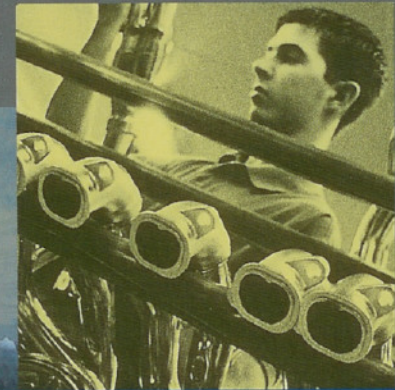




TRIUMPH®

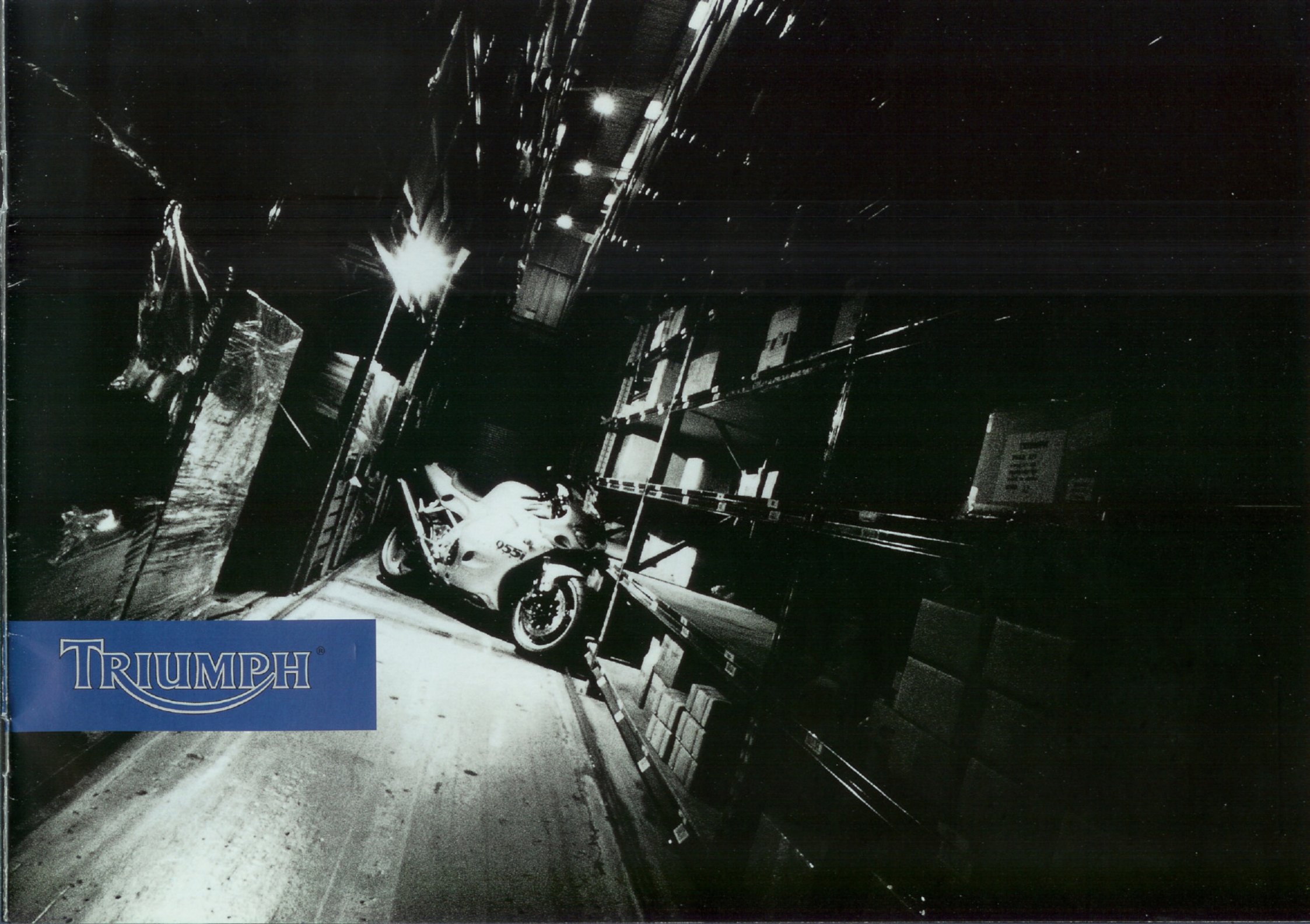
Triumph prides itself on listening and reacting to distributor and customer feedback, using this where necessary to identify new model sectors, improve existing models and formulate its customer support programmes. As a direct result the company has built up a strong and loyal customer following in a relatively short period of time. We see this policy as vital in the continued expansion of sales worldwide.

