

PRESS RELEASE

EMBARGO: Friday 28 March 2025, 12noon GMT (UK Time)

TRIUMPH SPONSORS ENDUROGP

NEW ENDURO MODELS REVEALED AT OPENING ROUND

- **Triumph Motorcycles announces official sponsorship of the Paulo Duarte FIM EnduroGP World Championship**
- **The new TF 250-E and TF 450-E will be seen for the first time at the opening round of EnduroGP, on 4 April 2025 in Fafe, Portugal**

Marking its debut in the global Enduro scene, Triumph Motorcycles will be an official sponsor for the Paulo Duarte FIM EnduroGP World Championship, which opens in Fafe, Portugal on 4 April 2025.

EnduroGP fans will be the first to see Triumph's new TF 250-E and TF 450-E motorcycles, as SuperEnduro champion Jonny Walker and five-time World Champion Ivan Cervantes hit the dirt on the new models before the Super Test on the opening night.

As well as the riding showcase, the new Enduro range will be on display in the Commercial Area, and for the first time, the new Triumph Racing Factory Team will be competing in the EnduroGP World Championship with a two-rider lineup headed up by Team Manager and four-time World Enduro Champion Paul Edmondson.

Greg Willis, Global Marketing Director, Triumph Motorcycles said: "This is an exciting year for Triumph as we bring our new Enduro range to market for the first time, and fans have the chance to see our Triumph Racing Factory Team compete on the International Enduro stage. We're looking forward to being a part of it as the official sponsor of the EnduroGP and working with Prime Stadium Eventos to share our new range with Enduro riders and fans."

Carla Alvarenga, Prime Stadium Eventos Managing Director added: "We are delighted to welcome Triumph as an official sponsor of EnduroGP. Their passion for Enduro racing and the debut of their new Enduro range mark an exciting milestone for the championship. This partnership will bring new energy to the sport and a great experience for fans."

TRIUMPH MOTORCYCLES LTD

Triumph Motorcycles officially launched the new TF 250-E and TF 450-E into the ultra-competitive 250cc and 450cc enduro market on 25 March 2025, starting at £XXX and £XXX respectively. Orders can be placed now at Triumph's global network of Motocross and Enduro Centres, and more information is available at www.triumphmotorcycles.co.uk.

– END –

For further information contact:
Lisa Jones, Global PR, and Events Manager at lisa.jones@triumph.co.uk

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 104,899 motorcycles were delivered in 2024, through a network of 839 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.

TRIUMPH MOTORCYCLES LTD

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

TRIUMPH MOTORCYCLES LTD

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.

TRIUMPH MOTORCYCLES LTD