

MILAN 2013

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**PAUL STROUD**

**Director – Sales and Marketing**



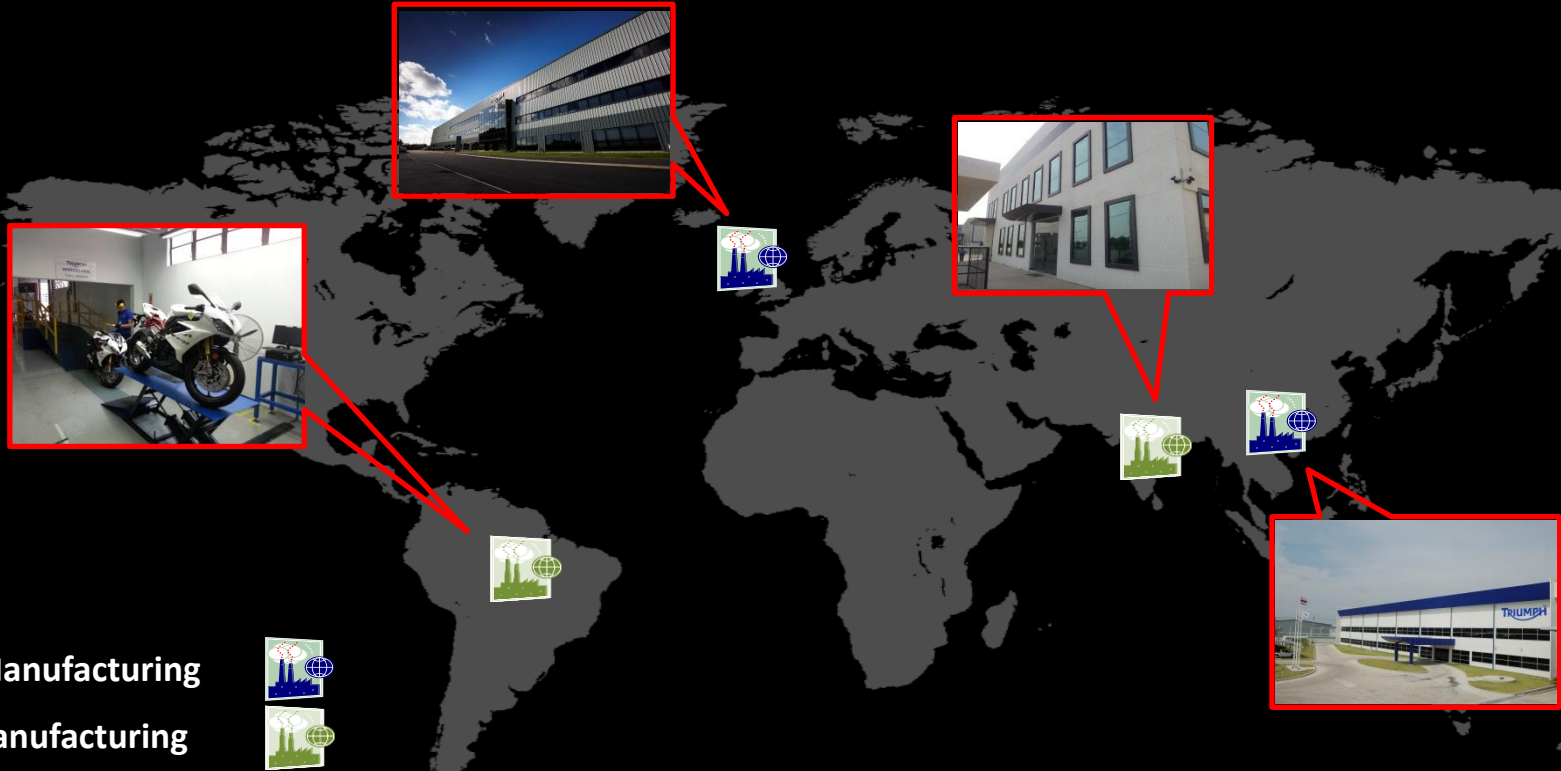


**TRIUMPH'S SALES GROWTH**

**NEW MODELS FOR 2014**

**FUTURE DEVELOPMENTS**

# TRIUMPH'S GLOBAL PRODUCTION FACILITIES



5 OEM Manufacturing

2 CKD Manufacturing



# NEW MARKETS LAUNCHED IN LAST 12 MONTHS



## Street Triple

- MCN: Best Naked Middleweight
- Duas Rodas: Naked Bike of the Year
- Motorcyclist JP: Best Middle range

