



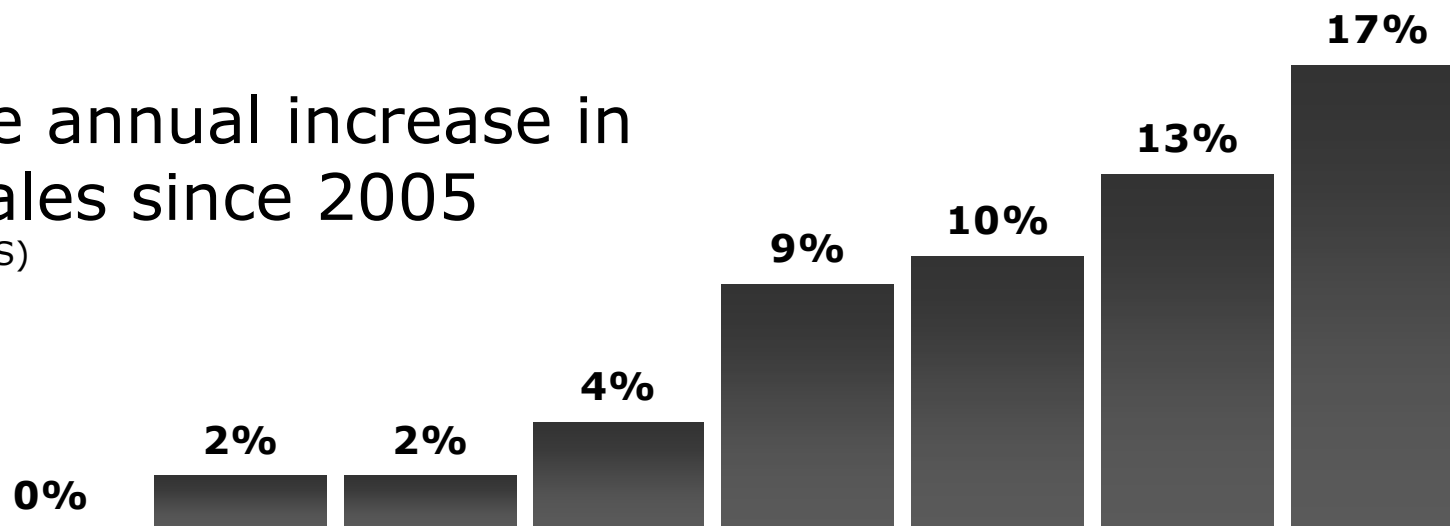
**World Press Launch
Barcelona
May 2009**



Performance update

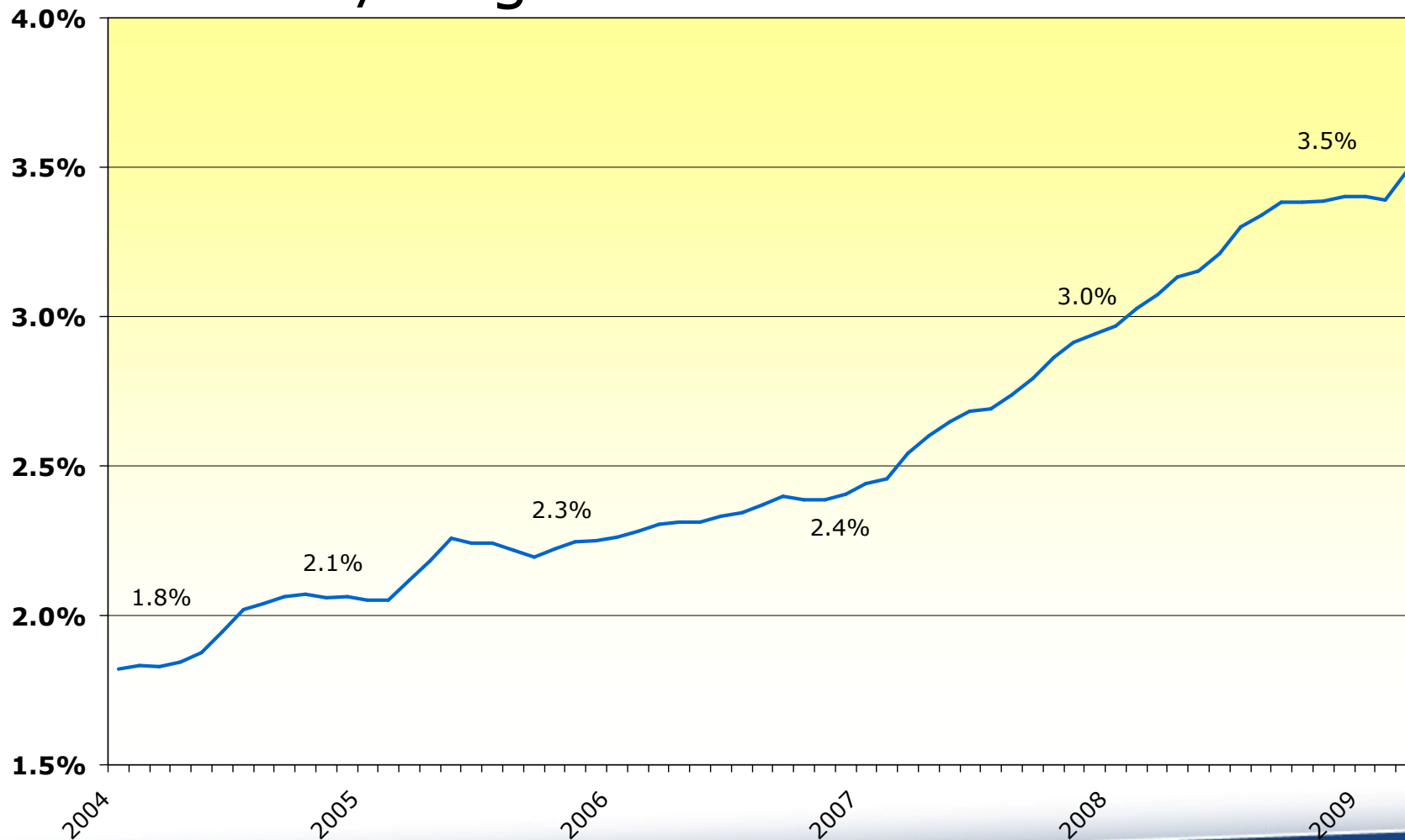
Average annual increase in retail sales since 2005

