

**PRESS RELEASE****EMBARGO: Tuesday April 29, 2025 - 7:00 AM EDT / 4:00 AM PDT**

## **BOLD NEW LOOK FOR TRIDENT TRIPLE TRIBUTE UPDATED SPECIAL EDITION**

- **Triumph Motorcycles reveals a new Trident Triple Tribute Special Edition for model year 2026**
- **A striking and moody graphic scheme, with popular '67 inspired by the five-time TT winning Trident, 'Slippery Sam'**
- **Rider focused technology includes Sport riding mode, Optimized Cornering ABS, Traction Control, and Triumph Shift Assist**
- **Bold Diablo Red wheels with belly pan and color - matched fly screen fitted as standard**

Following the launch of the popular Trident Triple Tribute Special Edition last year, Triumph Motorcycles has launched a striking new racing-inspired edition for model year 2026, with all the performance and rider focused technology delivered by the latest generation of the Trident 660.

The bold new Trident 660 Triple Tribute Edition is equipped with the Trident's latest rider-focused upgrades, including a Sport riding mode delivering a sharper throttle response for a more exhilarating ride, and Optimized Cornering ABS and Traction Control. The Triumph Shift Assist provides smooth, clutchless gear changes up and down.

The new Special Edition retains its racing-inspired looks, paying tribute to Triumph's legendary five-time Isle of Man TT-winning 'Slippery Sam', but this time with an even more modern graphic scheme. Its sleek sapphire black bodywork provides a deep, glossy black finish which forms the base of this special edition, bringing a stealthy new look to the Trident Triple Tribute.

This is contrasted with bold Cobalt Blue and Diablo Red highlights, which sweep across the tank, tail, and front end. The '67 race number graphic on the tank once again gives a stylish nod to the most famous Trident in history.

The striking Diablo red wheels give the Trident Triple Tribute an unmistakable presence, while the compact, aerodynamic flyscreen screen in Sapphire Black with matching Triple Tribute graphic detail, enhances the front-end silhouette. Completing the modern new look, a sculpted belly pan finished in matching Sapphire Black, is also fitted as standard for a clean, aggressive lower profile and extra road presence.

This striking scheme channels Triumph's racing heritage and gives the Trident Triple Tribute unmistakable character.

### **Paul Stroud - Chief Commercial Officer, Triumph Motorcycles**

*"This middle-weight roadster continues to be incredibly popular in a highly competitive category, winning new fans with every new update. Following the launch of the latest generation Trident in September, and the global success of the Trident Triple Tribute special edition in 2024, we were keen to meet the demands of our customers for an updated Trident Triple Tribute this year. The striking styling and exceptional finish is sure to turn heads, while the triple engine performance, and rider-focused technology will turn even a daily commute into a thrilling ride."*

### **TRIPLE-CYLINDER PERFORMANCE**

Featuring a dedicated Trident tune, the Trident 660's triple engine is fully Euro 5+ compliant, giving 80 HP (81 PS) peak power @ 10,250 rpm and 47 ft-lb (64 Nm) peak torque @ 6,250 rpm, for smooth, responsive performance across the rev range. The linear torque curve and ride-by-wire throttle make the power delivery intuitive and exciting, whether navigating city traffic or flowing through open corners.

With advanced engine mapping, the 660 responds instantly to rider input, while low-inertia internals help the engine spin freely, adding to the bike's playful nature. A distinctive deep triple soundtrack is provided via a compact and minimal single sided silencer, with a premium stainless-steel finisher.

The Trident's smooth six-speed gearbox, with gear ratios and final drive that are optimized to make the riding experience easy and fun, is further enhanced by the addition of the Triumph Shift Assist up and down quickshifter, included as standard for this special edition.

## PRECISE AND AGILE HANDLING

Lightweight and balanced, the Trident's tubular steel chassis and high specification suspension gives riders confidence and control, whether commuting or enjoying weekend rides. The Showa 1.61" (41mm) Single Function Big Piston upside-down forks and a preload-adjustable monoshock RSU are tuned for the road, delivering precise front-end feel and stable, composed handling.