## Daytona

- MCN: Best Middleweight Sportsbike
- PS: 1st Sportsbike below 750cc
- Rapid Bikes: Supersport Shootout Winner
- Moto et Motards: Hypertest – Supersports winner



Street Triple

+40%



Daytona

+15%

Sales Growth YoY



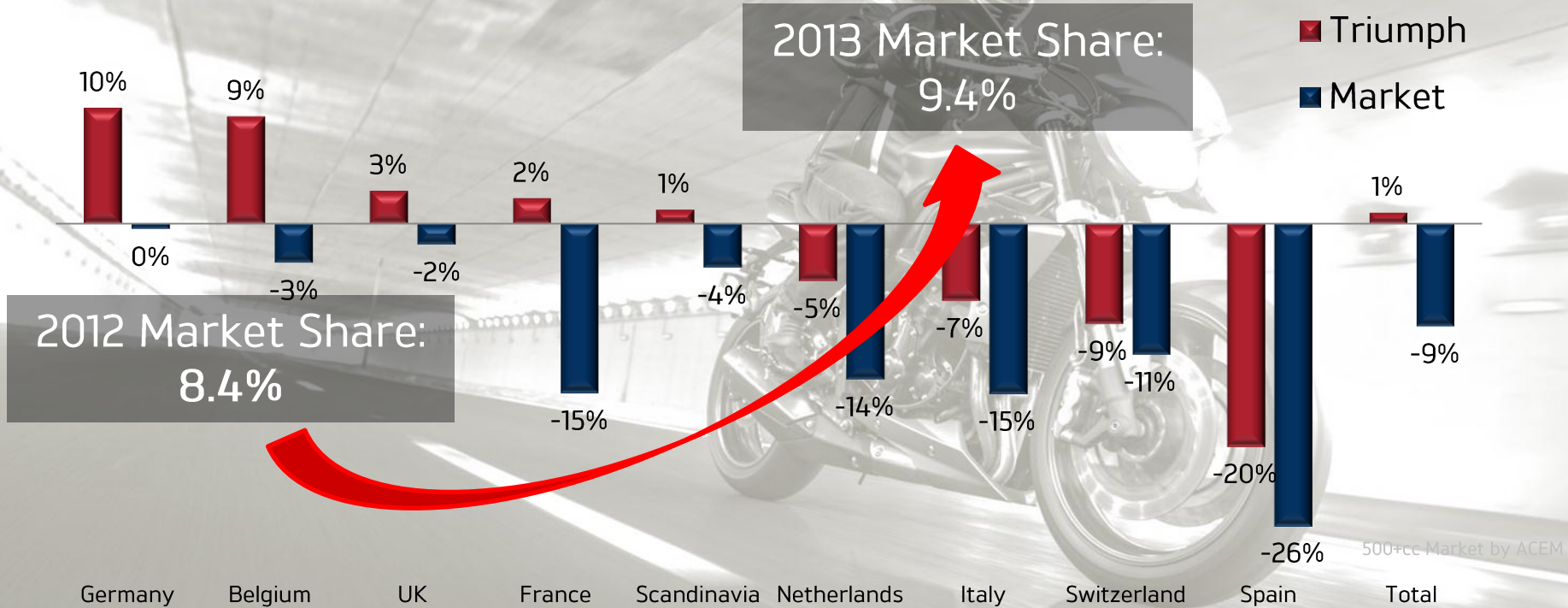
# TRIUMPH SALES

+6%

September YTD



# TRIUMPH EU SALES PERFORMANCE



# UK SALES PERFORMANCE



#1 Brand

20.3% Market Share

# NORTH AMERICAN SALES PERFORMANCE



# NORTH AMERICAN SALES PERFORMANCE

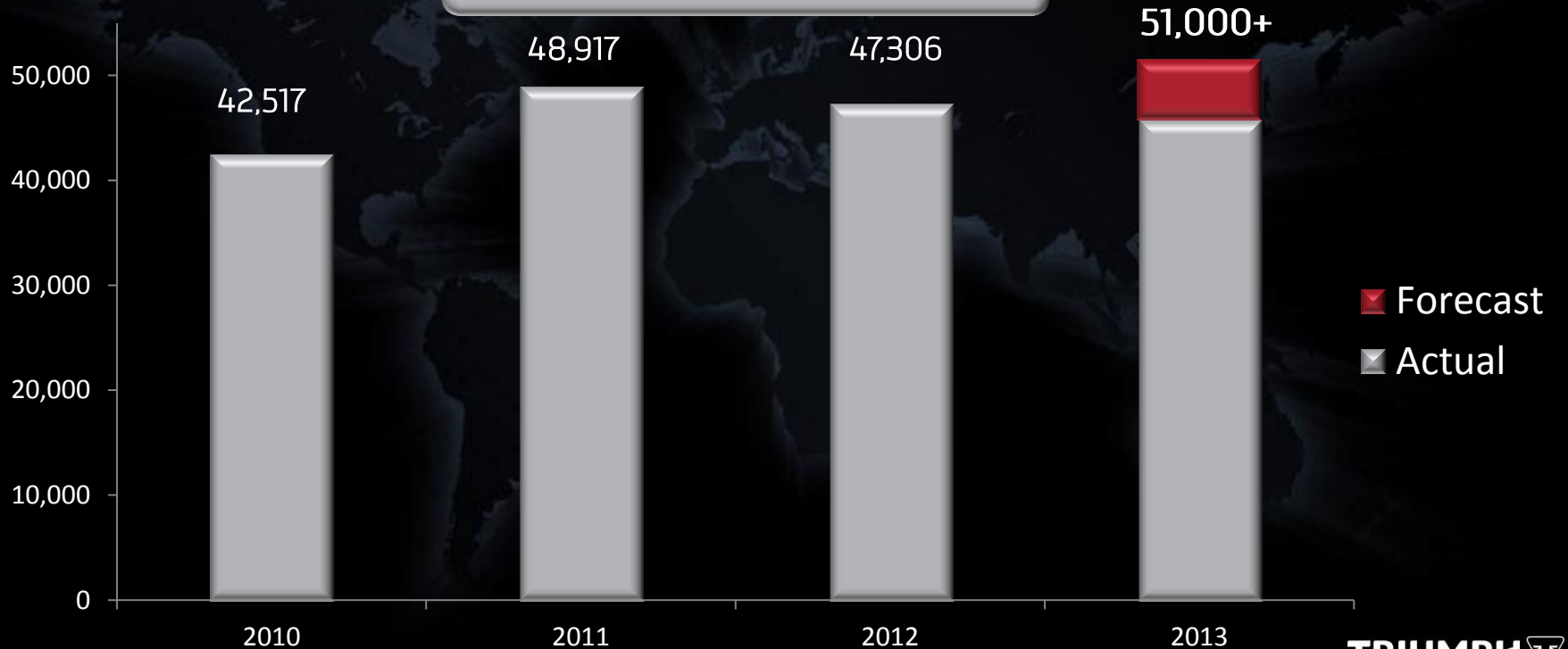


# BRAZILIAN SALES PERFORMANCE



# TRIUMPH'S GLOBAL SALES PERFORMANCE

+20% since 2010



# SIMON WARBURTON

## Product Manager













TRIUMPH 

# SCRAMBLER



TRIUMPH 

T100 BLACK





TRIUMPH 

# SPEEDMASTER



AMERICA





AMERICA LT



TRIUMPH 

# TIGER 800XC SE

Adventure family now  
represents 30% of our  
total sales



# THUNDERBIRD



# THUNDERBIRD COMMANDER



TRIUMPH 

# THUNDERBIRD LT



TRIUMPH

## ENGINE

- Biggest parallel twin in the world – 1700cc
- 151 Nm torque at 3550 rpm
- Improved sound quality