(Europe and US)



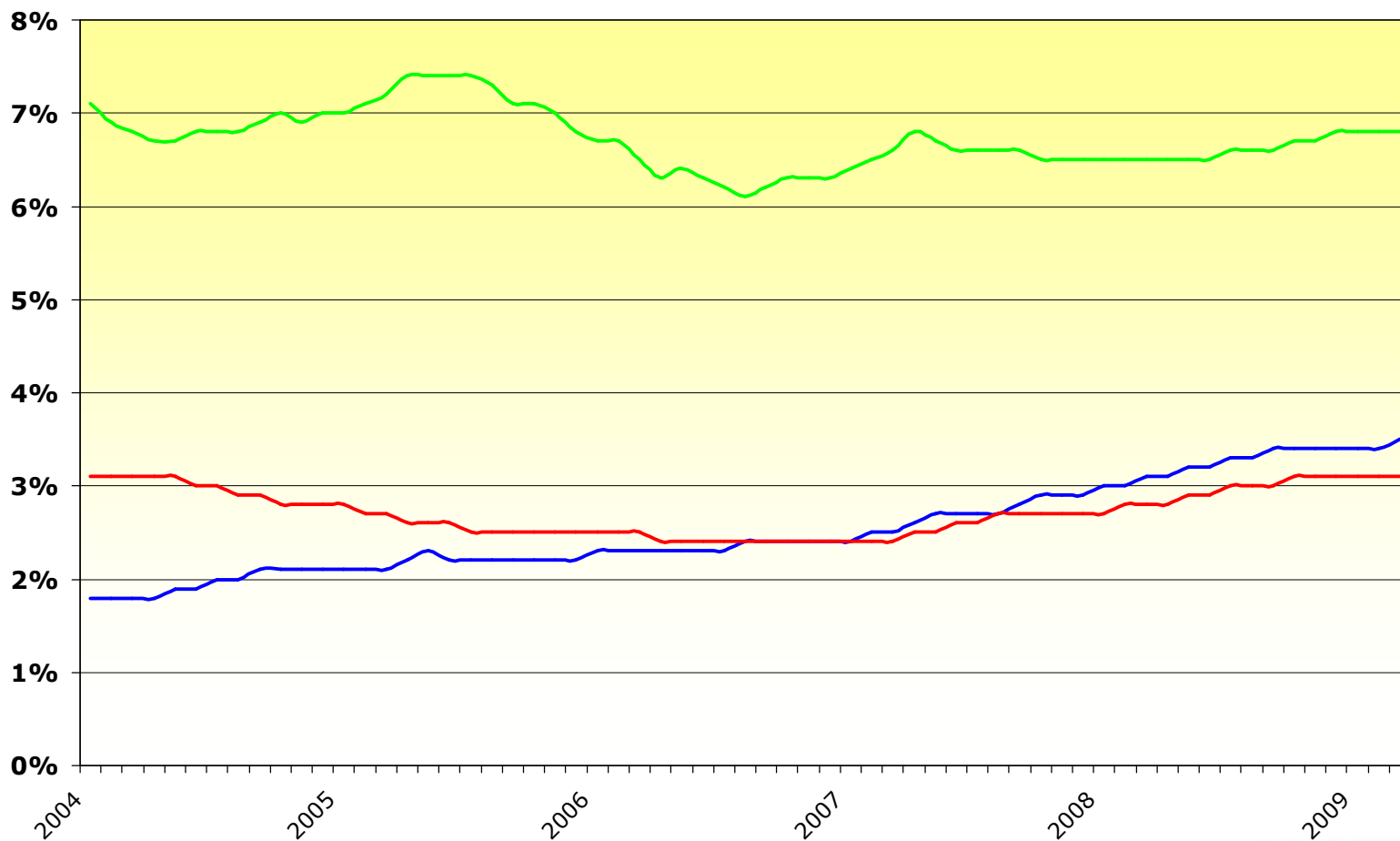


Year on year growth in market share



Thunderbird

Year on year growth in market share



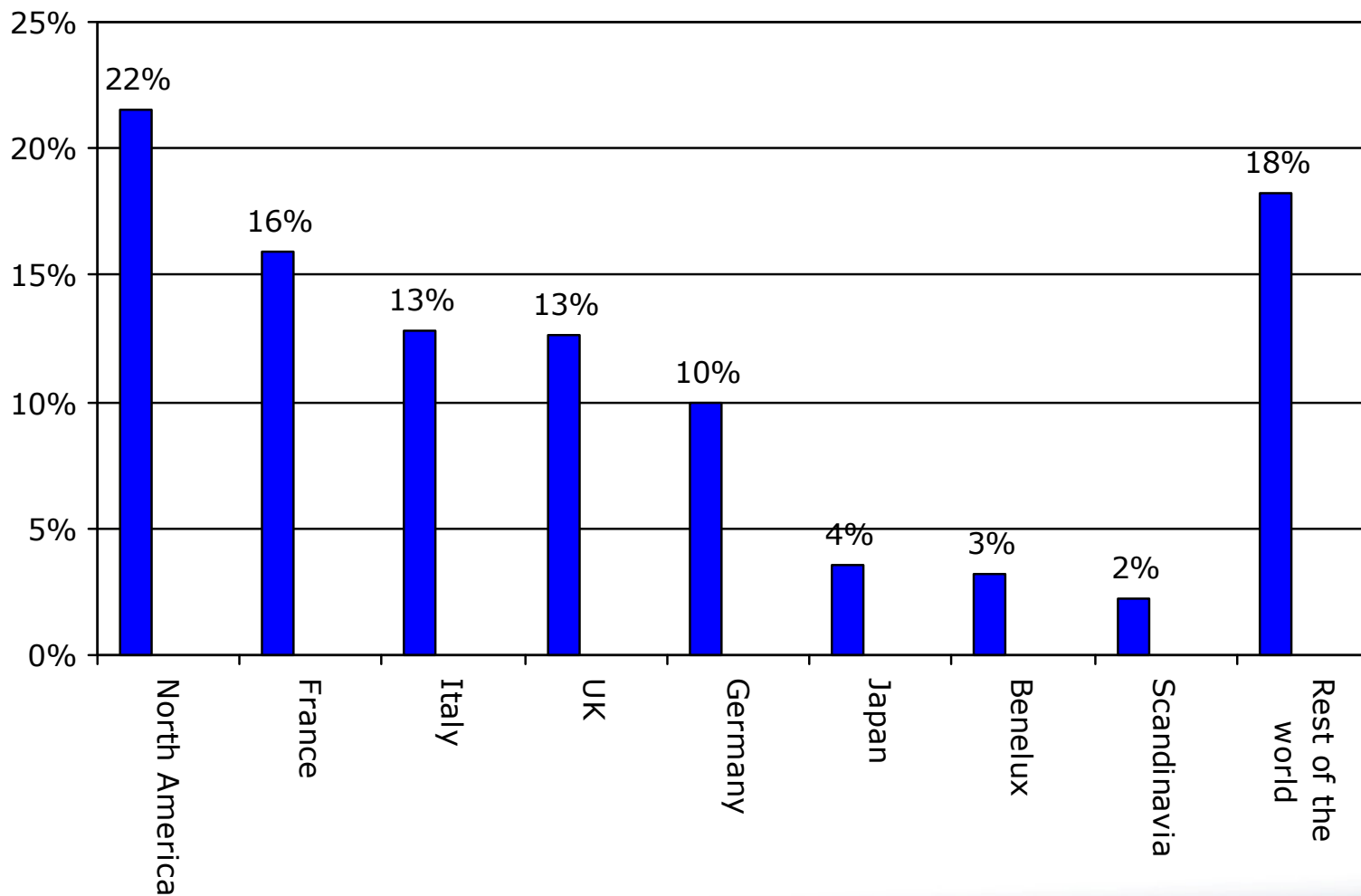
The Ultimate Riding Machine

TRIUMPH



TRIUMPH

2009 sales by market



Total sales: 49,812

The logo features a stylized bird in flight above the word "Thunderbird" in a cursive font.

