

**PRESS RELEASE****EMBARGO: October 30<sup>th</sup>, 2020****8:00am ET/ 5:00am PT**

## **ALL-NEW TRIUMPH TRIDENT 660**

### ***TRIPLE THE ADVANTAGE***

The Trident 660 enters the middleweight roadster category with an exciting all new motorcycle, designed to deliver three significant advantages. With its unique triple engine performance advantage, class-leading technology and handling, and its incredibly competitive price, the Trident 660 introduces a whole new dimension to a new generation of Triumph riders.

- **A whole new dimension of fun, performance and style**
  - Joining Triumph's award-winning Roadster line up, home of the category defining Street Triple RS, Speed Triple RS, and Moto2 race engine program.
  - The Trident 660 combines triple engine performance, pure and minimalistic lines, and class-leading technology to deliver pure riding pleasure.
- **Triple engine performance advantage**
  - Perfect combination of punchy linear power and torque, low down and across the whole rev range.
  - 80 hp peak power @ 10,250rpm and 47 lbft peak torque @ 6,250rpm, plus 90% of peak torque available across most of the rev range
  - Slip and assist clutch
  - Unique triple sound
- **Class-leading technology, fitted as standard**
  - Class leading features:
    - Road and Rain riding modes
    - Switchable traction control (integrated into the riding modes)
    - Ride by wire throttle
  - High specification features include:
    - All-new multi-functional instruments with color TFT display, with Accessory fit "My Triumph" Connectivity System
    - All-LED lighting
    - ABS
- **High specification, premium branded equipment, including:**
  - Showa upside down forks and Showa preload adjustable monoshock RSU
  - Nissin brakes with twin 310mm discs
  - Michelin Road 5 tires

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- **Class-leading handling**
  - Sporty, agile and dynamic, confidence-inspiring ride
  - All-new chassis, with comfortable ergonomics and 805mm seat height
  - Lightweight 417 lbs (189kg) “wet weight”
- **Unique character and distinctive style**
  - Original British design
  - Pure, minimalistic form, with distinctive silhouette, clean lines and Triumph’s design DNA
  - Four stylish and contemporary color scheme options
  - 45 dedicated Trident accessories
- **Incredible value**
  - Competitive price, starting at just \$7,995 USD
  - Unbeatable low cost of ownership and service costs
    - The lowest service workshop time in the category
    - Class-leading 10,000 miles (16,000km) service interval
    - Global 2 year unlimited mileage warranty

**Available in Triumph dealerships as early as late January, 2021.**

## **A WHOLE NEW DIMENSION FOR A NEW GENERATION OF TRIUMPH RIDERS**

The all-new Triumph Trident 660 marks the beginning of a new chapter for the Triumph Roadster segment and competes in what is now one of the most dynamic and exciting categories in motorcycling. Its minimal design, combined with class-leading technology and a new 660cc triple powertrain, constitute the perfect combination for a new generation of riders to enter the Triumph world, with a motorcycle that provides class-leading riding agility, thrilling performance, enhanced by state-of-the-art safety features, and an iconic and modern British design.

## **TRIPLE PERFORMANCE ADVANTAGE**

The new 660 triple engine delivers all the character and performance advantages of a triple to the middle-weight category for the first time, and has been developed specifically for the Trident with 67 new components and a unique torque and power rich tune.

### **The best of all worlds**

The Trident rider will experience the perfect balance of low-down torque, mid-range and top-end power, with the triple’s signature smooth, responsive and linear delivery. The result is an engine that has been designed to combine the low down and mid-range of a twin, with the top end performance of a four-cylinder engine, to deliver a major performance advantage with the best of all worlds.

### **Trident power and torque**

The all-new 660 triple engine has been designed for maximum performance usability in everyday conditions thanks to its perfectly balanced character.

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All Trident riders will benefit from a punchy and linear power and torque delivery, with peak power of 80 hp at 10,250 rpm and over 90% of the maximum torque being available across most of the rev range, peaking at 47 lbft at 6,250rpm.

### **Stylish Silencer: Distinctive Triple Sound**

Thanks to the new stylish underslung silencer, the Trident 660 has been designed to also be the new best sounding bike in the category. The single-sided silencer emits a deep and crisp engine sound, delivering a distinctive Triumph triple character.

### **Effortless Performance**

The Triumph Trident has a 6-speed gearbox with gear ratios and final drive optimized to suit the Trident's all round dynamic riding capability and reliability. These characteristics are further enhanced by the slip and assist clutch with a new span-optimised clutch lever, providing a light action to reduce the rider's fatigue and making it ideal for urban riding. For even smoother and sportier riding styles, a Triumph shift assist up-&-down quickshifter is available as an accessory, which enables the rider to upshift and downshift without engaging the clutch.

