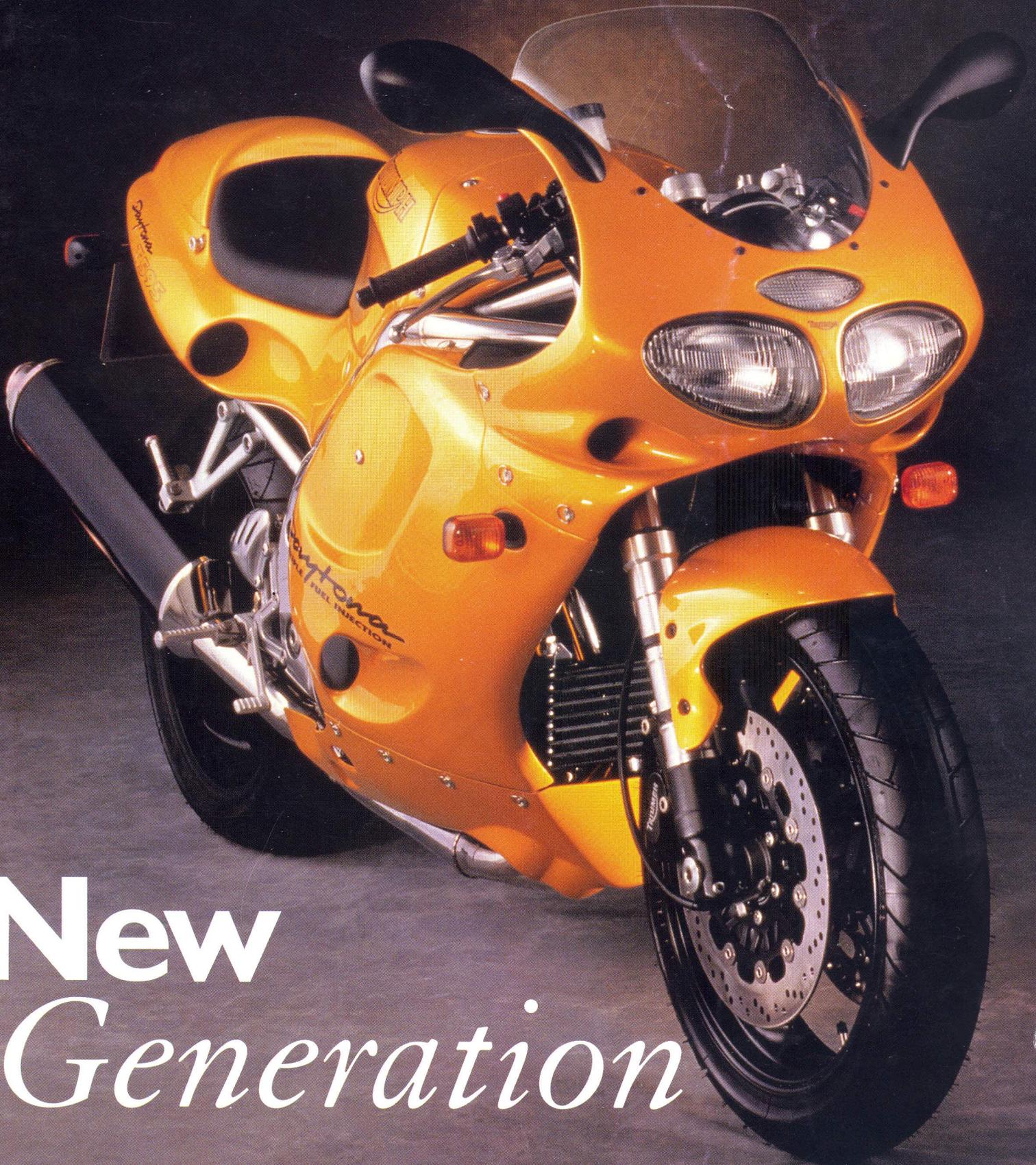


TORQUE

THE MAGAZINE OF THE RIDERS ASSOCIATION OF TRIUMPH

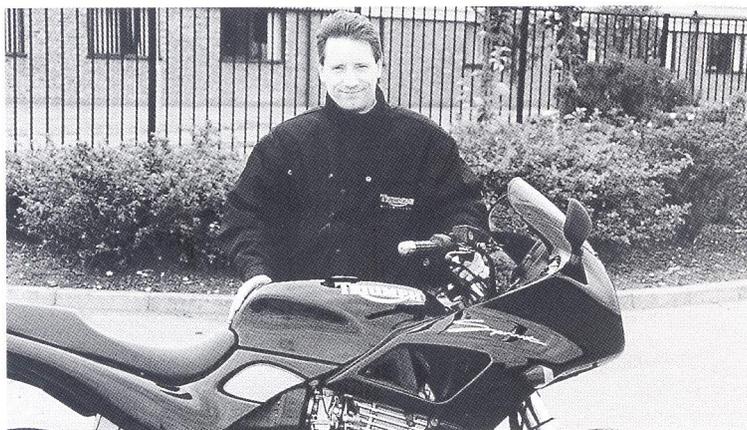


No 1 AUTUMN 1996



New
Generation

quick *lines*



'This could be the start of something big!' So sang Frank Sinatra or some such crooner a few years ago.

He could have been singing about The Riders Association of Triumph, the organisation for today's Triumph rider. With thousands of new Triumphs already on the road and the factory moving into the next phase of its development, *RAT* is poised to become an important part of Triumph ownership.

As the official factory riders club, with members all over the world, we have the resources to offer an unparalleled package of benefits, services and activities and by joining the club in its early days you are perfectly placed to claim your share of the action.

This first edition of the club's magazine should give you a taste of some of the good times ahead for all *RAT* members - whatever their choice of Triumph or style of riding. Future issues will include a full calendar of events, reports of club activities and features covering all aspects of the world of Triumph ownership.

From local evening runs to major international events, our programme will be packed with good excuses for enjoying your Triumph. And our ever expanding package of quality goods and services offered at highly competitive rates means you will always have the product back-up your riding plans demand.

But a club is only as strong as its membership and I would love to hear about you, your Triumph and your *RAT* activities, so why not write to me at the club's international headquarters?

Future editions of 'Torque' will come complete with a supplement featuring news from your country in your own language, so make sure you keep your national *RAT* representative up to date on your plans and activities. Your national representative is based at your national Triumph distributor.

We are already working hard to make *RAT* the best motorcycle club in the world. With your support I am confident we will achieve our goal.

Good riding,

Neil Webster
Club Manager

Editor

Neil Webster

Design concept

Steve Stoner, X-Design.

Design

Red Square Graphics,
Market Deeping.
01778 380606

Production

Bob Berry Marketing
Services, Suite C, Deene
House, New Post Office
Square, Corby.
01536 203003

Origination

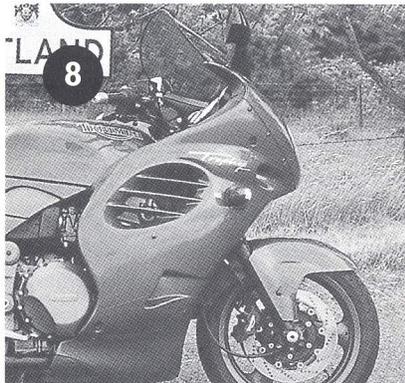
Phoenix Photolitho,
Leicester.

Printing

William Gibbons & Sons,
Wolverhampton.

Torque is published quarterly by the Riders Association of Triumph Ltd., PO Box 83, Hinckley, Leicestershire LE10 3ZP and distributed free to all members.

what's *inside*



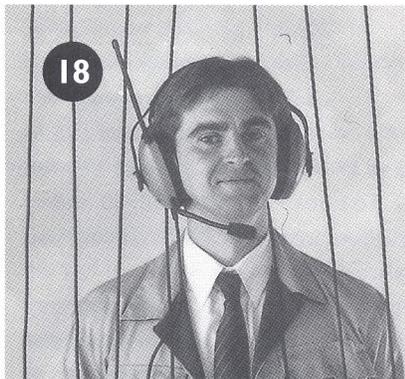
4 News

The who, what, where, when? of the world of Triumph.

8 On Tour - Hidden Britain

One of England's most beautiful - and least explored - areas is on the doorstep of Triumph's Hinckley factory.

Discover the hidden secrets of Rutland.

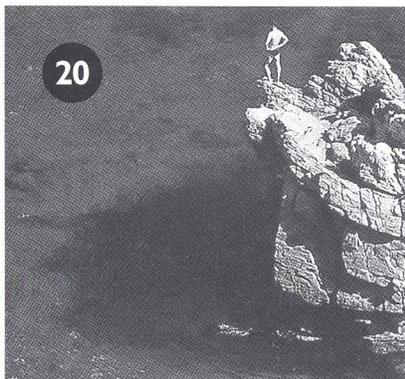


12 Show stoppers

We unveil Triumph's new sports challengers.

14 Looking back

Today's Triumph Trident carries a famous name that reaches back into the marque's history. Roland Brown tries an original.



18 Behind the Scenes

A look inside Triumph's Hinckley factory. We talk to resident tour guide Robert Brown.

20 Products and Services

What can the club do for you? The products and services we've lined up for club members.



22 Keep on Trucking

Our new promotional rigs will soon be regular features at bike events throughout the UK and Germany. We look behind the scenes at the work that went into taking them from the drawing board to reality.

international news

Take part in one of the classic international wine events with RAT. The club's first major run is being timed to tie in with the launch of this year's Beaujolais Nouveau in the French wine town of Villefranche-sur-Saone at midnight on November 20.

A programme of celebrations is being laid on by the local authorities to mark the unveiling of the results of the year's labours and we will be there to join in.

There is no set route or timetable, simply join us in Villefranche during the evening of the 20th and have a good time.