Thunderbird

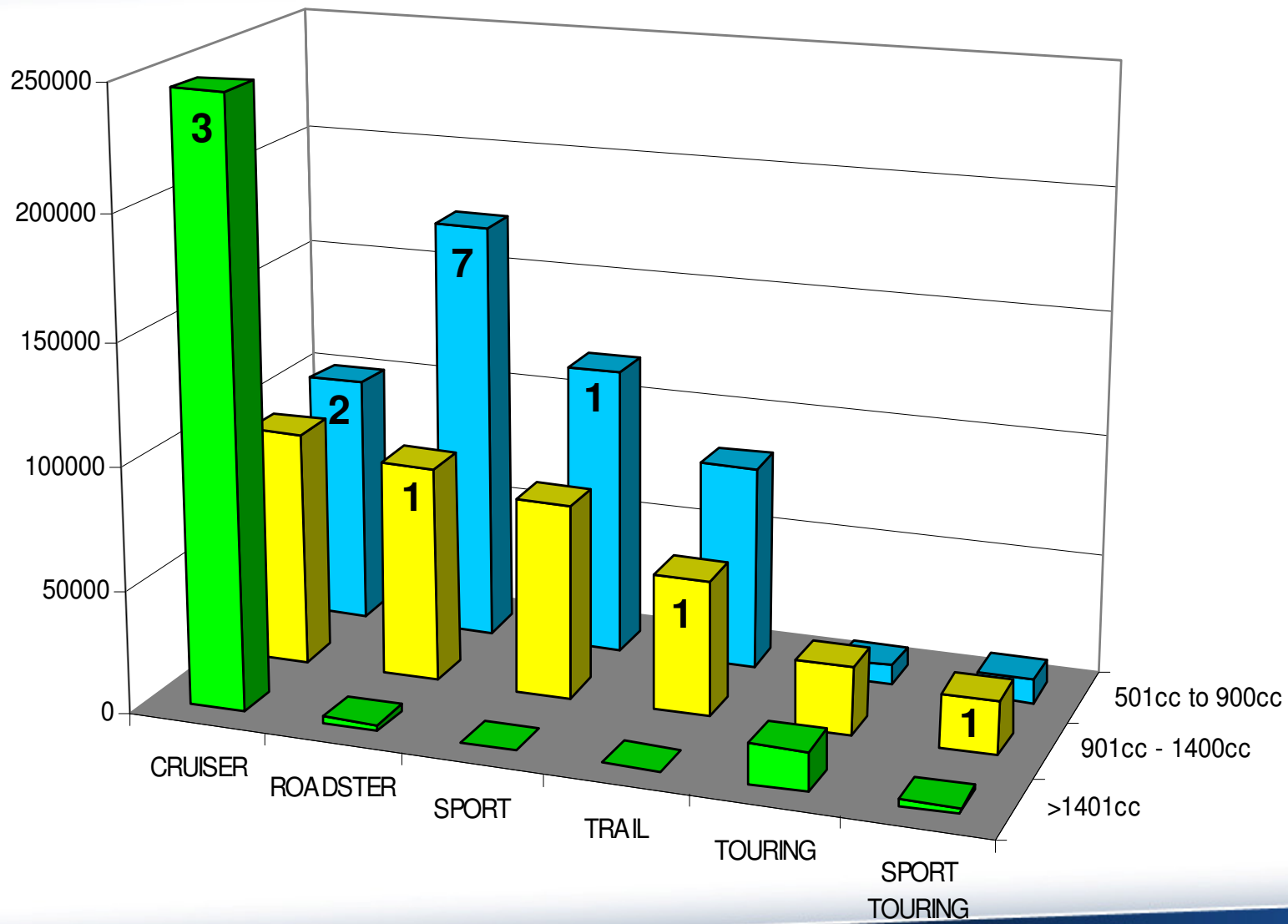


Simon Warburton
Product Manager

The Triumph logo, consisting of the word "TRIUMPH" in a bold, sans-serif font with a curved underline.