### **DESIGNED TO DELIVER BEST-IN-CLASS HANDLING**

With a set-up and specification designed to set a new benchmark for handling, the new Trident delivers a confidence-inspiring, agile and fun ride, with a light steering weight, low seat height and slim width. Combining a wet weight of just 417 lbs (189kg), all-new tubular steel chassis, an ergonomic set-up designed to suit both experienced and new riders, lightweight 17" aluminium spoke wheels and tapered aluminium bars, the Trident is as great to ride as it is to look at.

### **Comfortable and accessible ergonomics**

The Trident's chassis and riding position has been designed to feel comfortable but also to be engaging for the rider – with a narrow width, confidence-inspiring stand over position and a low 31.7 in (805mm) seat height that allows most people to get their feet flat on the floor at a standstill, but without feeling cramped when riding. The seat has also been designed with both rider and pillion needs in mind, with a deep foam construction providing comfort for both, without compromising on the bike's style. Pillion grab handles are available as an accessory to further improve the passenger's comfort and, at the same time, to enhance the Trident's ergonomics and style.

### **Premium branded components**

The Trident handles every road smoothly thanks to its premium Showa suspension set-up. On the front the bike is equipped with Showa upside down separate-function forks giving 120mm front wheel travel, while on the rear the Trident features the Showa preload adjustable monoshock rear suspension unit with linkage. With preload adjustability of the rear suspension and 133.5mm rear wheel travel, the Trident has been set-up to carry a pillion rider while maintaining its outstanding handling and exciting riding experience.

The handling performance is enhanced further by the leading characteristics of the Michelin Road 5 tires, fitted as standard, which deliver outstanding grip and provide confidence in both wet and dry conditions. A tire pressure monitoring system is also available as an accessory.

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To complete the Trident's advanced set-up the Nissin braking system provides outstanding stopping power from 2-piston Nissin sliding front calipers with twin lightweight 310mm discs on the front, and single piston Nissin rear caliper on the rear disc.

### **CATEGORY-LEADING TECHNOLOGY AS STANDARD**

Further enhancing its incredible value for money and class leading safety set-up, the Trident features an unparalleled standard of rider focused technology.

#### **Multi-functional instruments with TFT display**

The Triumph Trident is equipped with an elegantly styled all-new dashboard providing the rider with all necessary information in a compact, clean and uncluttered style through a color TFT screen integrated with a crystal clear 'white-on-black' LCD display. The instruments, when implemented with the dedicated My Triumph Connectivity System accessory module, can also provide turn-by-turn navigation, GoPro control and phone and music control, all via Bluetooth, using the handlebar mounted switch cubes.

#### **Category-leading standard fit electronics**

Designed to deliver maximum riding pleasure and confidence the new Trident comes fitted as standard with three class leading technology features: with 2 riding modes, adjustable traction control and ride-by-wire. The 'Road' and 'Rain' riding modes enhance the rider's confidence, control and safety through the electronic adjustment of both the throttle map and traction control. The adjustment of the throttle map is made possible by the ride-by-wire technology that provides crisp and precise throttle response. The power of the 660 Triple Engine is managed by the switchable traction control, integrated in both riding modes, and this can also be disengaged directly through the instrument menu. Additionally, the power of the Nissin braking system is made even smoother and safer thanks to ABS, which the Trident 660 also features as standard.

#### **All-LED lighting**

The all-new Trident 660 features a new 7" full LED headlight, exclusively designed for this model with a premium Triumph badge incorporated in it. The lighting system continues with a beautifully integrated LED tail-light that also has a Triumph badge integrated into it, and LED indicators which are self-cancelling. Accessory fit scrolling indicators are also available, adding additional style and modern sophistication to the Trident's look.

#### **Accessory fit technology**

The high level of standard equipment and technology of the Triumph Trident 660 can be further enhanced through the dedicated Trident accessory range that will be available at all Triumph dealers. Riders can add internally-wired heated grips to enhance cold weather riding and install an under-seat USB charging socket. Depending on the market, the bike can be fitted also with an alarm or a tracker with 24/7 monitoring system

### **UNIQUE NEW TRIDENT CHARACTER AND STYLE**

The new Trident 660 introduces a unique contemporary Triumph roadster style and character with a pure, minimalist stance and clean lines, bringing together Triumph's iconic design DNA, with more than a hint of our Speed Triple's muscular poise.