Members from all countries are welcome, but riders from the UK who want to join a party from the factory led by International Club Manager Neil Webster can meet us on the 14.45 P&O Dover-Calais ferry on Tuesday November 19.

Once in France we plan to ride down to the champagne capital of Reims for the night before heading south for Villefranche on Wednesday November 20. Members may like to meet up in the town's 'Sous-Prefecture' Square at 6pm.

There are events running throughout the evening, starting with a wine tasting competition in the Place de l'église (Church Square) at 5pm, followed by a dinner and show in a heated marquee at 7pm (entry costs 330 Francs).

Following a torch lit parade of wine growers from the railway station at 11.15pm, the main event starts at midnight in the church square with the opening of the first Nouveau, a firework display, free wine tasting and a band and dancing in the marquee until dawn.

When the fun is over we will be making our way back to join the 12.45pm Calais-Dover ferry on Friday the 22nd.

To make things even easier we've arranged a special return fare of £35 for

a motorcycle and up to two people on sailings between November 19 and 22. To book call 0990 980980 and quote the RAT booking reference of 50531, saying you are part of the club's Beaujolais Run.

Members wanting to take a longer trip may even like to stay for a second set of celebrations on Sunday November 24. The Fete du Beaujolais Nouveau includes a meal and many other displays. It runs from 11am to 6pm and costs 95 Francs.

Details of accommodation in the Villefranche area can be obtained from the Beaujolais Tourism Office by calling (33) 74 02 22 00 or faxing (33) 74 02 22 09. Villefranche-sur-Saone is on the A6, north of Lyon.

For any additional information, call the club office on 01455 891515. Don't forget it can be a bit nippy in November - even in the wine soaked parts of France - so remember the winter gloves and thermal smalls.

Come to the Beaujolais

Race success

TRIUMPH France chief Geraud du Chassin joined dealer Paul Bondu to take a Triumph 'X90' special to victory in the first European Trophy endurance race at the Magny Cours grand prix circuit on May 20.

After qualifying on pole position at the head of the 59 machine field, they were with the leading group from the start, finally taking the chequered flag in the lead after more than five hours' racing.



Club clothing

EXCLUSIVE sweatshirts and t-shirts have been designed to launch the range of RAT merchandise.

With the sweatshirt available in green and the t-shirt in white, both items are manufactured from premium quality materials and carry the club logo.

Sweatshirts are available in large and extra large sizes, with the t-shirts coming in fashionable extra large only.

Priced (in sterling) at £25 for the sweatshirt and £10 for the t-shirt, both items can be ordered through your Triumph dealer.

New horizons

LONG distance Triumph rider Nick Sanders is planning to set a new record for a Round the World trip by road.

The 38 year old rider from Manchester leaves London during September and hopes to return 21 days later having covered 18000 miles.

The journey is the culmination of a series of seven record attempts Nick has undertaken with the support of Mobil Oils.

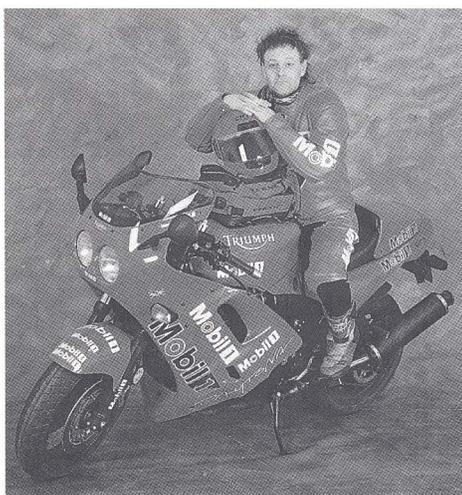
The 'Mobil World Challenge' has already seen Nick and his Triumph Daytona set five new records. In June alone he rode from London to Geneva in eight hours; London to Stockholm in 22 hours; London to Frankfurt in six hours ten minutes and London to Paris in four hours.

On June 21 he also set a new motorcycling record for the Lands End to John O'Groats run from the tip of Cornwall to the top of Scotland, taking 12 hours 54 minutes for the 874 mile journey.

Leaving Europe behind, Nick spent late July attempting to break the motorcycling record between Tierra del Fuego in Argentina and Point Barrow in Alaska - a 15000 mile trek he hoped to complete in 18 days - five days better than the previous record.

"Success is not so much about outright speed as reliability and endurance," explained Nick.

He will transmit images, soundbites and a diary of the journey from an IBM Thinkpad PC to an internet site during the trip. His efforts can be followed on the internet by connecting to <http://www/mobilchallenge.ihost.com>.



Triumphs of the stars

DON'T look now, but you may share your taste in motorcycles with one of your favourite celebrities!

Bruce Springsteen now owns two Thunderbirds (one for each coast we imagine), while the popular country singer Lyle Lovett has just purchased a 1996 Speed Triple. Daniel Day Lewis owns a Daytona 900, while Sylvester Stallone and Robert DeNiro fans should look for the new movie 'Copland' to hit the screens shortly. The Adventurer will make it's first movie appearance in 'Copland' and Stallone seems to have found a new love with it.

In other Triumph movie news, 'The Bad Pack', an action/ adventure film starring Robert Davi and Roddy Piper will be released on video this summer and will feature the Thunderbird and Tiger. Also scheduled to appear on video later this year is the horror film 'BloodMoon', which will feature a black Speed Triple.

In the world of television, Triumphs are popping up everywhere. In the States expect to see teenagers flocking around the Thunderbird when NBC starts its new series, 'USA High'. Also, look for a Trident to appear in the new syndicated TV show called 'The Cape'.

British television star Jimmy Nail will be seen riding a Triumph in the latest run of his hit series 'Crocodile Shoes'. The Geordie actor and his on-screen girlfriend will use Triumph Thunderbirds in the programmes which will be televised in the Autumn.

And last but not least, Meatloaf's 1996 tour has visited many cities across the United States, with Triumph Motorcycles America providing many dealers with complimentary tickets for the show and backstage passes to meet Meatloaf himself.

His most recent video, 'I'd Lie for You (And That's the Truth)' featured the Thunderbird.

Spring Rally 1997

PLANNING is already underway for the 1997 programme of club events. Make a date in the diary now for the first Riders Association of Triumph Spring Rally which will be held at Stanford Hall, near Lutterworth, England, on Sunday April 27.

Situated in the heart of England, just 30 minutes from the Triumph factory, Stanford Hall is easily reached by motorway.

Set in superb landscaped grounds, the hall is open to the public and features a motorcycle museum, craft exhibition, rose garden and tea rooms as part of its permanent attractions.

The Triumph roadshow will form the centrepiece of the event, with a range of other Triumph activities being planned.

More details will be featured in the next edition of Torque.

Fashion attack

JEANS giant Lee Cooper have linked up with Triumph to use the company's stylish Adventurer model as part of an in-store display at 50 UK fashion shops. Lee Cooper also plan to use spin-off publicity material in the rest of their 600 strong chain of retail outlets.

Insurance boost for British riders

MAJOR improvements to Triumph's UK 'Triumphcare' insurance scheme have been introduced, increasing the maximum available no claims discount from 35 to 45 per cent.

Operated by brokers Fernet Insurance, the scheme is now underwritten by Lloyds of London and offers no claims discounts of ten per cent for one year's claim-free operation, 20 per cent for two years, 30 per cent for three, 40 per cent for four years, rising to 45 per cent discount after five years.

Owners of older Hinckley built Triumph models can also claim additional discounts of ten per cent on models over three years old and 15 per cent for machines over five years old.

Riders who cover an annual mileage of less than 5000 miles can continue to claim a ten per cent discount, with a 15 per cent reduction offered to riders who cover 2500 miles or less each year.

With more and more riders returning to motorcycling after a lay-off, 'Triumphcare' offers a special introductory 'Born Again Biker' discount of a ten per cent for owners who have held a full licence for more than ten years and can prove a conviction and claim-free record. Riders aged over 50 years qualify for a further ten per cent premium reduction.

The developments are not restricted to premium discounts however. The package for riders taking their machines overseas has also been refined with policies now covering 'Green Card' and 'Bail Bond' requirements free of charge.

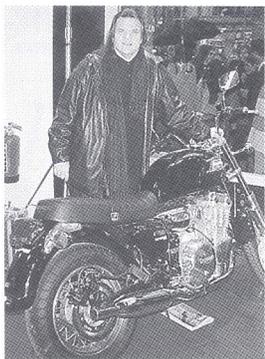
To speed up the policy and claims processing service, Fernet have set up an 0800 Freefone number to handle claims and will in future produce their own policies.

Fernet now cover 35 per cent of Hinckley built Triumphs on British roads.

**Extra discounts for RAT members. See pages 20-21.*

Virgin choose Thunderbird

MEATLOAF, Virgin and Triumph joined forces for a major televised publicity drive in Belgium, using a Triumph Thunderbird as its focal point.



Promoted in newspapers and magazines throughout the country, the bike was displayed in the Virgin megastore in Brussels and offered as the ultimate prize for a phone-in competition that culminated in a televised final.

The Thunderbird was featured on the programme throughout the three week run up to the final, when the entrants who had best answered a selection of questions about motorcycling came head to head for the 25 minute showdown.

The presentation of the machine to the winner was then made by rock star Meatloaf at the opening of another Virgin megastore in the city.

Mobile units hit the road

TRIUMPH'S new promotional roadshow made its world debut at the British Grand Prix at Donington Park.

Two mobile exhibition units have been built, one based in the UK and a second in Germany. Featuring a range of machines, accessories and clothing, they will be staffed by specially chosen Triumph personnel who will attend key events and dealer promotions to introduce the company's products to the public.

** See page 10 for a behind the scenes look at the building of the mobile exhibition trailers.*

Oz T-Bird Day

TRIUMPH Australia recently tried a novel promotion, declaring June 1 'National Thunderbird Day'.