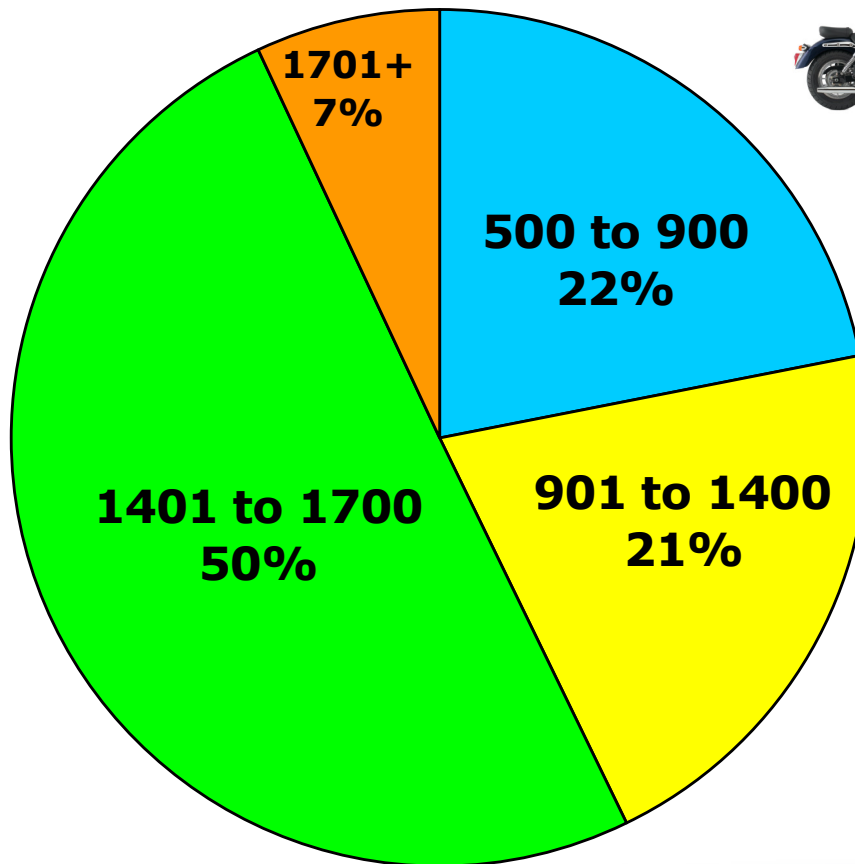
TRIUMPH

Thunderbird



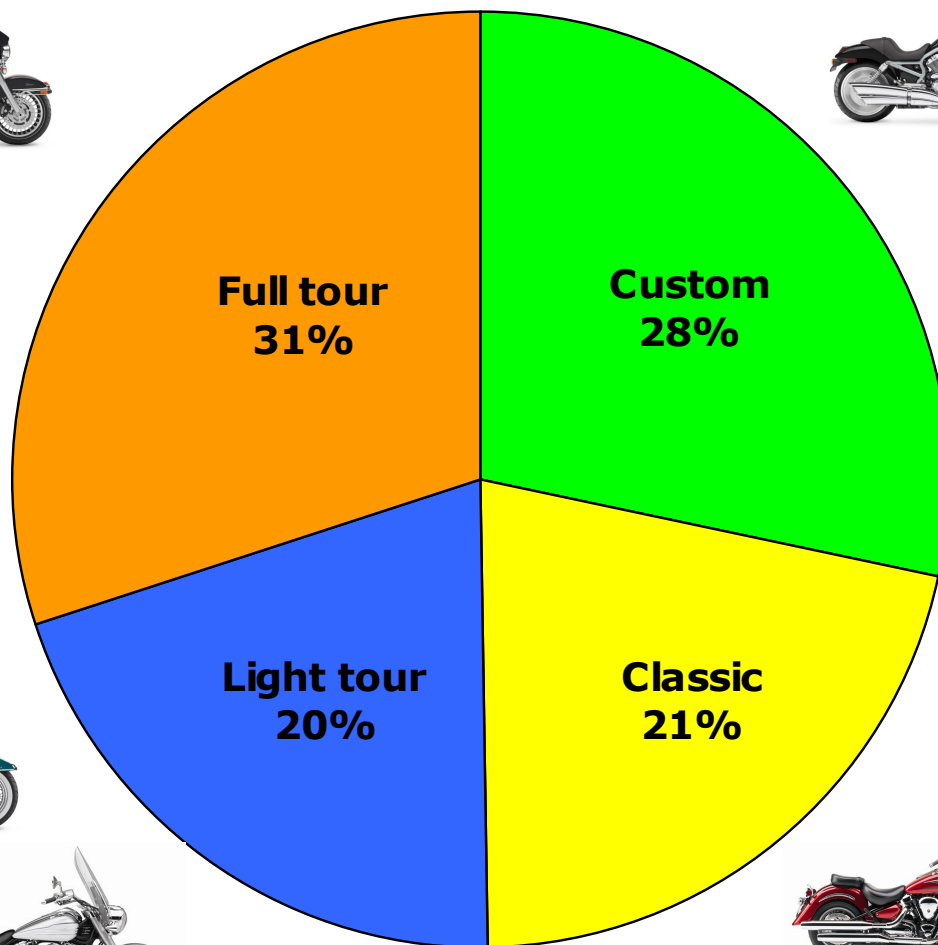
TRIUMPH

Thunderbird



TRIUMPH

Thunderbird



TRIUMPH

Thunderbird



Triumph riders who want a mainstream cruiser

Cruiser riders who want to stand out from the crowd

Non-cruiser riders who are not satisfied with the riding experience on other cruisers