John S. Brown.



welcome

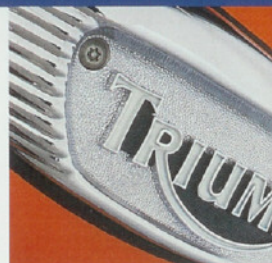




TRIUMPH®



heritage



The name 'Triumph' is steeped in a rich history spanning almost 100 years of motorcycling.

The first Triumph motorcycle emerged from a small factory in Coventry, England, in 1902 and the marque's reputation for innovative and exciting products ensured it remained at the forefront of the British motorcycle industry throughout its 'golden era'. Many of the marque's most famous machines of the 60s and 70s – the Bonneville, Daytona and Trident – are still remembered fondly by motorcyclists of all ages.

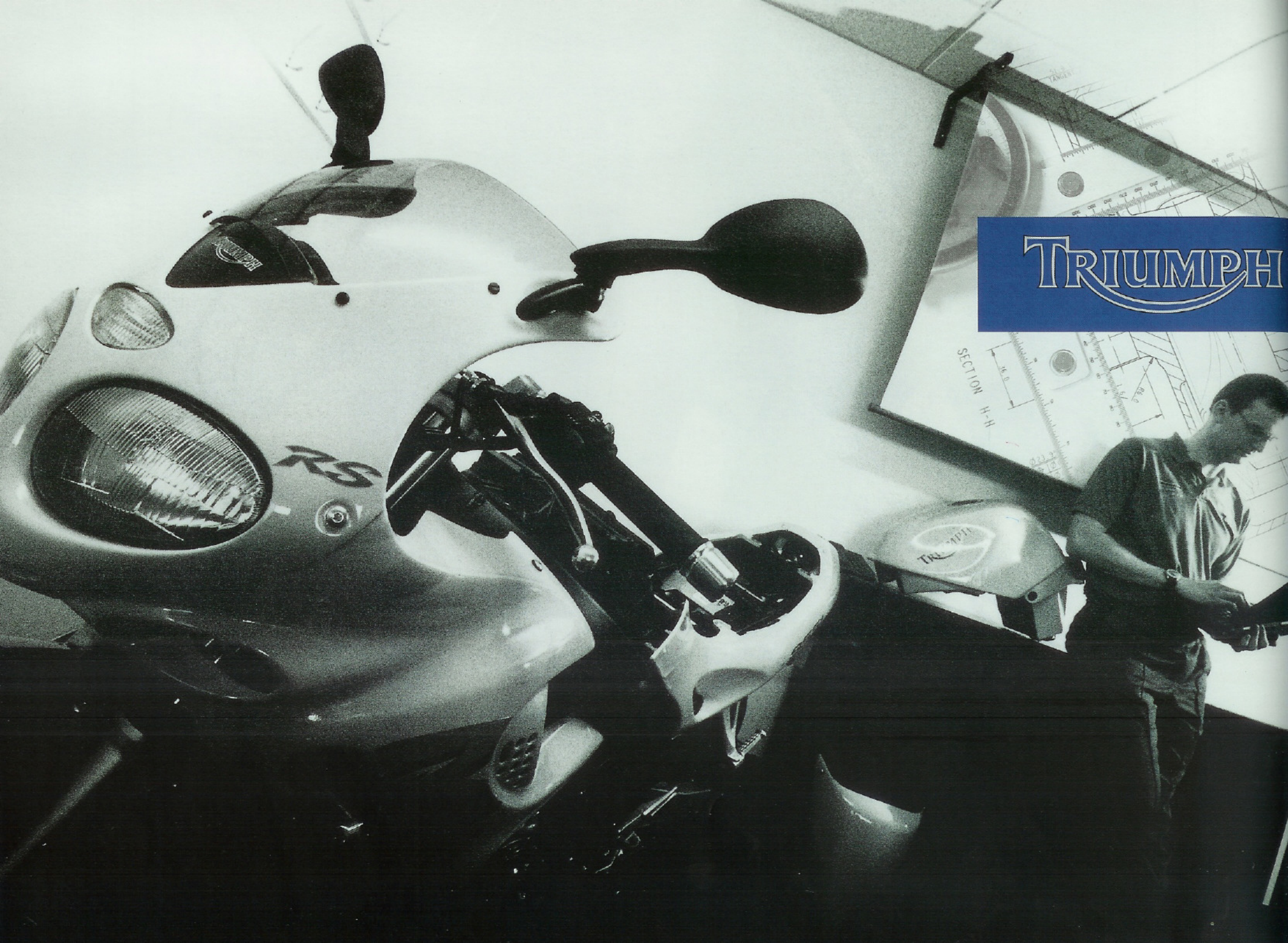
In a market where customers are highly knowledgeable and acutely brand aware, the value of this heritage is enormous.