The plan was to ensure that every dealer in the country had at least one Thunderbird demonstration model available and advertised the event in their local media. Local publicity was then backed up with a national press campaign and the production of a special run of t-shirts emblazoned with the Triumph 'portcullis' tank badge and the 'Triumph Thunderbird Day' legend. The shirts were given to anyone who test rode a Thunderbird on the day.

Many dealers took the chance to host a 'sausage sizzle' (an abbreviated barbecue) and an open day for their customers.

Care was taken to ensure the day did not conflict with any other national days that may have been in support of charity and the idea was well accepted.

Media exposure included coverage in the prestigious Sydney Morning Herald in which used the Thunderbird as the cover story for its Friday motoring supplement 'Drive'.

Coverage was also obtained in five national motorcycle magazines, a number of regional Australian publications and Motor Cycle News in the UK.

The idea proved such a success that it will be repeated in Australia in 1997, on May 31.

Triumph in Malaysia

TRIUMPH'S international expansion programme is continuing to develop, with a Malaysian distributor being appointed in August.

Jayaplus Motors have been set up specifically to handle Triumph motorcycles in the peninsula, with international sales manager Mark Fletcher attending the launch ceremony which saw Minister of Trade and Industry Rafidah Aziz and British High Commissioner David Moss as Guests of Honour.

"This is a very exciting step for us," said Fletcher. "The Far East is a crucial area for our future plans and to enter a market with the potential of Malaysia is an important move.

"Interest in Triumph is growing all the time and we hope to add a Thai importer in the near future."



TRIUMPH'S Thunderbird has been playing a key role in the 'Buddy Holly' musical being performed in Hamburg's harbour area.

The bike is ridden on stage as part of the show, with four models being supplied by Triumph Germany and maintained by dealer Udo Keller.

Triumph team jackets are also worn by dancers in the long-running show.

Sturgis Bike Week 1996

THE 56th Annual Sturgis Black Hills Rally welcomed back Triumph Motorcycles this August after more than a ten year absence, reports Erik Lothian of *Triumph Motorcycles America*.

The Sturgis Rally is one of the world's largest motorcycling events. The town of Sturgis, South Dakota, and all of the surrounding towns of more than 50 miles away become one gigantic celebration. From 1993 to present the attendance has nearly doubled to almost 300,000 people!

Originally formed as a local motorcyclists' club, Sturgis now includes motorcycle enthusiasts from all over the world with different lifestyles.

If you have never attended the Sturgis Rally, you may not believe the sea of motorcycles that covers the Black Hills of South Dakota. On the

highways, the ratio of motorcycles to cars has been more than 20-to-one, while the South Dakota Highway Patrol statistics showed more than 1,000 bikes per hour inbound to Sturgis!

The lure of Sturgis is mostly the history and tradition of the event, but also the chance to see other aspects of motorcycling. Whether it was the various races, the chance to meet and ride

with so many different people, the night time celebrations, or an opportunity to test ride motorcycles including Triumphs, there is always plenty to do at Sturgis.

The main attraction of Sturgis is on Main Street. Possibly photographed more than any other town in the United States, Main Street is open only to motorcycles that are lined up handlebar to handlebar for as far as the eye can see. The crew of Triumph Motorcycles America cruised the boulevard on 1996 Adventurers.

Overall, everyone seemed to love the new

Triumphs and were very pleased to see Triumph back in the States.

Over 300 free demonstration rides were provided by Triumph and John Becker from A-Tech Cycles in Sioux Falls, SD, was on hand to help answer questions and received orders from happy customers for their own Triumph.

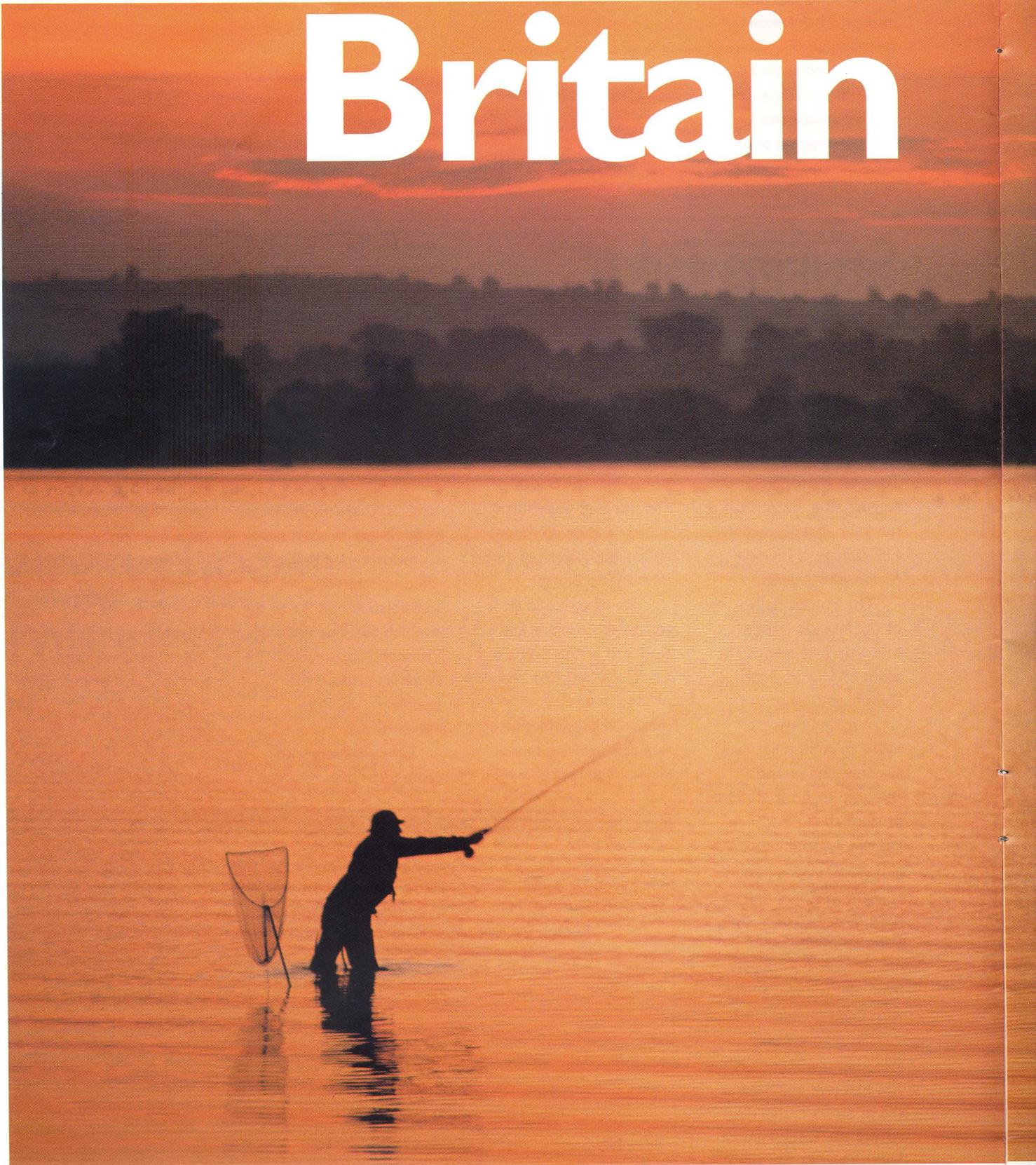
Triumph Motorcycles America is already looking forward to the 57th Annual Sturgis Rally next August, and we hope to see you all there to share it with us. Be sure to look for the Triumph trailer for special RAT Club Member parking during the Rally.

DIARY DATES

October 2-16	IFMA motorcycle show, Cologne.
October 6	Great Northern Bike Run and Show, Oulton Park, Cheshire.
October 6	Spanish round of World Superbike Championship, Albacete.
October 11-20	Sydney Motor Show, Australia.
October 12-13	Triumph Speed Triple Challenge, final round. Donington Park, Leicestershire.
October 19-27	Berlin Motor Show.
October 20	Australian Road Race Grand Prix, Eastern Creek.
October 22-27	Amsterdam Motorcycle Show.
October 27	Australian round of World Superbike Championship, Phillip Island.
November 1-4	Ghent Motor Show.
November 3	London to Brighton veteran car run.
November 7-17	International Motorcycle Show, NEC, Birmingham.
November 21-26	Milan Bike Show
November 29 - December 8	Essen Motor Show
December 7-15	Bologna Motor and Motorcycle Show

Secret

Britain



YOU can ride your Triumph the length of England's 'secret county' in less than an hour. It's an exhilarating experience that takes in fast flowing bends, swooping rises and falls and glorious scenery. It's also a ride that takes you back through almost 1500 years of history.

Enter the county from the north after leaving the Leicestershire market town of Melton Mowbray - itself famous for the delicacies of pork pies and Stilton cheese - and you are immediately plunged into a world at the threshold of the story of the English nation.

Sweeping through a series of fast bends, it's hard on the brakes for the village of Langham. Better known today as the home of Ruddles brewery, the village has its share of old thatched cottages, a large manor house dating from before the English Civil War and a fine later large house built in the 1660s. But the story goes much farther back than that.

Once the northern limit of the mediaeval Royal Forest of Rutland, a playground for kings and nobility, the village's name stems from the first phase of Anglo-Saxon settlement - perhaps as early as the sixth century.

Leaving Langham, the main road funnels through the tiny hamlet of Barleythorpe before reaching the 'county' town of Oakham some two miles later.

'County' is qualified, Rutland being demoted from county to district status in a local government reshuffle in the 1970s, but after spending almost a quarter of a century as a reluctant part of neighbouring Leicestershire,

Rutland is now on the verge of regaining county standing.

Those two miles take the rider from the dark ages to the industrial age. The first feature you meet in Oakham is the railway crossing, with an impressive iron footbridge erected in 1901. The signal box by the crossing is the original model for the 'Hornby' design that has been a feature of model train sets for decades.