TRIUMPH


Thunderbird

Project brief:

Recognisably a cruiser:
feet forward, low seat

New 1600cc parallel twin

Stripped custom look



TRIUMPH


Thunderbird

Project brief:

Strong performance,
with emphasis on torque,
character and refinement

Best handling bike in its
class without
compromising comfort



TRIUMPH


Thunderbird

Project brief:

Wide range of accessories
designed alongside the
bike

ABS braking option



TRIUMPH

Thunderbird



“Straightforward, honest and mechanical. A strong stance with muscular proportions”

Styled by LA
designer Tim
Prentice



TRIUMPH

T-16 engine

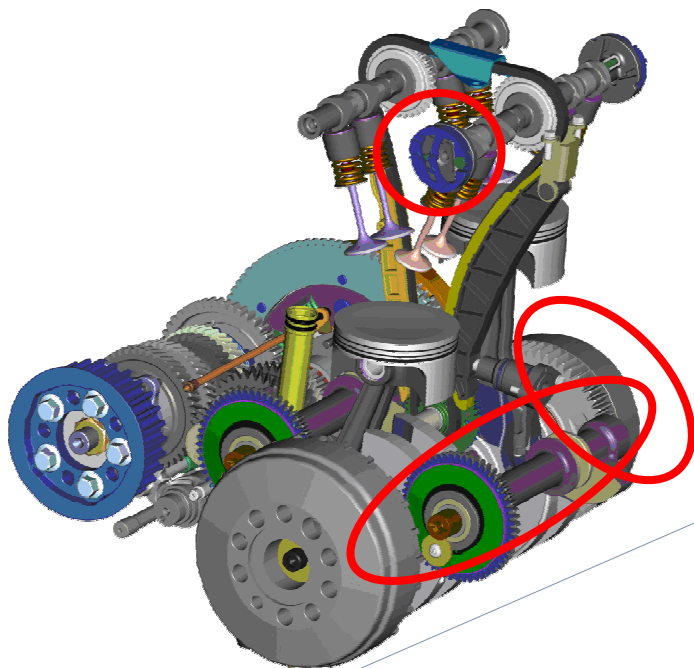


All new parallel twin

Designed from the start
to be clean and uncluttered

Emphasis on torque,
character and refinement

T-16 engine



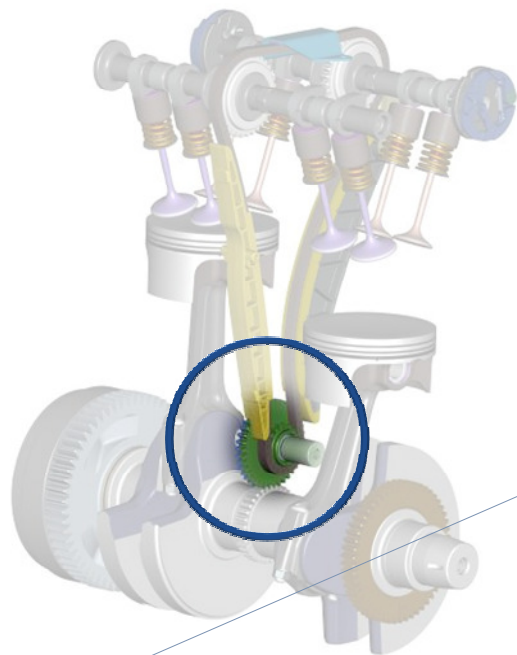
DOHC, centre drive

Eight valves

Automatic decompressor

Twin balance shafts

T-16 engine



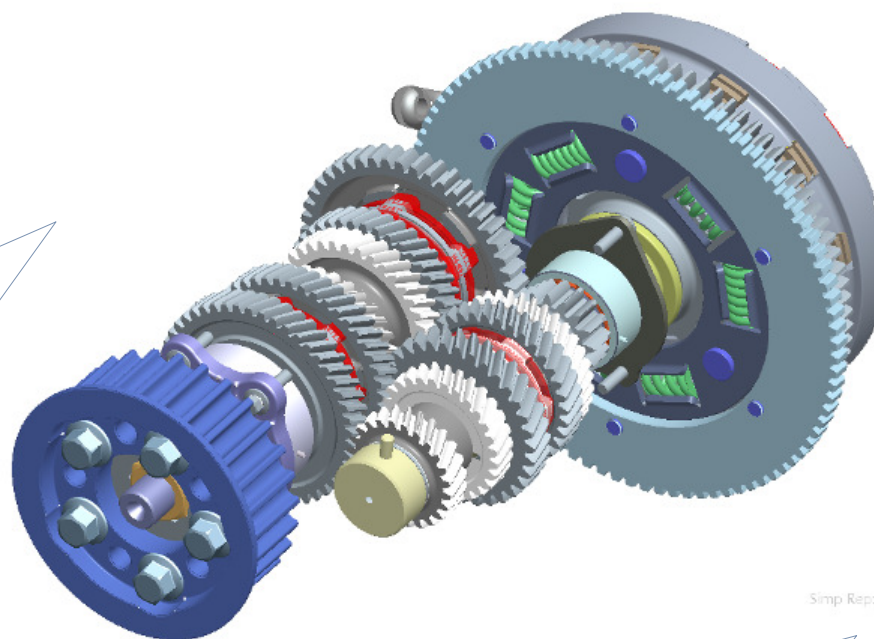
Centre cam drive with idler gear
for smaller camchain sprockets