Classic styling cues and a reputation for engineering excellence provided the impetus for the rebirth of the marque in 1991 and are a continued inspiration for the unique style and distinctive performance of today's Triumph range.

From past to present


The background of the advertisement is a complex, layered composition. It features a high-contrast, black and white photograph of a motorcycle's rear section, including the rear wheel, swingarm, and a prominent, ribbed shock absorber. Overlaid on this is a detailed, etched-style line drawing of a large, multi-story industrial building, likely a factory, with the word 'TRIUMPH' inscribed across its upper facade. The overall aesthetic is one of mechanical precision and industrial heritage.

TRIUMPH®



TRIUMPH

SECTION H-H



design matters

The twin objectives of innovation and excellence remain at the heart of Triumph's philosophy and nowhere is this demonstrated more effectively than in our new model development programme.

When the potential for a new model is identified by our marketing and design personnel, a small design team of around eight people is allocated to the project. With input from key engineering, production and marketing staff they will develop the initial concept and basic specifications into a comprehensive brief.

Styling ideas are then produced and developed in conjunction with an aerodynamic testing programme and discussion workshops involving Triumph dealers, distributors and customers, as well as in-house production and marketing teams.

The engine and frame designs are created and our highly skilled technicians build a number of complete prototype models for rider testing.

Testing and refinement continues until the desired characteristics are achieved, with past experience, test rider feedback and advanced design techniques combining to form the finished machine.

Off the drawing board

Triumph's engineering capability is absolutely the state of the art, with our highly talented team using the latest computer-aided design and manufacturing technology at all stages of the operation.