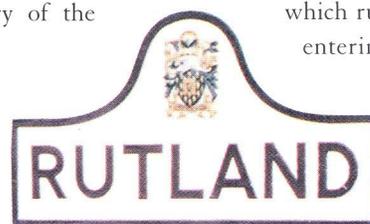
The railway came to the town in 1848 and brought a premature end to hopes for the town's canal link, which runs parallel to it before entering the built-up area.

Conflict between investors in the two rival forms of transport led to the railway being forced to

follow a wide sweeping route between Melton Mowbray and Oakham to skirt Stapleford Park - the property of one of the biggest stakeholders in the canal.

Stapleford Park is today one of the country's best known country house hotels and a superb stopping point for the tourist seeking something very special. Country house hospitality and excellent food is also available at Hambleton Hall, set in a stunning location to the south-east of Oakham overlooking Rutland Water - Europe's largest man-made lake.

Oakham town centre holds plenty of reminders of its long history. The 12th century castle, built in 1191, is one of the country's finest examples of Norman secular architecture and is still surrounded by the remains of the earthworks erected by the invaders from France, while the mediaeval Butter Cross in the centre of the still





Normanton Church was half submerged by Rutland Water. Today it houses a museum.

used market place until recently housed the stocks and whipping post used for punishing society's malcontents.

These gory reminders of a violent past are currently being restored and it is hoped to return them to their traditional home in the near future.

The market place itself still echoes the original layout of the mediaeval market town plan. The large rectangular area flanking the impressive church has now been largely built on, mainly by the town's public school, but it only takes a little imagination to reconstruct a mental image of market life five hundred years ago.

Heading from Oakham towards Rutland's second town, Uppingham, takes the rider down a long, fast straight, but it would be a mistake to charge along too quickly. Looking back over your left shoulder will reveal a superb view of Burley House, the ancestral home of the Lords of Oakham Manor, perched majestically on a bluff of land overlooking the manorial acres.

A superb example of 18th century palladian architecture, Burley dominated the former valley of the River Gwash until it was flooded in the 1970s to form Rutland Water reservoir.

The reservoir is now a thriving water sports and wild bird centre and a tourist attraction in its own right and is skirted by the Oakham to Uppingham

road as it swoops down into the old Gwash valley and up to the ridge occupied by the villages of Edith Weston and distant echoes of pre Norman Conquest Britain.

With its roots in the sharing up of the Midlands between the Anglo Saxon kingdoms of Wessex and Mercia, the area that is now Rutland eventually became part of the dowry lands of the pre Conquest queens of England. 'Edith' Weston carries the name of 'Eadgyth', wife of

Edward the Confessor.

Following the road to the next ridge, on the southern edge of the valley of the Chater river, the motorcyclist passes around the edge of Preston village, but it is worth taking the trouble to divert into the village itself.

King John, of 'Robin Hood' infamy, is said to have rested in the village on one of his royal 'progresses' - leaving a chest full of purloined treasure behind when he left - and some of the ancient village houses look as if they could have witnessed the event.

A left turn on entering Preston would lead the rider to the village of Wing, home of a mysterious turf maze, maintained by villagers today but still shrouded with uncertainty as to its real purpose.

Uppingham is one of the



jewels in Rutland's crown. The market place and main street are dotted with golden stone buildings dating from the late 16th century to the 19th century, with parts of the town linked by a network of centuries old passages.

Well served by pubs, hotels and restaurants, Uppingham has retained much of the charm that has been lost at traffic choked Oakham. It is also an excellent hunting ground for second-hand book lovers.

Our ride through Rutland now enters its most exciting phase. The road out of Uppingham climbs up to the crest of the northern edge of the spectacular Welland Valley. The village of Stoke Dry - home of one of Guy Fawkes' fellow Gunpowder Plotters and a rumoured centre of 16th and 17th century Catholic dissension - sits to the right of the road.

Beyond Stoke Dry lies another



reservoir, the Eye Valley. This narrow stretch of water has its own story to tell, having been one of the training grounds for the famous 'Dam Busters' second war bombing mission.

As the road speeds up through a series of testing off-camber downhill bends it is possible to catch a glimpse of the massive Seaton railway viaduct to the east, before dropping quickly down into the village of Caldecott at the southern tip of Rutland.

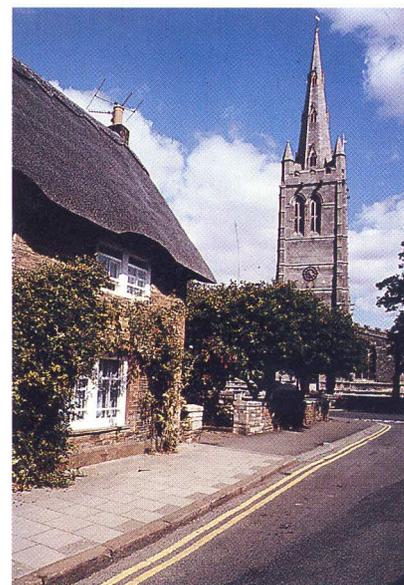
Even as the road leaves the ancient county, history still casts its spell. On the high bluff in the distance

sits Rockingham Castle with its attendant village sitting at its feet.

A spectacular building first erected by the invading Normans, then besieged and captured by Parliamentary forces during the Civil War, it is still a family home, containing a superb collection of paintings and antiques and open to the public during the summer months.

Our trip has covered hundreds of years of British history. Taken at top speed it may have taken half an hour. Savoured and valued it could have occupied weeks.

For further information contact the Rutland Tourist Information Centre on 01572 724329.



Specifications

Daytona T595

Engine

Type: Liquid cooled, fuel injected, DOHC, in-line three cylinder
Capacity: 955cc
Bore/Stroke: 79 x 65mm
Compression ratio: 11.2:1

Transmission

Primary Drive: Gear
Clutch: Wet, multi plate
Gearbox: Six-speed

Electrics

Ignition: Digital - Inductive type
Headlight: 2 x 12v 60/55w halogen H4

Cycle Parts

Frame: Aluminium alloy
Swinging arm: Aluminium alloy, single sided with eccentric chain adjuster
Wheels: (Front) - Alloy three spoke, 17" x 3.5" (Rear) - Alloy three spoke, 17" x 6.0"
Tyres: (Front) 120/70 ZR 17, (Rear) 190/50 ZR 17.

Suspension: (Front) 45mm forks with dual rate springs adjustable for compression, rebound damping and spring preload, (Rear) Monoshock with adjustable pre-load, rebound damping and compression damping.

Brakes: (Front) - 2 x 320mm floating discs, 2 x four piston calipers, (Rear) - 1 x 220mm disc, single two piston caliper.

Dimensions

Length: 2115 mm
Width: 730 mm
Height: 1170 mm
Seat height: 800 mm
Wheelbase: 1440 mm
Dry weight: 198 kg

Performance (measured to DIN 70020)

Maximum power 130 PS at 10200 rpm
Maximum torque 100 Nm at 8500 rpm
Maximum revs 10700 rpm

Colours

Jet Black
Strontium Yellow

Speed Triple T509

Engine

Type: Liquid cooled, fuel injected, DOHC, in-line three cylinder
Capacity: 885cc
Bore/Stroke: 76 x 65mm
Compression ratio: 11.0:1

Transmission

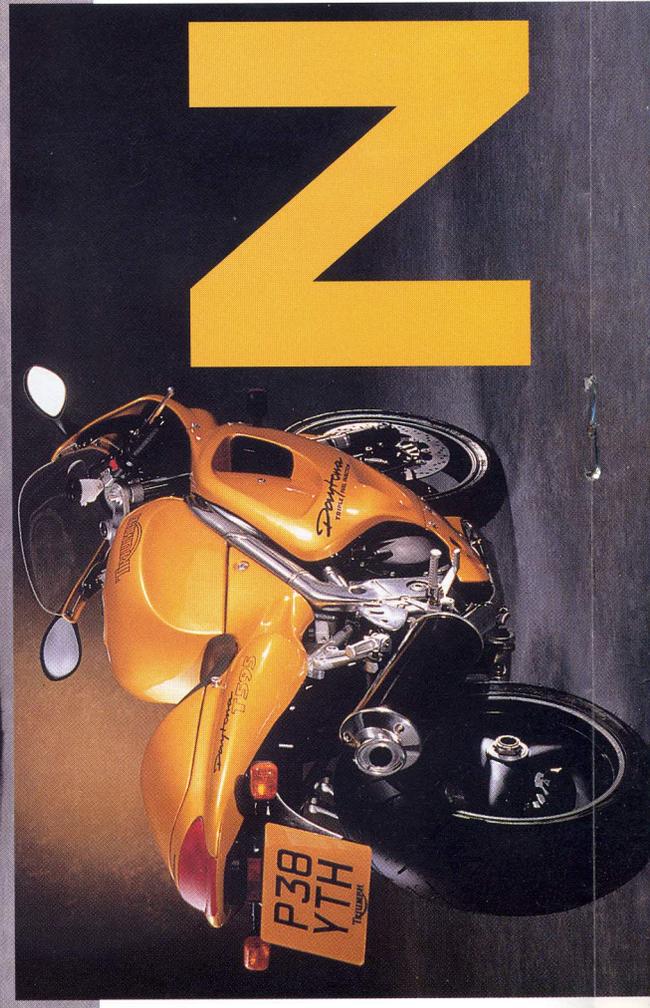
Primary Drive: Gear
Clutch: Wet, multi plate
Gearbox: Six-speed

Electrics

Ignition: Digital - Inductive type
Headlight: 2 x 12v 60/55w halogen H4

Cycle Parts

Frame: Aluminium alloy



generation NEW

These are the first pictures of the machines all Triumph fans have been waiting for. The new Daytona T595 and T509 Speed Triple introduce a new generation of Triumph motorcycles.