T-16 engine

Six speeds means relaxed riding over long distances

Sixth gear is an overdrive

Helical gears are quieter and smoother than spur gears



Simp Rep:MA

T-16 engine

Exhaust system tuned to optimise sound

Header pipes are twin-skinned, chromed stainless steel



T-16 engine

Triumph's first belt drive since the 1920s!

Belt is clean, quiet, low maintenance and durable

Rear pulley has tungsten carbide thermal spray treatment for excellent corrosion resistance and durability

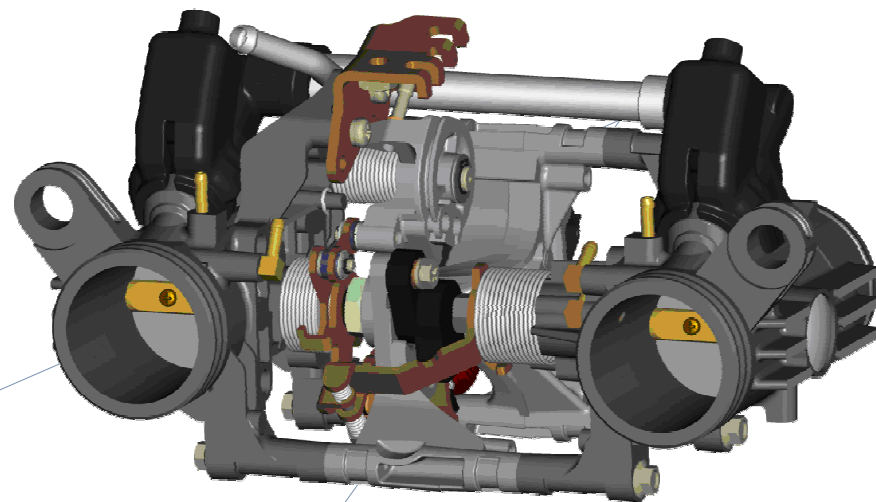


T-16 engine

Engine management system adjusts engine characteristics to the rider's needs

Fuelling and ignition is controlled on each cylinder entirely independently

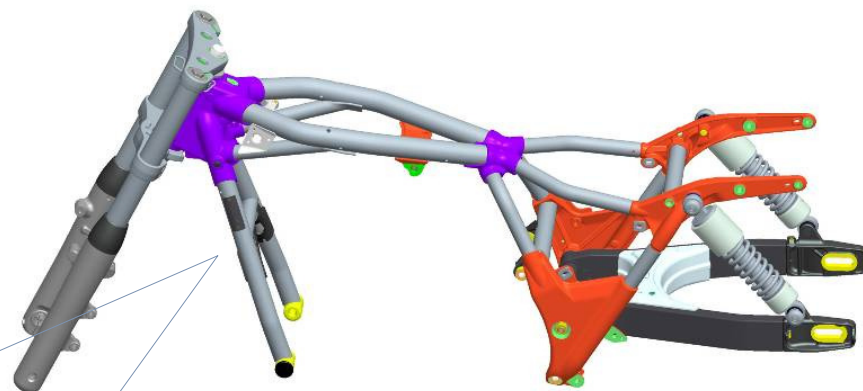
Fuel efficient: Uses 20% less fuel than some other cruisers in mixed use



Thunderbird

Steel, twin-spine frame uses engine as stressed member

Exceptionally strong and stiff, to get the level of handling and control we wanted



TRIUMPH

Thunderbird

Speedo mounted in chromed zinc tank-top nacelle

Integrated tacho, two trips, fuel gauge, distance to empty and clock

Select functions via handlebar mounted switch



TRIUMPH

Thunderbird

Cast alloy wheels with machined faces on spokes and rims

200 section chosen for rear tyre for appropriate looks without compromising handling

All new tyre developed with Metzeler, now a standard tyre in their range



TRIUMPH

A blue and chrome Triumph Thunderbird motorcycle is shown from a front-three-quarter view. The bike is parked on a dark surface, and its reflection is visible. The background is dark with some light streaks. The word "Thunderbird" is written in a stylized font in the top left corner.