# CHASSIS

- New frame, suspension and wheels
- Neutral, precise handling

## SEAT COMFORT

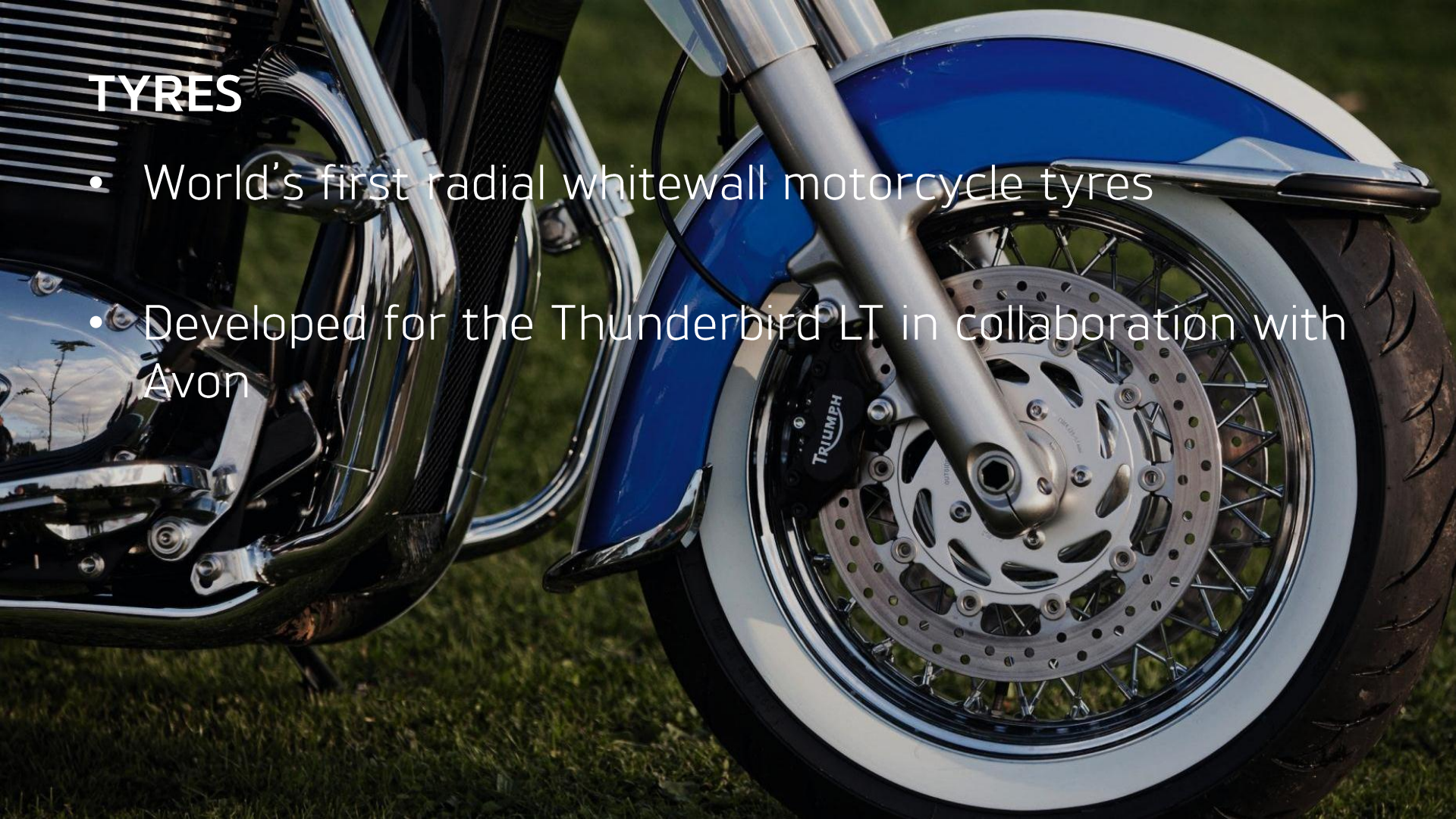
- Dual layer construction
- Differentiated foam densities
- Separate lumbar support





## TYRES

- World's first radial whitewall motorcycle tyres
- Developed for the Thunderbird LT in collaboration with Avon