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### Unique Trident features

The distinctive look of the new Triumph Trident 660 is characterised by a host of unique features including a 3.7 Gal (14L) fuel tank, with a new contemporary design style and Triumph's signature knee cut-outs. Lightweight cast aluminium five-spoke wheels add an aggressive look to the bike thanks to their black sporty design. The Trident's elegant new swingarm, and clean and light rear design, amplifies the distinctive styling with a minimal number plate hanger integrated with the rear indicators.

### Four contemporary color schemes

The Trident will be available in four striking color schemes.

- **SILVER ICE & DIABLO RED:**  
Arguably the most sophisticated scheme, combining Silver Ice and Diablo Red bodywork with a bold graphic Triumph logo on the tank
- **MATTE JET BLACK & MATTE SILVER ICE:**  
The darkest looking of all color schemes, with a bold graphic Triumph logo on the tank
- **CRYSTAL WHITE:**  
White bodywork enriched with Diablo Red lines and Jet Black decals
- **SAPPHIRE BLACK:**  
Black bodywork, enriched with Diablo Red and Aluminium Silver decals

### Exceptional fit and finish

As with every Triumph motorcycle, the attention to detail and finishing has been crafted to set the benchmark for quality. From the body colored radiator cowls, to the sculptured aluminium yokes, body colored fork protectors, tapered aluminium handlebars and teardrop shape mirrors, the Trident's detailing, quality and finish is outstanding.

### Premium branding

The presence of both Triumph iconic brand logo and the "Trident" name has been flawlessly incorporated into the design of the Trident. Premium Triumph logos can be found on both the headlight and tail-light and also elegantly displayed on the instrument interface and the machined fuel filler cap. In addition, on the side of the tank, an aluminium Trident badge with diamond machined detailing reinforces the style and quality of this all-new model.

### 45 Dedicated Accessories

Trident customers will be able to further enrich their motorcycle specification through a selection of dedicated Trident accessories to personalize their bike and add even more performance, practicality and style. Including frame protectors, a body colored fly screen, aluminum belly pan, bar-end mirrors, heated grips, shift assist up-&-down quickshifter and luggage. All of the 45 options available have been designed alongside the Trident and come with a 2 year unlimited mileage warranty.

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## INCREDIBLE VALUE

The Trident not only comes with class-leading technology, category-redefining rideability and a new Triumph iconic style, but it also brings an incredible value and a cost of ownership among the lowest in the premium motorcycle market.

### The lowest service workshop time in the category

Over a 3 year service timeframe, the Trident requires the lowest level of workshop time in the category, with 8.3 total hours compared to a range of 11 hrs to 15.8 hrs total required by its closest competitors, making the Trident service requirements 25% more cost effective.

This information is based on official service activity timings and includes: 600 miles 1st service, three annual services, fitting a full set of brake pads, a new chain and new sprocket, and one full brake fluid change.

### Class leading 10,000 miles (16,000 km) service interval

The new Trident 660 comes with a class-leading service interval, which at 10,000 miles (16,000 km) is between 25% and 65% higher than the main competitors in the middle-weight roadster category – delivering incredible value to the customer and a much lower ongoing cost of ownership.

### 2 Year unlimited mileage warranty

Offered on all Triumph motorcycles and accessories across the world, Triumph's 2 year unlimited mileage warranty provides owners peace of mind whatever Triumph they ride and where ever they go. And extended 1 or 2 year Triumph warranty is also available in all countries, which offers even more reassurance and support.

### Steve Sargent – Chief Product Officer

*“What we wanted with the new Trident 660 was to give the riders in this really exciting middleweight roadster world, all of the things they want from their bike, with a genuine set of real advantages that set a new benchmark for choice. From the competitive price, to the triple power and performance, plus the benefits of class-leading handling and technology, we believe the Trident 660 is a real milestone in the category, and introduces the Triumph brand and the advantages of a triple engine to a whole new generation of riders across the world.”*

## Specifications

ENGINE AND TRANSMISSION	
Type	Liquid-cooled, 12 valve, DOHC, inline 3-cylinder
Capacity	660 cc
Bore	74.0 mm
Stroke	51.1 mm
Compression	11.1:1