Thunderbird

Clean, honest styling with a strong stance and muscular proportions

All new engine with the emphasis on torque, character and refinement

Outstanding chassis precision and control

TRIUMPH



Thunderbird



Richard Rawlins
Accessories Manager

TRIUMPH

Thunderbird



Comprehensive range
of **screens**

TRIUMPH



Racks and **backrests**

Thunderbird



Chrome parts

TRIUMPH

Thunderbird



Chromeline^{range}

TRIUMPH



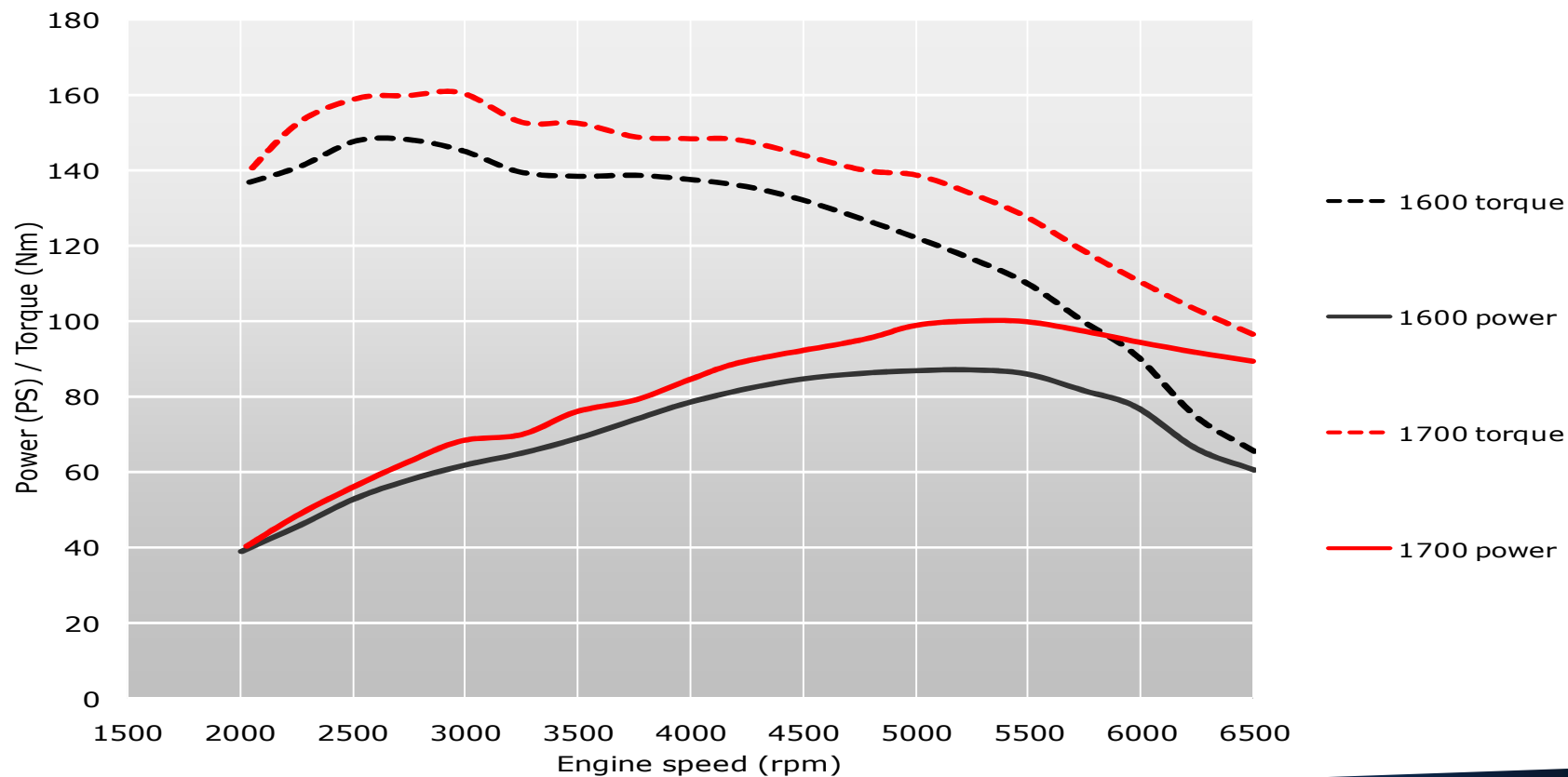
Leather products



TRIUMPH



1700cc big bore kit



**Thunderbird
power tests**

**Peak Power: 86 > 101PS (85bhp > 100bhp)
Torque: 146 > 165Nm (108 > 115lbs-ft)**

TRIUMPH