triumph Originals 2025 is inspired by the Bonneville's pivotal role in popular culture and exciting developments in Triumph's Modern Classics range, which reflect Triumph's enduring status at the heart of the global custom scene. Including:

- Iconic past custom build collaborations from the Triumph archives, including partnerships with icons of British style such as Breitling, Paul Smith and Barbour.
- The launch of the 2025 Icon Editions, available on selected Modern Classics models. These designs are centred around the iconic 1907 Triumph logo, an historic emblem favoured by custom builders across the globe.
- The recent introduction of the Triumph Bobber TFC, a factory custom that showcases the highest levels of design, craftsmanship, and innovation possible from a Triumph Modern Classic.

Not only are there 116 Genuine Triumph Accessories on offer at Triumph's global network of dealers, ready to customise every Bonneville, but this range in particular continues to inspire a thriving community of custom builders, custom parts manufacturers and accessories suppliers.

BONNEVILLE RANGE

As powerful and famous as the Triumph brand itself, the Bonneville range combines Triumph's timeless original design DNA and style with the latest in riding technology, accessible precise handling and the new generation of the original British twin engine, tuned for thrilling torque and sound.

Regarded by many as the definitive British classic, the original '59 Bonneville was devised by legendary Triumph designer Edward Turner and featured incredible performance and perfect proportions. Named after Triumph's 214mph land speed record on the Bonneville Salt Flats in 1956, it inspired a whole new generation of teenage cafe racers and built a legendary reputation backed up with action. It took John Hartle to victory at the Isle of Man TT and broke records in 1969 when Malcolm Uphill pushed his Bonnie over the 100mph average lap time.

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Bonneville T100

Taking direct inspiration to this original, the Bonneville T100 is a stylish, easy handling modern classic, powered by a torquey 900cc engine, regarded as a fantastic all-rounder. With a passionate following of proud owners, the T100 has played a key part in the birth of the modern custom scene.

Bonneville T120

The Bonneville T120 shares these classic underpinnings but with a more powerful 1200cc engine. More beautiful, more powerful and more capable than ever before, the T120 is technologically advanced with a premium specification, including 41mm cartridge forks, preload-adjustable twin rear suspension units and twin Brembo front brake calipers with ABS.

Bonneville T120 Black

The meaner and moodier Bonneville T120 Black, with its tough blackout finish and classic wire-spoked wheels, is the epitome of individualism and style.

Bonneville Scrambler 900

With its distinctive high pipes, iconic silhouette and thrilling British twin bark, the Scrambler 900 is the first choice for urban classic style and all-road riding fun. It's high-torque 900cc Bonneville engine and ride-by-wire throttle delivers superb performance, rideability and control. Its 19" front and 17" rear wire-spoked wheels add to its stylish and confident stance.

Scrambler 1200 X

The Scrambler 1200 X delivers authentic Scrambler style with thrilling, characterful-laden performance, and effortless all-road agility. It is also remarkably accessible, with a seat height of 820mm, reducing to 795mm with the accessory low seat.

Bonneville Scrambler 1200 XE

The statuesque poise of the Scrambler 1200 XE makes it capable of conquering the most rugged terrain, with an off-road ready 21" front wheel and Triumph's premium quality and finish, The high-power, torque-rich 1200cc Bonneville engine has a dedicated Scrambler tune.

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Bonneville Bobber

The Bonneville Bobber became the quickest-selling Triumph in history when it launched in 2016. Its distinct styling draws on a post-war US tradition of stripping a bike to its bare bones and ‘bobbing’ the rear fender for maximum speed, with Triumphs of the day chosen by many to ‘bob’ for their performance and handling. Building on their iconic style with thrilling performance, beautiful engineering innovation and premium finish, Triumph’s new Bobber marries category-defining performance with peerless, original, custom minimalism.

Bonneville Speedmaster

The Bonneville Speedmaster story starts with the incredibly rich history of Triumph classic custom cruisers since the 1950s, distinctive and characterful British motorcycles built to deliver a laid-back two-up cruiser style. The modern Speedmaster is about laid-back attitude and the cruiser riding style, eating up miles with ease while retaining precision handling and spirited performance.

Speed Twin 900

Triumph’s biggest-selling Modern Classic, the Speed Twin 900, has won legions of fans around the world thanks to its combination of retro style, agile handling, low seat height and modern technology; making it perfect for unforgettable weekend escapes or maximum fun on city commutes.

Speed Twin 1200 & 1200RS

The latest addition to Triumph’s Modern Classics Bonneville family, the Speed Twin 1200 RS, joins the 2025 line up alongside an updated Speed Twin 1200, taking exhilarating retro sports performance to a whole new level. Both bikes are sharper, more agile, full of character and fully equipped with the latest technology for the most demanding of sports-focused riders.

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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 134,635 motorcycles were delivered in 2024, through a network of 950 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 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.

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- 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 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.

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- 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 February 2025, Jonny Walker took 2nd place overall in the SuperEnduro World Championship on his TF 250.

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