Engineered for uncompromising performance and styled to stun, the latest products of the Hinckley factory are poised to launch the British marque towards the next century.

The brief was simple but testing - to better the opposition on specification, performance, reliability and styling while remaining competitive on price. The results speak for themselves.

Fed by electronic fuel injection, the latest versions of Triumph's superb three cylinder engines have been developed in

955cc (Daytona) and 885cc (Speed Triple) versions.

The lightweight aluminium alloy trellis frame, single sided swinging arm chassis is linked to fully adjustable front and rear suspension to ensure the bikes have the handling to match their performance.

Coupled with exquisite aesthetics in both faired and unfaired styles, the latest Triumphs lead the way in sports machine design.

Following opening public appearances at the Cologne and Birmingham shows, the machines will go into full production, with the first Daytona T595 scheduled to go on sale in December, and the first T509 Speed Triples appearing in the shops from January 1997.



Electrics

Ignition: Digital - Inductive type
Headlight: 2 x 12v 60/55w halogen H4

Cycle Parts

Frame: Aluminium alloy
Swinging arm: Aluminium alloy, single sided with eccentric chain adjuster
Wheels: (Front) - Alloy three spoke, 17" x 3.5", (Rear) - Alloy three spoke, 17" x 6.0"
Tyres: (Front) 120/70 ZR 17, (Rear) 190/50 ZR 17.

Suspension: (Front) 45mm forks with dual rate springs adjustable for compression, rebound, damping and spring pre-load, (Rear) - Monoshock with adjustable pre-load, rebound damping and compression damping.
Brakes: (Front) - 2 x 320mm floating discs, 2 x four piston calipers, (Rear) 1 x 220mm disc, single two piston caliper.

Dimensions

Length: 2115 mm
Width: 720 mm
Height: 1230 mm
Seat height: 800 mm
Wheelbase: 1437 mm
Dry weight: 196 kg

Performance (measured to DIN 70020)

Maximum power 108 PS at 9100 rpm
Maximum torque 85 Nm at 7500 rpm
Maximum revs 9700 rpm

Colours

Jet Black
Lucifer Orange

Triple delight

The Trident name has been a part of Triumph's heritage for a quarter of a century. Roland Brown borrowed a superb 1975 version to get a taste of a classic British seventies superbike. Pictures by Jack Burnicle.



THE sun was shining, the Trident was running perfectly and I was slightly late taking it back to its owner - the perfect excuse for a last, fast ride.

When a gap appeared in the traffic I glanced over my shoulder, flicked down a gear and accelerated into the outside lane of the dual carriageway. This was the final opportunity for the big Triumph to show its class, and it did not disappoint.

With the throttle wound back the Trident pulled hard, its engine feeling stronger and stronger as the revs rose. I changed into top gear at an indicated 100mph and the tacho needle dropped back to 6000rpm, the bike still accelerating gently as I crouched over the broad petrol tank.

When I backed off for a series of sweeping curves the Triumph remained effortlessly stable, banking to left and right with confidence inspiring solidity. On the following straight it held an indicated 90mph with ease, exhaust note lost to the wind, plenty of power in hand, the unfaired machine's narrow, almost flat handlebars giving a good riding position for high speed cruising.

This was genuine superbike performance from a machine which, until the arrival of the Hinckley built Triumphs, represented the pinnacle of mass produced British motorcycling.

The T160 was launched in 1975 in a desperate attempt to make the

Trident model a success, following disappointing sales of the original T150 version. Completely restyled and with over 200 mechanical modifications, the T160 was the bike that belatedly dragged Triumph into the modern era.

The revamped Trident could hardly have been introduced at a more difficult time for Norton Villiers Triumph, the group that owned the BSA and Norton marques as well as Triumph.

By the mid seventies, Britain's once great motorcycle industry was in deep financial trouble. In 1974, NVT made a loss of several million pounds. In the same year the workers at Triumph's Meriden factory had begun a sit-in to protest about threatened massive job cuts.

In those circumstances, the T160, which was built not at Meriden, but at the BSA factory in Small Heath, Birmingham, was a surprisingly good bike.

Its aircooled, 740cc pushrod engine was basically that of the T150 triple that had been launched in 1969, incorporating a number of modifications. The most important was arguably the addition of an electric starter - one of the modern features that had helped Honda's CB750 to outsell the T150 by a huge margin during the previous six years.

Other engine changes included improved oil circulation, the switch to a left foot gearchange (the triple's gearbox had been uprated from four to five speed two years earlier), slightly lower final gearing, some alterations to a car style single plate clutch and an increase in compression ratio from 8.25:1 to 9.5:1.

The exhaust system was also new, with four downpipes and twin Norton style silencers, but the triple's peak output was an unchanged 58bhp at 7250rpm.

Unlike the vertical T150 motor, but like that of BSA's similar Rocket 3, the T160's engine was angled forward in a new steel frame, the layout of which owed much to Triumph's works production racers including the legendary 'Slippery Sam'.

The twin lower frame tubes were raised for improved ground clearance, the engine sat higher and further forward and the swingarm was lengthened. The front forks were slightly steeper and shorter than before, and now pivoted on taper roller steering head bearings.

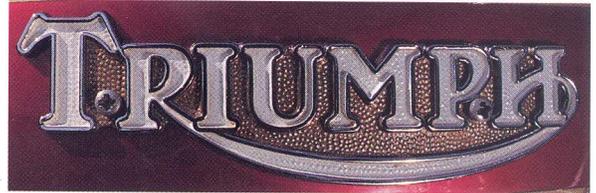
Arguably the new Trident's most important feature was its styling, which replaced the T150s angular fuel tank with a wide, rounded 22 litre tank, finished in either red with white flashes or alternatively white with yellow on the slightly smaller export version.

Along with the slanted engine, new chromed front mudguard, side panels, seat and exhaust system, the tank helped give the T160 a totally different and very handsome appearance.

That is certainly true of this immaculate machine, owned and

restored by Brian Strickland of Radcliffe, near Manchester.

Brian is a former CCM, Armstrong and Cotton engineer, who also previously earned a living building brand new C-Type and D-Type Jaguar cars. He bought a 12,000 mile Trident from America as a box of bits, after it



had been stripped for a rebuild that never happened.

"The owner had given it to a restorer who'd drunk the initial payment away then asked for more," Strickland recalls. "The owner refused to pay and took the bike back, but he wasn't ever going to reassemble it."

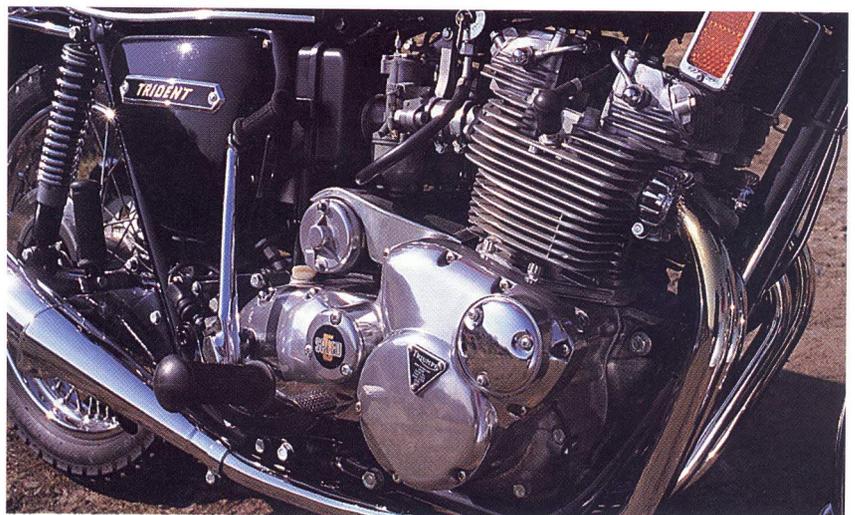
"It would have been lost if I hadn't bought it, because in that condition it wasn't really worth restoring."

Amazingly, the only missing part turned out to be a small shim in the gearbox. Several thousand pounds and several hundred hours' work later, the Trident is in UK spec (with lower bars, the bigger tank and only the reflectors on its oil cooler hinting at its American origins) and looks cleaner than when it left the factory.

My first impression after climbing

"Arguably the new Trident's most important feature was its styling...."

The T160's designers followed BSA Rocket 3 practice by angling the engine forward.



aboard was that the Trident felt fairly low, but decidedly heavy. At 228kg dry, it weighs 18kg more than the T150 and more than most modern superbikes, and much of that weight is carried high.

The riding position is typical of a European bike of the 70s, pulling the rider forward to the narrow, slightly raised bars with their squidgy Triumph grips. The panel of four warning lights between speedo and tacho looks unexceptional, but this is the first time the Trident had featured a neutral light.

Normally you'd hit the button to start the engine, but one of the few

non-standard components of Brian's bike is a smaller battery (the only other departure from standard is his use of a modern O-ring chain), so he generally uses the kick starter.

Best bet is to tickle the outer two 27mm Amal carbs, then give a gentle dab on the lever to send the triple burbling into life with a fairly muted but wonderfully distinctive burbling three cylinder sound from its pipes.

Unlike some bikes, the T160 didn't seem to shed much of its weight once underway, and felt rather ponderous at slow speeds.

In town it was well balanced enough, the supple suspension and

snatch-free transmission allowing easy manoeuvring through traffic. But on twisty country roads the Triumph's combination of narrow handlebars,

laid back 28 degree steering angle (one degree steeper than the T150) and high centre of gravity demanded a very forceful riding style and didn't exactly encourage enthusiastic cornering.

Provided it was given a firm hand at the bars, though, the Trident always obeyed the rider's instructions and the same was even more true at the higher speeds to which the triple was better suited.

For a 21 year old bike the suspension was excellent, soaking up most bumps and allowing the Triumph to sweep serenely through fast main road curves that would have put many contemporary rivals into a wobble.