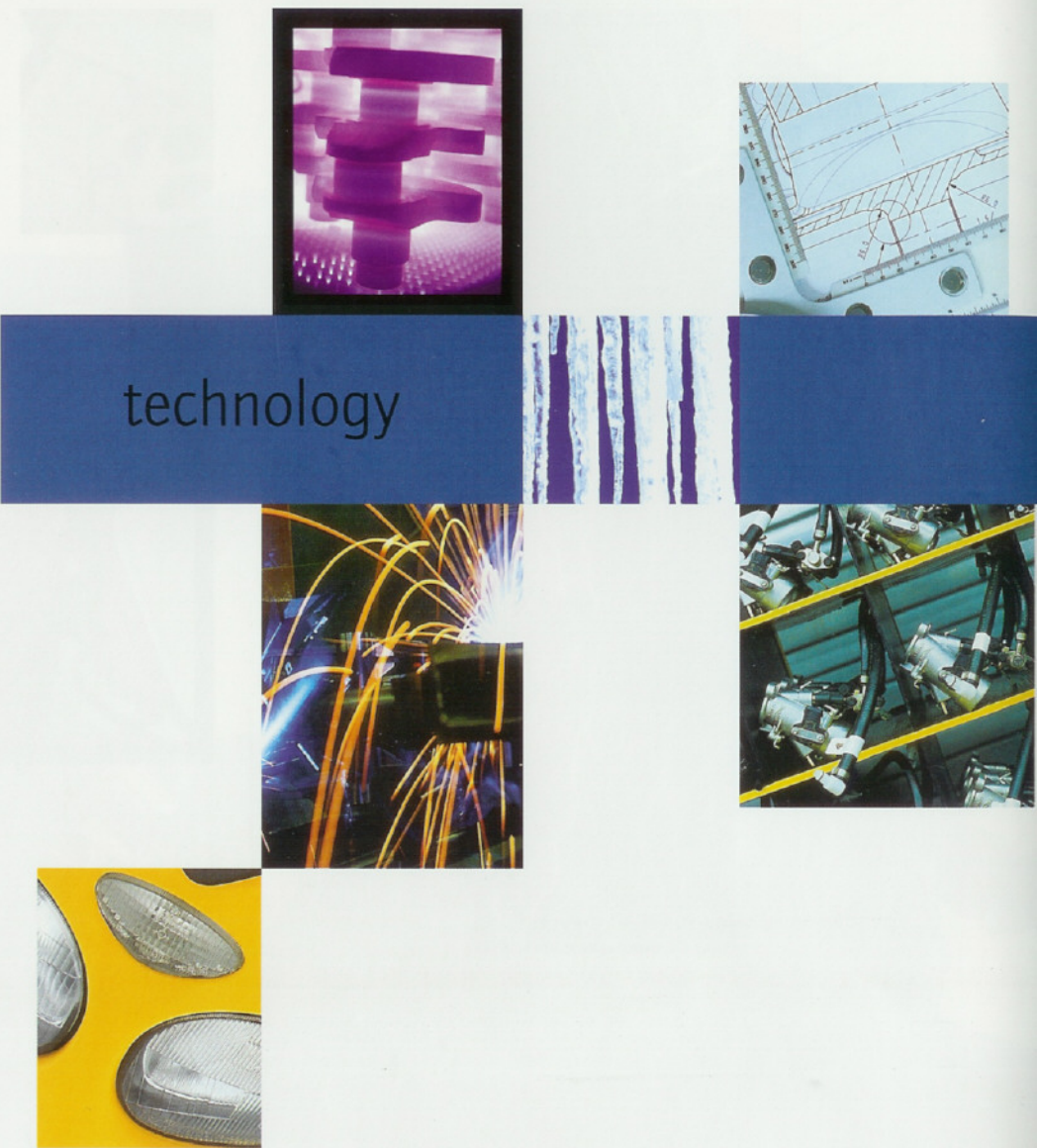
Committed to Triumph's philosophy of continuous improvement, our engineers constantly strive to advance even further Triumph's technical abilities, with many production processes now being carried out in-house. In addition, Triumph engineers regularly collaborate with a number of top automotive specialists, having the unique advantage among motorcycle manufacturers of being located close to many of the world's leading companies in this field.

The Triumph factory is less than a decade old, so no compromises have had to be made to fit in with an out-of-date facility, as is often the case.

All the advantages and efficiencies of modern high technology design and production have been fully incorporated.

Our success means that our present facility is now running at its production limit however, and the next step in Triumph's planned expansion is a new factory, currently under construction on a site adjacent to our existing plant.

At over 42500m², the new plant will be over twice the size of the existing factory. It will more than double our production capacity and will house the latest technology and manufacturing techniques.