Trusted grip in all conditions comes courtesy of high-performance Michelin Road 5 tires for confidence in the wet and dry, while twin Nissin two-piston front calipers with 12.2" (310mm) discs provide smooth, progressive stopping power to match the Trident's exciting performance.

### Rider-focused technology

New for 2025, the Optimized Cornering ABS uses Internal Measurement Unit (IMU) inputs to adjust braking parameters while leaned over, delivering confident control in corners, while the new Optimized Traction Control adjusts power based on lean angle and surface grip to maintain control, with rider-selectable modes.

The new Trident 660 also features Cruise Control as standard for the first time, adding comfort on longer journeys, while more urban riding is made easier by the Triumph Shift Assist, which enables smooth, clutchless gear changes up and down.

With three riding modes, Road, Rain, and now Sport, the throttle response and traction settings can be tailored to match the road conditions or the style of ride.

These Riding modes are accessed easily via the intuitive, full color TFT screen and handlebar controls, which also support the My Triumph Connectivity System, fitted as standard to enable riders to integrate their phone, music and turn-by-turn navigation.

## CONFIDENCE-INSPIRING BY DESIGN

An upright, neutral riding position and sculpted seat help make the Trident feel instantly familiar. The low 31.7" (805mm) seat height and a low wet weight of 418.9 lbs. (190kg) helps riders of all sizes feel planted and in control. Lightweight and easy to maneuver at low speeds for new riders to feel confident, the Trident is a natural first big bike or an agile everyday option. With a slim tank, wide bars and light clutch action, everything about the Trident is designed to reduce fatigue and increase riding enjoyment.

## 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, molded 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, and a tire pressure monitoring system. Designed specifically for the Trident, customers can add a set of water-resistant luggage, with a quick release tank bag and tail pack.

Billet machined bar end mirrors, and parts to add to the detailing. The Trident is also 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.

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 \$8,745 USD or \$10,645 CAD, 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.com](https://www.triumphmotorcycles.com) or place an order with their local Triumph dealer. Bikes will be arriving in dealerships from June 2025.

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For further information contact:

Eric Van De Steeg, PR Manager at [Eric.VanDeSteeg@TriumphMotorcycles.com](mailto:Eric.VanDeSteeg@TriumphMotorcycles.com)

## SPECIFICATION

ENGINE AND TRANSMISSION	
Type	Liquid-cooled, 3 cylinders, 12 valves, DOHC
Capacity	660 cc
Bore	2.91" (74.0 mm)
Stroke	2.01" (51.1 mm)
Compression	11.95:1
Maximum Power	80 HP (81 PS) (59.6 kW) @ 10,250 rpm
Maximum Torque	47 ft-lb (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

CHASSIS	
Frame	Tubular steel perimeter frame
Swingarm	Twin-sided, fabricated pressed steel
Front Wheel	Cast aluminum alloy 5 spoke, 17 x 3.5 in
Rear Wheel	Cast aluminum alloy 5 spoke, 17 x 5.5 in
Front Tire	120/70 R 17
Rear Tire	180/55 R 17
Front Suspension	Showa 41mm upside down separate function big piston (SFF-BP) forks, 4.72" (120mm) Wheel travel
Rear Suspension	Showa monoshock RSU, with preload adjustment, 5.12" (130mm) Wheel travel
Front Brakes	Twin 12.2" (310mm) discs, 2 piston sliding calipers, OCABS
Rear Brakes	Single 10.03" (255mm) fixed disc, single piston sliding caliper, OCABS
Instruments	LCD Multifunction Instruments with integrated color TFT screen

DIMENSIONS & WEIGHTS	
Length	79.53" (2020mm)
Width (Handlebars)	31.3" (795mm)
Height Without Mirrors	42.87" (1089mm)
Seat Height	31.7" (805mm)
Wheelbase	55.16" (1401mm)
Rake	24.6°
Trail	4.21" (107mm)
Wet weight	418.9lbs (190 kg)
Fuel Tank Capacity	3.7 gal (14.0 liters)

**SERVICE**

Service Interval	10,000 miles (16,000km)/12 months
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**CONSUMPTION AND EMISSIONS (EU)**

Fuel Consumption	60.1 mpg (4.7 l/100km)
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Emissions	107 g/km EURO 5 Plus 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

- 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.
- 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.
- 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 program, 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.