The T160's other cycle parts played their parts well too. The pair of 19 inch Dunlop TT100s showed their age by having identical 4.10 widths, but they gripped well enough to make good use of the Trident's much improved ground clearance. And although the front brake was only a single 254mm disc, this bike's soft compound pads, aided by the similar rear disc, slowed the heavy bike reasonably well.

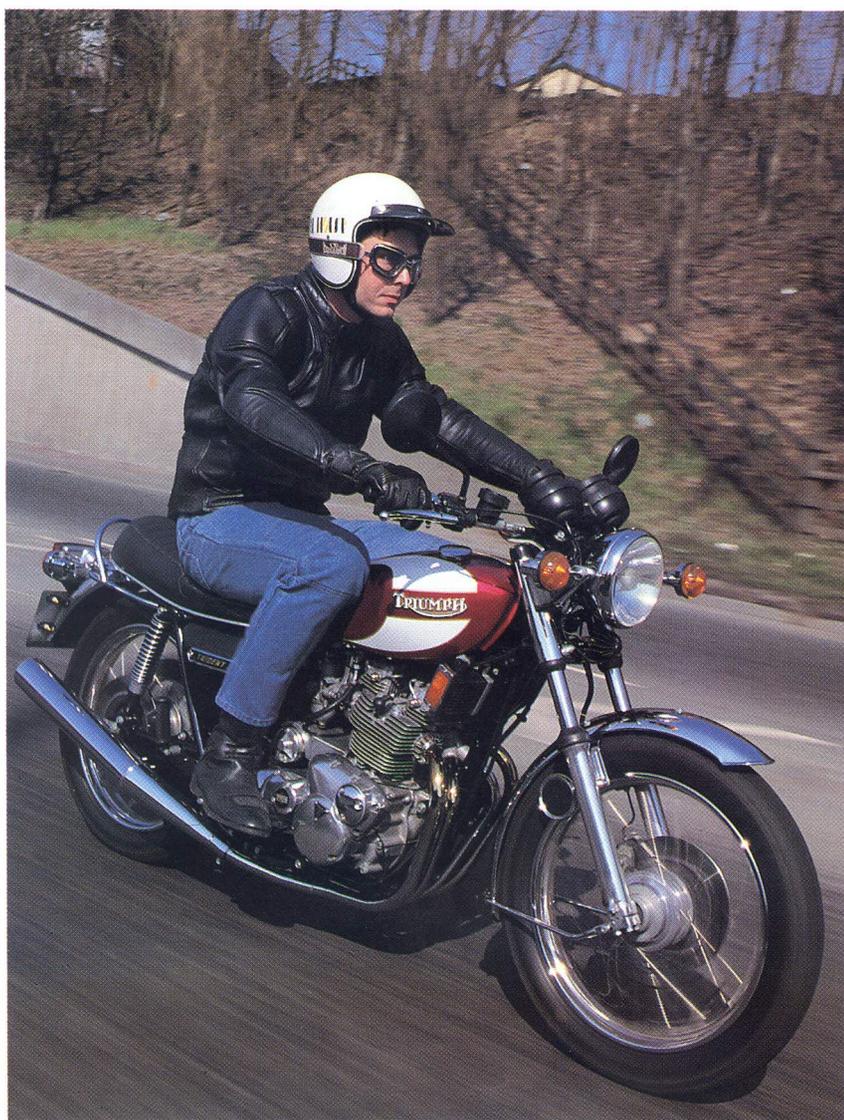
If the T160's high speed handling was impressive, it was the three cylinder engine that gave the Trident its soul.

The triple motor couldn't match the torque, relaxed low rev feel of Triumph's parallel twins, although it ran happily and reasonably smoothly at speeds as low as 2000rpm. The bike would pull crisply, if not particularly urgently, from below 30mph in top gear, but responded much more enthusiastically if you made good use of the gearbox and kept the revs towards the 8000rpm limit.

Revved hard the Trident was a thrilling bike to ride, its top end

"Normally you'd hit the button to start the engine...."

Period style for a true seventies superbike.



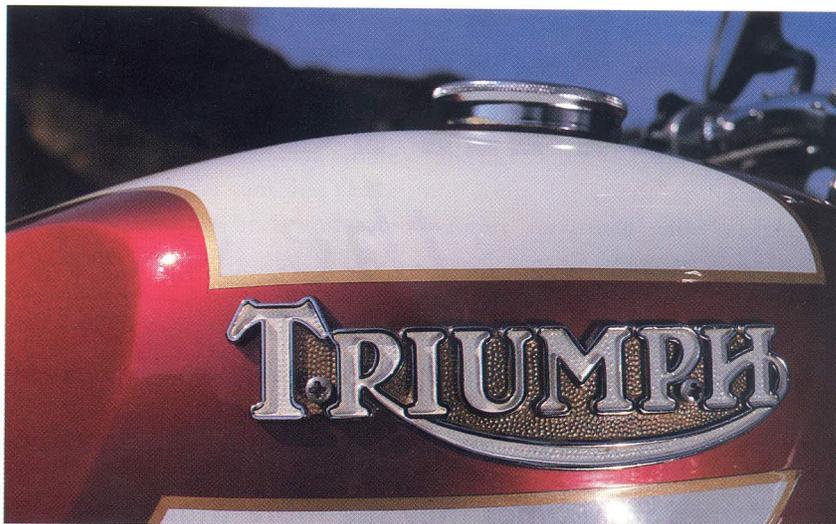
acceleration matching most bikes on the road in 1975. The 120 degree engine was by no means completely smooth, buzzing enough to tingle my feet through the pegs, but it had a lovely rev happy feel that encouraged you to keep it spinning.

And although its 58bhp maximum seems moderate now, the Triumph was, and still is, capable of covering large distances at speeds well in excess of the legal limit.

Back in '75 *Bike* magazine was disappointed at the thirsty Trident's 36mpg fuel consumption, but impressed by the 126mph one way top speed they recorded, with the tacho needle buried in the red in top gear.

Sadly the British bike was not as competitive as it seemed. Several years later it was discovered that the test bike's motor had been stripped and blueprinted by Triumph's experimental department in a desperate attempt to keep up with the Japanese opposition.

Such tactics were not enough to make the Trident a success, partly due to Triumph's mounting financial problems, which affected quality



control, resulting in some unreliability.

The T160's price was high too. At £1215 it cost over £200 more than Honda's CB750. Despite that, about 7000 were built and sold in 1975, but by the end of that year NVT was in receivership, the Small Heath factory was about to be closed and the only Triumphs still in production were the Bonneville twins being built by the Meriden workers' co-operative.

The Co-op struggled on for several more years before finally closing, but it could be argued that the last hope for

the old British motorcycle industry really disappeared when the Trident was abandoned.

Over a decade later, of course, the new Triumph company was reborn with a completely fresh range. It was fitting that John Bloor's firm should name its unfaired three cylinder roadster the Trident, after the original Triumph firm's best, and arguably only, true superbike.

Handsome beast. Around 7000 T160s were built and sold in 1975.



Behind *the scenes*

Triumph's Hinckley factory is a superb shop window for the company's products. Every week over 300 people get the chance to take a look behind the scenes. Sometimes they see more than they bargained for ...



TRIOUMPH are proud of their factory. So proud that every day they throw the doors of the hi tech Hinckley facility open to the public.

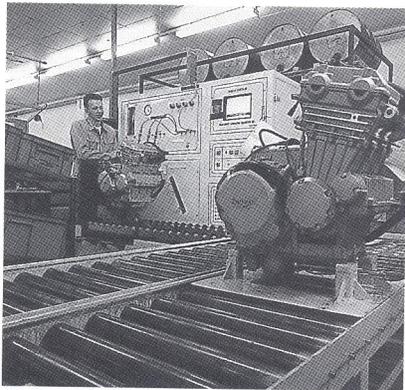
On most working days, two parties of up to 20 people are taken behind the scenes to see how the company makes motorcycles.

It's a tour that follows the manufacturing process from the arrival of raw materials and components, through the machining, painting and finishing shops to the state of the art assembly line.

The final piece of the jigsaw fits into place when the visitors witness a

machine fresh off the production track being started up, ridden into the rolling road test booth and taken through the gears to the equivalent of 78mph.

It's a process that takes place up to 70 times a day during a normal shift, but it never fails to impress.



All engines are tested before they are fitted in a chassis.

"The best part of the tours is seeing peoples' faces light up as we go around," says full time tour guide Robert Brown. "It's like Christmas. Some visitors arrive with a very sceptical outlook, thinking that we just assemble bits and pieces and when they see the range of the operations we handle in-house they are stunned.

"It's hard to comprehend the complexity of the production process without seeing it first hand, so people tend to take it for granted. Seeing what is entailed in turning a bike from raw steel to a working machine soon changes all that."

Rob joined the company in October 1994. Since then he estimates he has led around 750 tours. With around 20 people on each tour, that would mean he's shown the workings of Triumph to about 15,000 visitors - if it wasn't for the fact that some people come back time and time again to repeat the experience.

"One guy in particular has been about eight times and plenty have been back two or three times," says Rob. "That's not as odd as it may seem. The factory has seen some big changes even since I came and they are still going on. Sometimes I take a party round and there's a new machine tool in place that wasn't there the day before.

"Preparations for production of the 1997 models in particular has meant some major changes in recent months

and it's been fun trying to change my explanations to fit in with them.

"The basic route and script remain the same, but I have to be flexible. I check out the production plan with the various section leaders and adapt the route to make sure we visit certain areas of the factory when something interesting is happening.

"It can be tricky when there are new or experimental items being worked on, but the truth is that there is so much going on and most

visitors aren't used to seeing the components in their raw form, so they don't realise what they are seeing.

"Even so, I remember taking a group of dealers round just before Christmas and walking into the powder coating room just as a prototype frame from a new 1997 model was being processed!