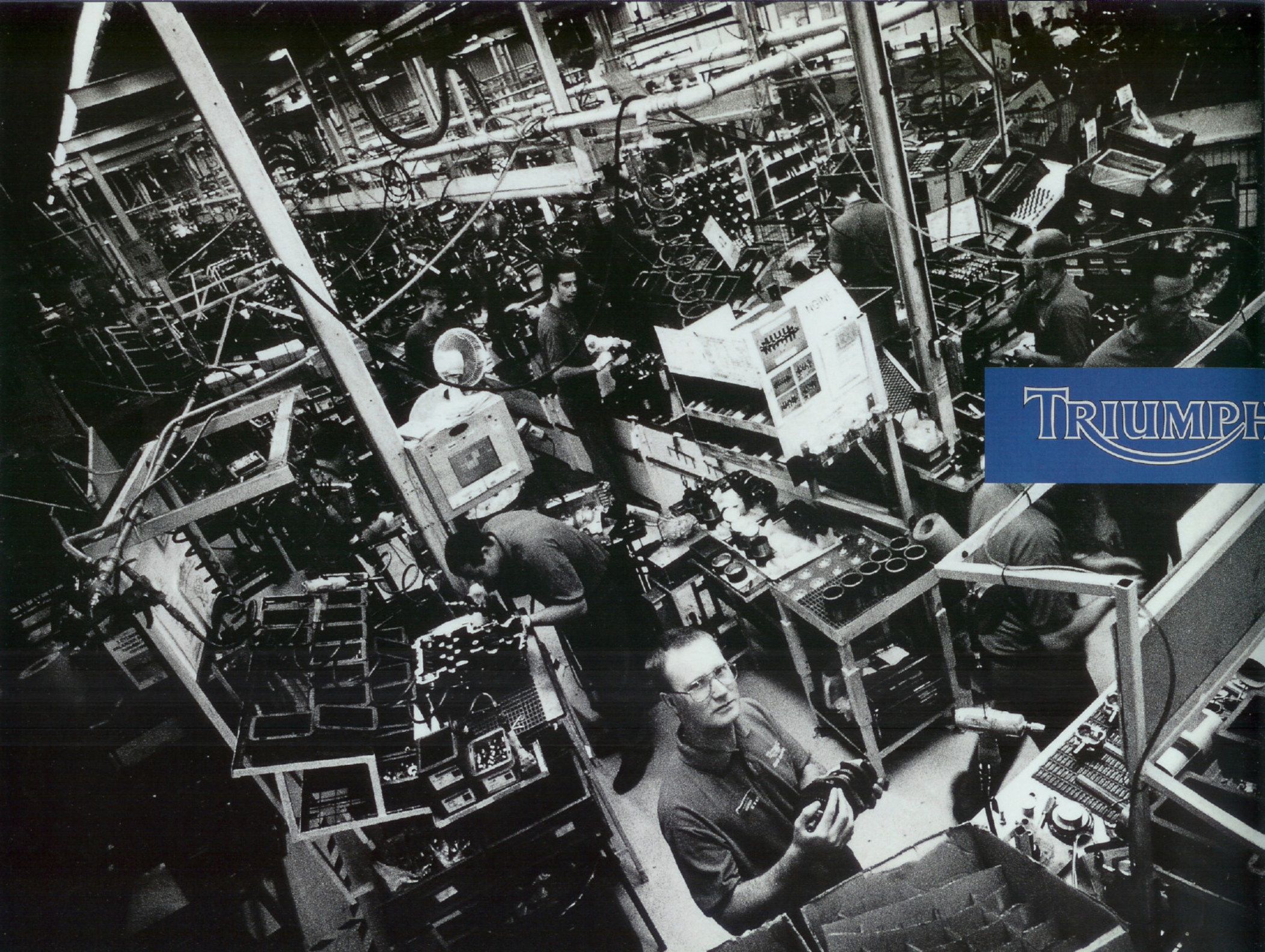


technology

Triumph engineered



TRIUMPH®



TRIUMPH



synergy



Triumph's production facility has been designed to be highly flexible, allowing different models, for different markets, to be assembled in sequence. This entails considerable integration and co-ordination of the different manufacturing areas to ensure that components and sub-assemblies are at their correct stations along the production line at the right time and can be sequence fed straight into the assembly line. Many production line components come from within the factory, while others arrive from Triumph's external suppliers, delivered to our own strict schedules.

But efficient assembly is about more than just detailed planning and timing. Triumph places great emphasis on its staff, the lifeblood of the company, and a great deal of effort goes into ensuring the right people are doing the right jobs. After all, it is people who put the machines together and the pride they take in their workmanship that is instrumental in the reputation for reliability and standard of finish that Triumph has earned.

Putting it all together

Quality is a broad term, which can be applied to every aspect of a motorcycle's production, from design and build to the sale of the machine itself. Yet so often the perception of quality comes down to attention to detail – the small things which might make a motorcycle easier for a customer to clean, simpler for the dealer to service or more efficient for the technician to assemble.

Triumph expends enormous effort in the conventional areas of production consistency, component design and exhaustive, repeated testing of both complete machines and of individual components. In addition, we continually scrutinise our whole operation in minute detail to identify where improvements can be made to swiftly implement the necessary changes.