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Maximum Power	80 hp (81 PS) @ 10,250 rpm
Maximum Torque	47 lbft (64 Nm) @ 6,250 rpm
Fuel System	Multipoint sequential electronic fuel injection with electronic throttle control
Exhaust	Stainless steel 3 into 1 header system with low single sided stainless steel silencer
Final Drive	X-ring chain
Clutch	Wet, multi-plate, slip & assist
Gearbox	6 speed
<b>CHASSIS</b>	
Frame	Tubular steel perimeter frame
Swingarm	Twin-sided, fabricated steel
Front Wheel	Cast aluminium, 17 x 3.5 in
Rear Wheel	Cast aluminium, 17 x 5.5 in
Front Tyre	120/70R17
Rear Tyre	180/55R17
Front Suspension	Showa 41mm upside down separate function forks (SFF)
Rear Suspension	Showa monoshock RSU, with preload adjustment
Front Brakes	Nissin two-piston sliding calipers, twin 310mm floating discs, ABS
Rear Brakes	Nissin single-piston sliding caliper, single 255mm disc, ABS
Instruments	Multi-function instruments with color TFT screen
<b>DIMENSIONS &amp; WEIGHTS</b>	
Length	79.5 in (2020 mm)
Width (Handlebars)	31.3 in (795 mm)
Height Without Mirrors	42.9 in (1089 mm)
Seat Height	31.7 in (805 mm)
Wheelbase	55.2 in (1401 mm)
Rake	24.6 °
Trail	4.22 in (107.3 mm)
Wet weight	417 lb (189 kg)
Fuel Tank Capacity	3.7 Gal (14 Litres)

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For further information contact Gina D'Ambrosio at [Gina.Dambrosio@TriumphMotorcycles.com](mailto:Gina.Dambrosio@TriumphMotorcycles.com)

## TRIUMPH MOTORCYCLES LTD

## Notes to Editors

### ABOUT TRIUMPH

- First established in 1902, Triumph Motorcycles celebrated 117 years of motorcycle manufacture in 2019. 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.
- Building around 60,000 bikes per year, Triumph is the largest British motorcycle manufacturer and has around 650 dealers across the world.
- This focus, innovation and engineering passion has today created a broad range of bikes suited to all motorcycle riders, including the stunning new Trident 660, world leading Rocket R and GT, epic new Tiger 900, new higher performance Street Triple 765RS, iconic Scrambler 1200, Speed Triple, transcontinental Tiger 1200, iconic Triumph Bonneville family including the sporty Speed Twin, Bonneville Bobber, legendary Thruxton, accessible Street Twin, Street Scrambler and iconic Bonneville T120 and T100, plus an exciting and accessible A2 range of Triumph motorcycles.
- Triumph currently employs around 1,800 personnel worldwide and has subsidiary operations in the UK, North America, France, Germany, Spain, Italy, Japan, Sweden (Scandinavia), Benelux, Brazil, India, 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.
- The Triumph Bonneville, famously named to celebrate Triumph's 1956 land speed record on the Bonneville Salt Flats in Utah, USA, was the original British superbike and a race-winner straight out of the crate, chosen by famous motorcyclists of the past for its legendary handling, style, and character. It's that handling, character and style, married to modern rider-focused technology that makes the new Bonneville family THE authentic modern classic choice today.
- Trident: Triple-powered Triumph legend. The original three-cylinder Trident set a new standard for performance when it was launched in 1968, beginning a bloodline of triple-powered Triumphs which continues to today with the latest generation Tigers, Speed and Street Triples, Rocket 3 and all-new Trident. Launched under two different brands the first Triumph Trident and BSA Rocket 3 were both powered by the torque-rich triple, with both achieving race success within Europe and the USA in the 1970s. The most famous of these being the legendary Triumph 'Slippery Sam', which went on to win five consecutive Isle of Man Production TT races from 1971 to 1975. Returning to the Triumph line-up in 1990, the new Trident 750 cc and 900 cc triple cylinder roadsters delivered a new standard of quality and were commonly regarded as the best of the new generation Triumph line-up with a character and style of their own.
- 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 domination in Europe and America, right up to contemporary racing achievements with the 675cc Triumph triple powered 2014 Daytona 200 win, the 2014 Isle of Man Supersports TT win, the 2014 and 2015 British Supersports titles and World SuperSport racing, and again in 2019, with another victory at the Isle of Man Supersports TT, piloted by Peter Hickman.
- 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 of the teams with race-tuned 765cc triples, each of which is based on the class-leading Street Triple RS powerplant. Triumph's inaugural year was a record-breaking debut with an amazing 16 circuit lap records and 18 circuit top speeds from 19 races, as well as the first ever +300km/h Moto2™ top speeds. The Triumph 765cc triple engine has redefined this world championship and it is continuing to do so 2020.

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