"At least it helps me to keep things

fresh and exciting for our visitors. I never forget that for most people this is their first visit to our factory and that it is an important occasion for both them and us."

After a preliminary briefing, all visitors are issued with headphones which enable them to hear Rob's comments above the noise of the busy factory.

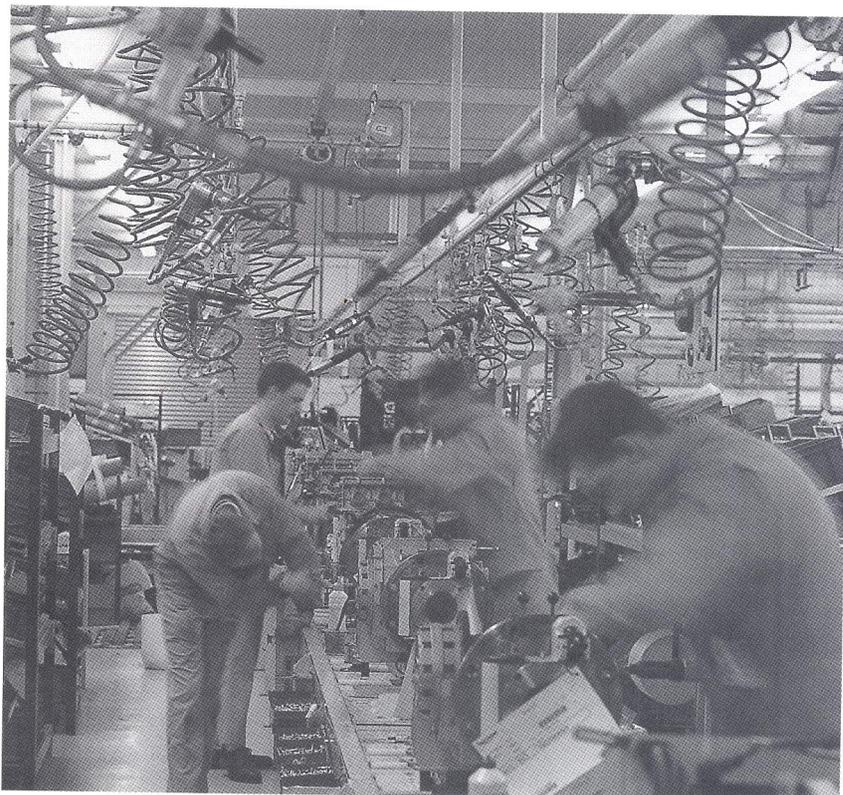
Then it's out into the factory and the chance to see everything from goods inwards, to the machine shop, paint and chrome shops and assembly line AND engine number 0000001 - the first ever produced at the Hinckley factory.

A question and answer session rounds off the tour, which will have taken around two hours and said more about Triumph and the company's products than a brochure could ever have done.

Places on factory tours can be booked through UK dealers or through the national distributor for overseas customers.

The assembly line produces a motorcycle every seven minutes.

"...it can be tricky when there are new or experimental items..."



Deals on wheels

Under cover

RAT members will be eligible for cheaper insurance through the recently relaunched 'TriumphCare' motorcycle insurance scheme exclusively managed by Fernet Insurance Brokers Ltd.

Typically ten per cent under the standard scheme premium levels, the RAT package can also be extended to cover other risks including car, home, travel and personal requirements.

Eligibility for the scheme depends on personal circumstances, but it is generally available for members aged between 25 and 69 years who have held a full motorcycle driving licence for at least two years.

Further benefits include no claims discount up to 45 per cent for five years; discount for fitted security devices; FREE European green card and bail bond cover; FREE cover for fitted accessories; optional low mileage discounts; discounts for older Hinckley models; FREE legal protection and uninsured loss recovery service underwritten by Lloyds of London; approved repairer scheme; computerised quotation and policy document issue.

Fernet have links with a full range of insurers, which means they can still obtain good premiums and cover levels for RAT members who do not qualify for the 'TriumphCare' scheme. Such members can then transfer to the Triumph scheme once they become eligible.

For further information, details and a quotation, call Fernet on 01708 768613.

European fare cuts

P&O 
European Ferries

BIG fare cuts on English Channel crossings are being offered to RAT members by P&O European Ferries.

The arrangement includes a whopping 30 per cent discount on all fares published in the company's Car Ferry Guide brochure, plus a series of special RAT introductory offers.

These include a two day return fare of just £39 for a motorcycle and two people using the Dover to Calais service increasing to £45 for a four day return ticket and £69 for an eight day pass. Ideal for a trip to the Cologne Show to get a first look the new

1997 Triumphs.

A special price of £35 return for up to two people and a motorcycle has also been set up for members using the P&O Dover-Calais route to join the RAT Beaujolais Run between November 19 and 22.

To book, call P&O on 0990 980980 quoting the RAT account reference number 50531.

Try the magic of Man

THOUSANDS of motorcyclists visit the Isle of Man during the weeks hosting the world famous TT and Manx Grand Prix races, but the charms of this unique island in the Irish Sea are perhaps best discovered when the roads aren't swamped by these annual gatherings.

The island's blend of beaches, stunning countryside and normally quiet country roads attracts holidaymakers throughout the summer months, but motorcyclists continue to concentrate on those few packed weeks.

To encourage RAT members to try a taste of Man outside the peak times, the Isle of Man Steam Packet ferry company are offering us a ten per cent reduction on both ferry crossings and inclusive holiday packages for all periods outside the TT and Grand Prix weeks.

Members can book their trip or get hold of a 'Magic Holidays' brochure by telephoning the Steam Packet Company direct on 01624 645645 (adding the 44 prefix if phoning from outside the UK), or faxing 01624 645609.

Quote the name of the club and your membership number to obtain the preferential rate.

Priority rates from General Guarantee

FANCY a new car? Or maybe the house needs sprucing up or your business needs some new equipment. Whatever your plans, membership of RAT can now make them easier - and cheaper - to realise.

Under a special deal negotiated with UK finance company General Guarantee, RAT members can now access priority finance rates for a whole range of purposes, in addition to the competitive motorcycle and accessory finance packages already provided for Triumph customers by General Guarantee.

With a range of services including hire purchase, leasing, contract hire and loan facilities, General Guarantee can support almost any plans, including car purchase,

home improvements and business needs.

While preferring a minimum ten per cent deposit and a maximum repayment period of 48 months, National Motorcycle Finance Manager Cliff Brewer says the company has a flexible approach and are anxious to give their customers a fair deal.

Established in 1955, General Guarantee is one of Britain's largest independent financial companies and is part of Great Universal Stores Plc, whose net assets exceed £3.5 billion.

Members wishing to discuss the available finance deals in more detail should contact Cliff Brewer direct on 01908 696001. He would be happy to tailor a package to suit your needs.

A jolly good read

MAJOR UK bike magazine publishers MEMAP Nationals are offering RAT members discount subscription rates on their top motorcycle titles.

Keen readers can take out one year subscriptions to 'RiDE!', 'Bike' and 'Performance Bikes' magazines for 20 per cent less than the normal annual UK rate - that even beats the price offered in the magazines themselves!

Orders can be placed by calling 01858 435337. Quote set-up code NA25/A23 for 'Bike' (subscription cost £25); NO36/O1L for 'RiDe' (£23); NH2i/H26 for 'Performance Bikes' (£23).

Triumph hire



TWO British Triumph dealers are offering special rates on motorcycle hire to RAT members.

Market Motorcycles of Tring and Fowlers of Bristol both offer short or long term hire of Triumph motorcycles and will cut five per cent from the published brochure prices for RAT members when they quote their membership number.

The hire fleet includes Trophy, Sprint and Trident models, with hire periods ranging from a single day to weeks or months, making the arrangement suitable for all needs from temporary vehicle replacement to holiday use.

Full details from Market Motorcycles on 01442 822599 or Fowlers on 01179 770466.

Greek breaks

TOURING sun soaked Greece on a Triumph motorcycle is a dream for many riders. Membership of RAT can cut the cost of making that dream a reality.

Triumph Greece organise guided tours of their country with riders having the choice of hiring a Triumph or providing their own and they will give RAT members a five per cent discount on their published prices.

Scheduled dates for 1997 run from



March to November (there are no dates in August), with tours running from Sunday to Saturday. Special arrangements can be made for groups of five riders or more.

The package includes guidance on riding in Greece, six nights double room accommodation in first or second class



hotels, breakfasts, a first night welcome dinner, personal life insurance, road book, and a farewell party. Each group is led by a tour captain.

Full details of availability and prices can be obtained from Marilena Digeni at Triumph Greece. Telephone 301 925 5917, fax 301 925 5918.



The high life

WORLD famous Hilton hotels are offering RAT members discounts of up to 50 per cent on weekend breaks in the UK and mainland Europe.

Members can choose from 41 UK and 34 European hotels, with the special rates available for two people sharing a twin or double room for at least two consecutive nights - one of which must be a Saturday.

Discounts in the UK will be for up to 50 per cent off the standard room rate, with a saving of up to 30 per cent off the standard room rate available for European hotels. Accommodation at these rates is subject to availability.

Full details, brochures and information on the hotels, their facilities and surrounding areas can be obtained from Hilton Worldwide Reservations on 0800 856 8000 from the UK or (44) 1923 250222 from outside the UK.

Quote Ref S35 when booking UK accommodation or Ref EW for European breaks.

Get away this winter

CAMPING enthusiasts wanting to escape the worst rigours of the European winter with a trip to southern Spain can take advantage of special rates offered to RAT members by specialist Select Site Reservations.

Fourteen nights at the Los Gallardos site in Almeria between November 1 and April 30 will cost RAT members just £360 for two people and a motorcycle, including a return ferry crossing from Portsmouth to Bilbao with cabin accommodation each way.

If you can't manage two weeks' holiday, a seven night package will cost just £311.

Select Site Reservations are also working on a range of special packages for RAT members for next summer.