The result is a high quality product offering the greatest satisfaction to our customers and increasing the potential for repeat future purchases.



quality



The highest standards



TRIUMPH®





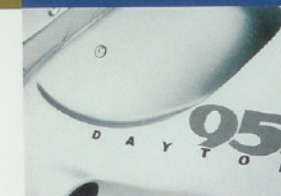
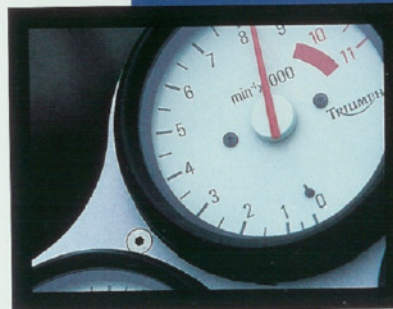
The Triumph range

Triumph is a manufacturer of road-going motorcycles and never loses sight of this basic premise. Even our cutting-edge, high performance superbikes are designed to perform at their best on the road, rather than in an artificial racetrack environment. This benefits the rider by providing greater comfort and a more usable, everyday machine, while still offering competitive performance levels.

The distinctive styling of our sports machines also allows our highly discerning customers to make an individualistic statement with their motorcycle.



performance



Sport motorcycles



TRIUMPH[®]





TRIUMPH[®]



distance



Triumph's touring bikes have earned an enviable reputation for reliability. Many of the engines used in our touring range are based on the original three and four-cylinder units which formed the basis for Triumph's re-emergence at the beginning of the 1990s. These engines are famous for their durability, character and abundance of low rev torque, which best suits the touring role.

The emphasis with these machines is on comfort, with high priority given to weather protection, riding position, seating and ride quality. Allied to the intrinsic sporting nature of the engines and agile handling, these characteristics make Triumph the perfect choice for the touring rider seeking an all-round riding experience in a variety of road conditions.

In addition, all Triumph's touring machines are designed to accommodate Triumph's own range of integral luggage equipment, ensuring they combine practicality with performance.

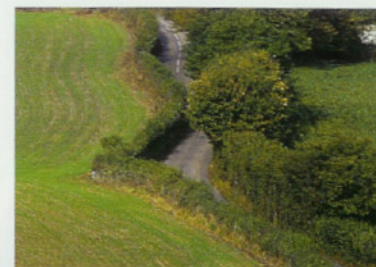
Touring motorcycles

Triumph is unique in being the only current manufacturer able to draw on the heritage of almost a century of British motorcycles. Authentic styling cues from earlier Triumphs are incorporated in the design of contemporary machines, lending a rare integrity to our range of classically styled models.

These motorcycles have a genuine hand-crafted feel to them – for example the coachlining is hand painted by a skilled craftsman and then the paintwork polished by hand to achieve a lustrous finish.

As well as being classically good-looking, these bikes are designed to be easy to ride, with low seat heights and flexible, slower revving engines.

The range of accessories for the classic Triumphs is comprehensive, allowing customers to tailor their motorcycle to their own taste.