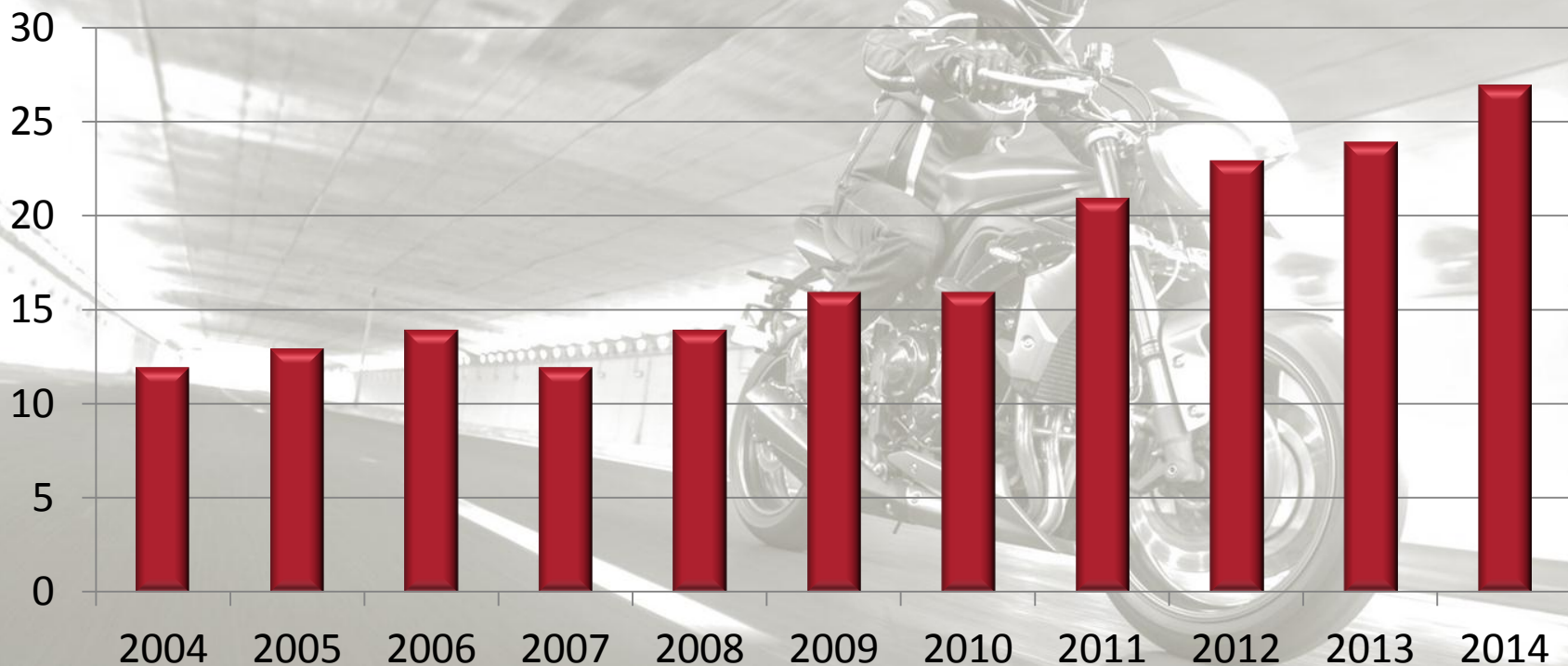


# THUNDERBIRD COMMANDER





# TRIUMPH RANGE GROWTH



PAUL STROUD





**THE FUTURE...**

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**51,000+ SALES**

**54 COUNTRIES**

# TRIUMPH'S FUTURE INVESTMENT GROWTH

+50%



Manufacturing



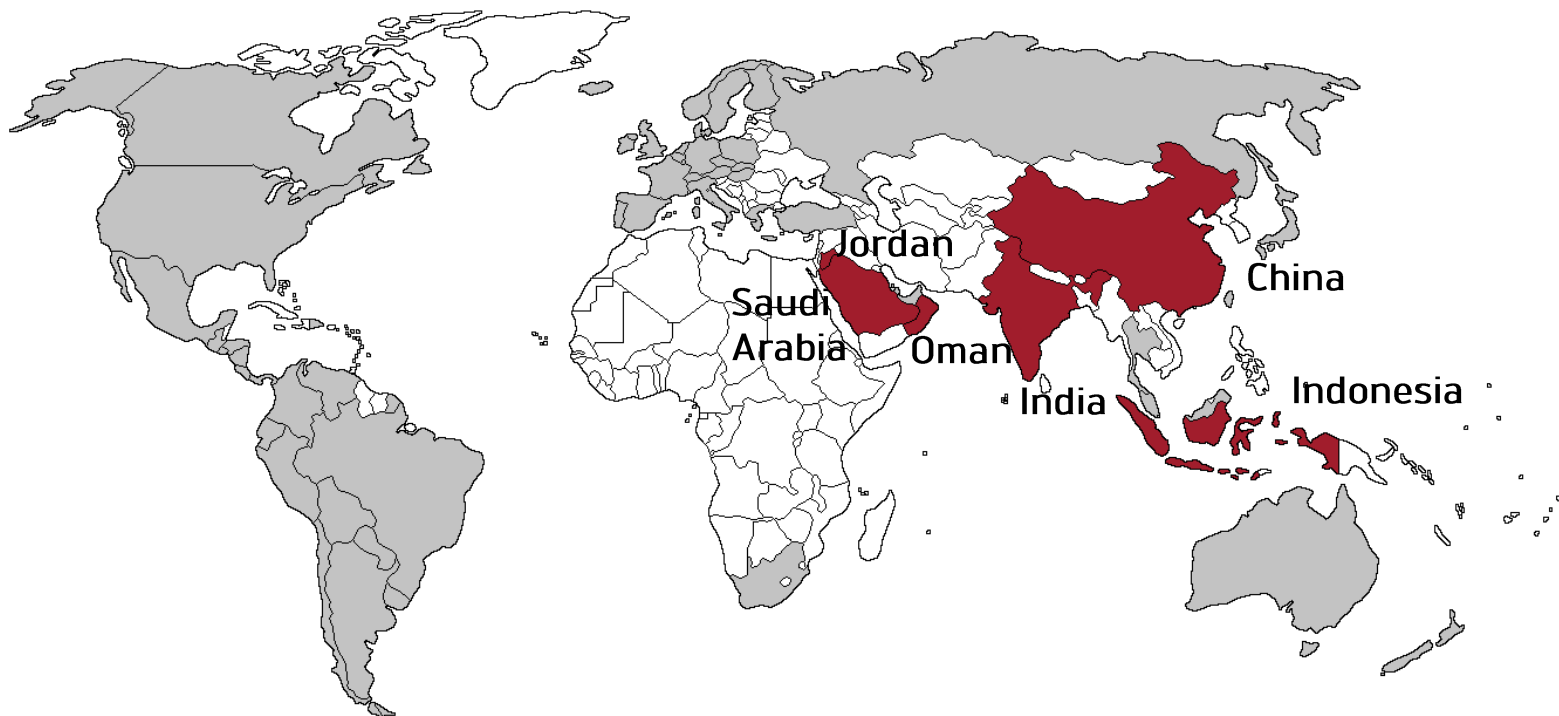
+25%



New Products



# FURTHER INTERNATIONAL EXPANSION





**INDIA LAUNCH**

**28<sup>TH</sup> NOVEMBER 2013**



**INDONESIA LAUNCH**

**APRIL 2014**

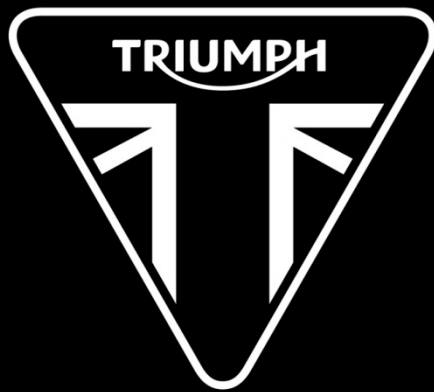
# TRIUMPH'S NEW 250



TRIUMPH 

# THE FUTURE

- More new products
- Entering new market segments
- Entering new markets
- Expanding the production base



**FOR THE RIDE**