Already in place is a camping holiday at the Whitebridge Caravan Park, Killarney, Eire. Prices for two people and a motorcycle are £153 for a seven night stay between March 15 - July 17 and August 29 - October 31, with the rate rising to £169 between July 18 and August 28. The cost includes the return ferry crossing between Pembroke and Rosslare.

Members should provide their own tents and camping equipment for all holidays.

Additional offers will be featured in future editions of Torque, including holidays based at on-site mobile homes.



In Brief ...

Company: Fernet Insurance Brokers Ltd
Product: Motorcycle and general insurance
Offer: 10% discount on 'TriumphCare' cover, special arrangements on other cover
Contact: Fernet on 01708 768613

Company: P&O European Ferries
Product: Cross Channel ferry crossings
Offer: 30% discount plus special offers
Contact: 0990 980980 quoting ref: 50531

Company: Isle of Man Steam Packet Company
Product: Ferry crossings and holidays
Offer: 10% discount
Contact: Phone 01624 645645

Company: General Guarantee
Product: Finance
Offer: Priority rates
Contact: Cliff Brewer on 01908 696001

Company: EMAP National Publications
Product: 'Bike', 'Performance Bikes' and 'RiDE' magazines
Offer: 20% discount on subscription rates
Contact: 01858 435337 quoting reference NA25/A23 for 'Bike', NO36/01L for 'RiDE' or NH2i/H26 for 'Performance Bikes'.

Company: Market Motorcycles / Fowlers of Bristol
Product: Triumph motorcycle hire
Offer: 5% reduction on published rates
Contact: Market Motorcycles on 01442 822599, Fowlers on 01179 770466.

Company: Triumph Hellas
Product: Greek touring holidays, including Triumph hire if required
Offer: 5% reduction on published rates
Contact: Triumph Hellas on 301 925 5917 (phone) or 301 925 5918 (fax).

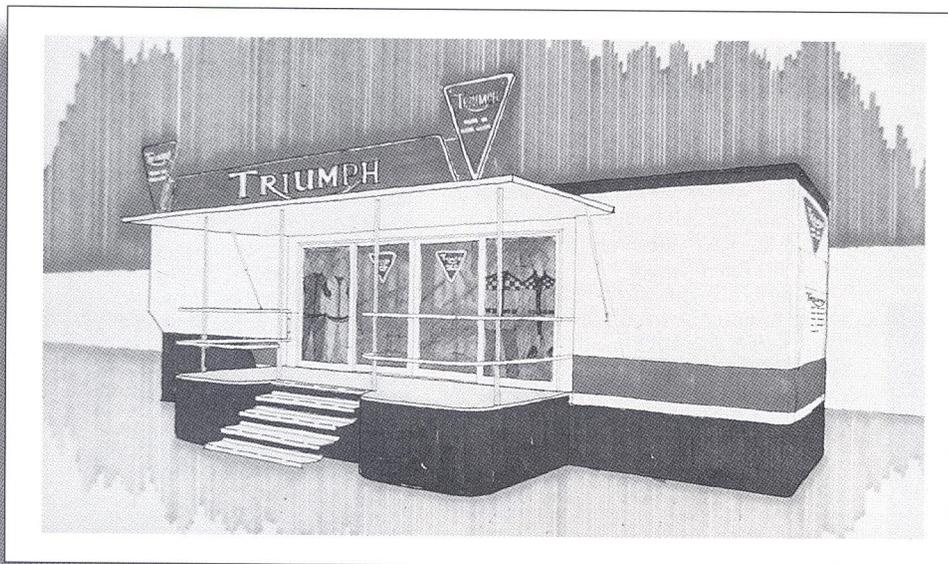
Company: Hilton Hotels
Product: Hotel accommodation
Offer: 30-50% reduction on UK and European weekend break rates
Contact: Hilton Hotels on 0800 856 8000 from the UK, (44) 1923 250222 outside the UK quoting Ref: S35 for UK reservations or Ref: EW for European bookings.

Company: Select Site Reservations
Product: Camping and mobile home holidays
Offer: Special packages for RAT members
Contact: Select Site Reservations, Travel House, 34 Brecon Road, Abergavenny, Gwent. Telephone 01873 859876, fax 01873 859544.

Editor's

Triumph ROAD on the

NOTEBOOK



RACE fans at this year's British Grand Prix were unsuspecting witnesses to a debut appearance. Mick Doohan's shaven head may have surprised people more than his 500cc GP win, but the presence of Triumph's new promotional roadshow was a real world first.

Containing displays of machines, Triple Connection clothing and genuine Triumph accessories, the 60 foot trailer and cab attracted hundreds of visitors to its site overlooking the Starkey's section of the circuit

One of a pair of units built to cater for British and German events, the trailer was the result of months of joint planning by Triumph and

specialist coachbuilders Torton Bodies.

"The concept was to extend the success of our factory tour programme by taking a piece of the factory to the public," explained UK sales and marketing manager Bruno Tagliaferri, who was involved in the project from the outset.

"The brief was to design a mobile trailer that promoted our image and values, was highly visible and built to the highest standards. We wanted it to accommodate display machines, clothing and accessories as well as allowing us the opportunity to talk to the public about the factory.

"We had previously operated

external exhibitions and promotions from a series of ad hoc facilities, but we decided that setting up our own mobile unit would give us a more coherent way of doing things.

"It had to have impact and be big, but at the same time we were mindful of the restrictions in space at exhibition centres, shows and dealers' premises. We don't see it as a mobile exhibition unit - it is a roadshow."

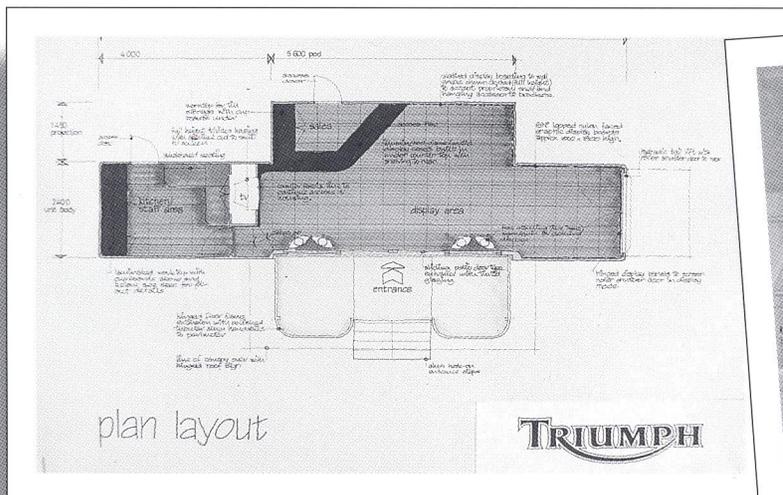
Other companies' units were also studied. Some,

such as a three floor Land Rover unit which takes two days to set up, were too complicated, others provided an office style environment of closed meeting rooms but were judged to be too restrictive.

To ensure the unit was open and inviting to visitors it was therefore decided to use an open plan format with two sets of stairs for access.

With the concept agreed, it was then down to the serious business of designing the trailer itself.

Three companies were asked to develop proposals based on Triumph's specifications, each visiting dealers and attending discussion sessions before presenting their



proposals and costings.

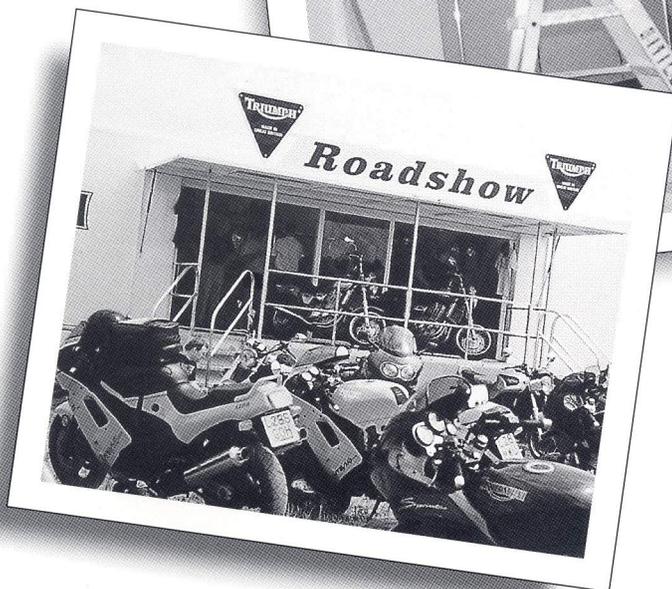
After three months' preparatory work, the construction contract was awarded to Telford based Torton Bodies in January 1996. Then came a long process of evolution, with Triumph project manager Andrew Fearnie liaising constantly with Torton to develop the units from the drawing board through blueprint to final build stages.

"It was a long and painstaking process - especially as we

decided to build two units and base one in Germany - but the result is that we got exactly what we wanted," says Mr Tagliaferri.

Triumph customer service specialists

Chris Willis and Gary McDonnell will look after the British unit's day-to-day operations, with



bookings for the remainder of 1996 and much of 1997 already tied up.

"We wanted a vehicle that would help us increase awareness of the company and its products amongst a wider public and we think the units will do that job for us," added Mr Tagliaferri.



If convention is not your cup of tea, then you may well find a new partner in the Triumph Adventurer. A 900cc triple, this distinctive machine wears its soul on the outside.

The American influence is self evident, nothing is conventional on this Triumph. High rise bars, single seat, megaphone exhaust and ducktail rear mudguard create an uncompromising appearance highlighted by colour schemes originated by Triumph in the early 60's.

The detail and quality of this bike deserves a closer look. An evocative tank badge, tail lamp, side panel badge and tank knee pads are just some of the finer points that make this street cruiser a genuine Triumph.

A full range of factory accessories mean it can stay a genuine Triumph too, however far you want to take it.