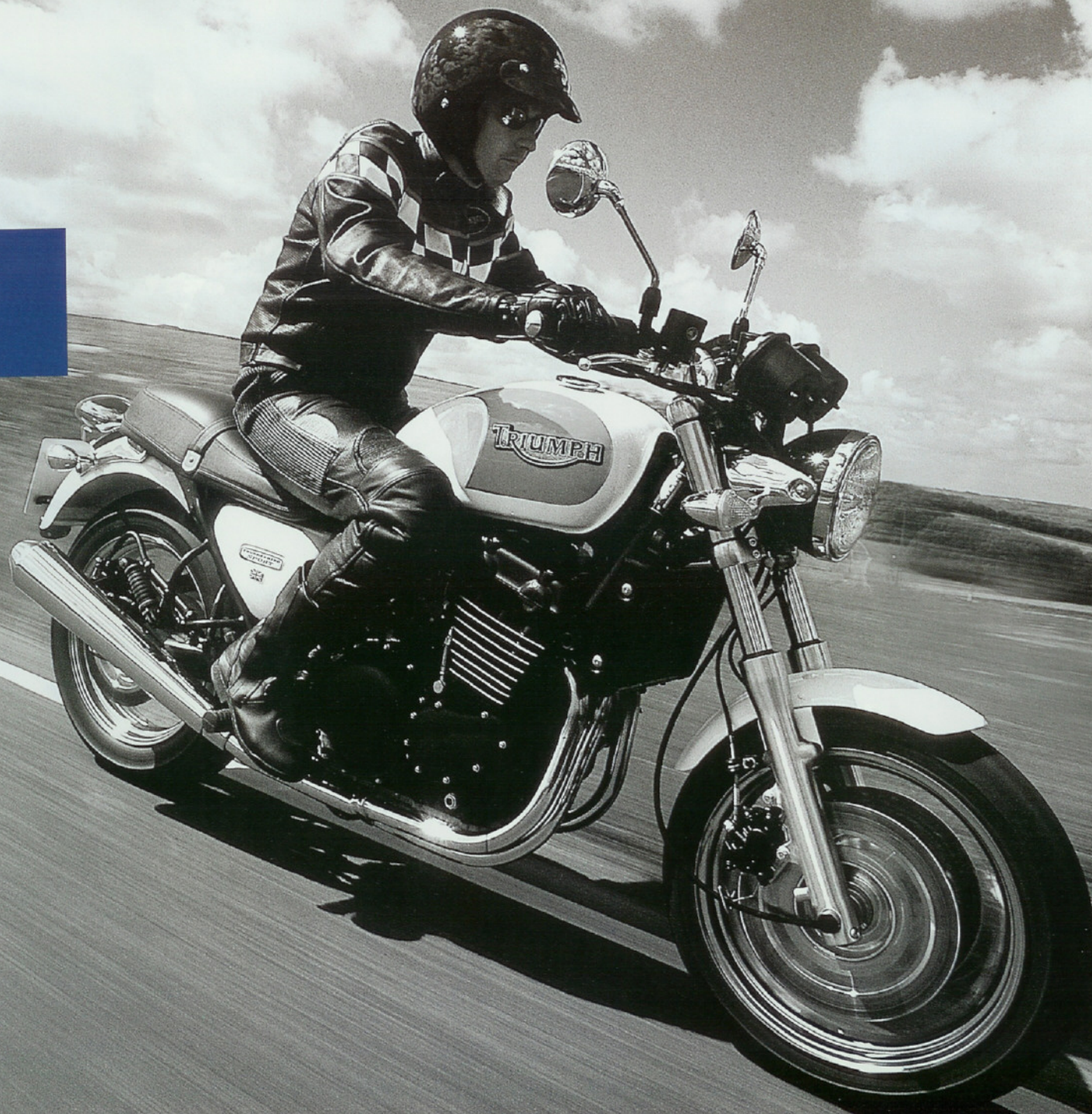
crafted



Classic motorcycles



TRIUMPH[®]





TRIUMPH®



branded



Many customers wish to advertise their association with Triumph and to personalise their machines. Triumph has long understood this and offers a range of branded clothing and purpose-made accessories to meet these needs.

To ensure no dilution of the strength of the Triumph brand name, strong emphasis is laid on high quality design and construction.

A wide range of Triumph approved accessories are available for every Triumph motorcycle, from performance parts and touring luggage to a host of chromed parts for our classically styled machines.

Conceived and constructed to the same exacting standards as our motorcycles and accessories, Triumph's clothing range – 'The Triple Connection' – includes a range of leathers, outerwear, boots, gloves and casual wear as well as fashion items such as watches, belts and cigarette lighters.

Clothing & accessories



unity

The Riders' Association of Triumph is an international factory-run riders club which offers a wide range of activities and events to Triumph owners, publicised via the club's quarterly colour magazine.

The club strives to help customers get maximum satisfaction from their machine while strengthening the links between owners and Triumph to develop brand loyalty and thereby encourage repeat future purchases.

