

A dense field of various motorcycles, including brands like Honda, Yamaha, and Trident, with the text "Only one out of 25 bikes sold in America is a Triumph." overlaid. The motorcycles are packed closely together, creating a complex pattern of metal, plastic, and rubber. The text is in a large, white, serif font, centered in the upper half of the image. The background is a mix of colors, including metallic silver, black, and various shades of brown and tan. The overall impression is one of a vast, diverse market of motorcycles.

Only one out
of 25 bikes sold
in America
is a Triumph.

TRIDENT

**Simply because there are far more
enthusiasts than experts.**



In motorcycling, as in everything else, the expert is a very rare breed.

So when he chooses his machine, his approach is quite different from that of the average enthusiast.

He's more than a good rider, he's an accomplished rider. He understands motorcycles completely.

He respects attention to engineering, and isn't impressed by just gadgets and gizmos.

Sure, he wants a good looking bike. But to him, the truly beautiful motorcycle is the classic. A machine that has evolved through years of development and refinement. One that ultimately combines form and function into the perfect design.

And because of his vaster riding experience, the expert can feel even subtle differences in handling that might completely escape the enthusiast. And he knows precisely why those differences exist.

There are a lot of good motorcycles around for the enthusiasts who represent the great majority.

But we make the Triumph for a special kind of person.
We always have. We always will.

A whole different feeling.
TRIUMPH