RAT

Argentina

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Buenos Aires
Tel: 54 11 4865 3879
Fax: 54 11 4865 3917

Australia

Triumph Australia
Kensington
Tel: 61 3 9381 9766
Fax: 61 3 9381 9798

Austria

Triumph Deutschland GmbH
Friedrichsdorf/Koeppern
Tel: 49 6175 93360
Fax: 49 6175 933627

Benelux

Greenib BV
Warmond, The Netherlands
Tel: 31 71 301 9292
Fax: 31 71 301 9380

Brazil

Triumph do Brasil
Belo Horizonte
Tel: 55 31 411 7696
Fax: 55 31 411 6391

Canada

Triumph Canada
Peachtree City, Georgia
Tel: 1 800 RIDE TRI
1 770 631 9500
Fax: 1 770 631 6401

Costa Rica

Motos Breymann SA
San José
Tel: 506 221 2274
Fax: 506 233 6952

Cyprus

Fairways Nicosia Ltd
Nicosia
Tel: 357 2 662555
Fax: 357 2 662663

Czech Republic

Triumph Ceska Republika s.r.o.
Praha
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Fax: 420 2 523169

Denmark

Triumph DK
Galtén
Tel: 45 86 946486
Fax: 45 86 944447

Finland

VT Trading OY
Mustasaari
Tel: 358 6 3229500
Fax: 358 6 3229501

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Triumph France SA
Croissy-Beaubourg
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Fax: 331 64 80 5828

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Friedrichsdorf/Koeppern
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Fax: 49 6175 933627

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Triumph Motorcycles Ltd
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Fax: 44 1455 251367

Greece

Triumph Hellas
Athens
Tel: 301 976 5917
Fax: 301 976 5918

Hong Kong

All Motorcycles
North Point
Tel: 852 2887 0498
Fax: 852 2807 1246

Hungary

Motor Bike Center Hungary Ltd
Veszprem
Tel: 36 88 401 935
Fax: 36 88 401 947

Italy

Numero Tre
Arese, Milano
Tel: 39 02 935 82000
Fax: 39 02 935 82575

Kuwait/ Saudi

Arabia/ Bahrain
Desert Star Tradg. Co.
Safat
Tel: 965 484 9830
Fax: 965 484 0078

Malta

Cycle World Limited
Msida
Tel: 356 313013
Fax: 356 318877

Mexico

Pro-Pisa de CV
Col del Carmen
Tel: 525 554 9930
Fax: 525 659 0103

New Zealand

Triumph New Zealand
Otahuhu, Auckland
Tel: 64 9 276 6453
Fax: 64 9 276 4065

Norway

Colco Motors A/S
Bekkestua
Tel: 47 67 113460
Fax: 47 67 113470

Poland

P.T.M. Sp.Z.o.o.
Nieporet
Tel: 48 22 774 89 78
Fax: 48 22 774 89 78

Singapore

Minerva Motor Pte Ltd
Singapore
Tel: 65 298 4777
Fax: 65 292 9800

Slovenia

PIS-d.o.o.
Ljubljana
Tel: 38 6611 599 091
Fax: 38 6611 599 389

South Africa

Triumph Motorcycles South Africa
Sandton
Tel: 27 11 448 1112
Fax: 27 11 448 2340

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Proeuropa Motor SL
Madrid
Tel: 34 91 433 2585
Fax: 34 91 552 2576

Sweden

Triumph Motorcycles Sweden
Stockholm
Tel: 46 8 887050

Switzerland

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Tel: 331 64 62 3838
Fax: 331 64 80 5828

Thailand

Thunderbirds (Thailand) Ltd
Bangkok
Tel: 662 731 3165
Fax: 662 731 1971

Turkey

Demaks Motor VE Servis
Hizmetleri A.S.
Istanbul
Tel: 90 216 442 1580
Fax: 90 216 442 23 80

United Arab Emirates

Motorcycle City
Dubai
Tel: 971 4 338336
Fax: 971 4 338337

Uruguay

Deceleste SA
Montevideo
Tel: 5982 924 8849
Fax: 5982 924 4229

USA

Triumph Motorcycles
America Ltd
Peachtree City, Georgia
Tel: 1 800 RIDE TRI
1 770 631 9500
Fax: 1 770 631 6401

At Triumph we want every ride to be safe and enjoyable. Be sure to ride safely, defensively and within the limits of the law and your abilities. Take a riding skills course. Always wear an approved helmet, eye protection and appropriate protective clothing and insist that any passenger does the same. Never ride while under the influence of alcohol or drugs. Study your owner's manual and always inspect your Triumph before riding.

Triumph Web Site:
<http://www.triumph.co.uk>

All details correct at time of going to press. Triumph Motorcycles Limited reserves the right to make changes without prior notice. All data relevant to UK specification. Please consult your dealer for model and colour availability.

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