

The bike owner.



He loves motorcycles. He's knowledgeable about them, too. He's aware of all the models, their features and their specs.

He's a pretty good rider and has an understanding of why certain handling characteristics are important.

He thinks his machine is the most beautiful thing on the road. It's luxurious. It's powerful. It's fast. And it's as futuristic as tomorrow.

It has plenty of weight and bulk for highway cruising and an array of buttons and switches to make his life easy. It's exactly what he wants.

He's very typical. **He's an enthusiast.**

The Triumph owner.



He loves motorcycles, too. But his interest goes far beyond facts and figures. He understands them completely.

He's more than just a good rider. His vaster experience enables him to feel even subtle differences in handling that an average motorcyclist might not notice.

He too, thinks his machine is the most beautiful thing on the road. But to him, its beauty lies in the perfect blending of form and function.

Above all else, he appreciates the fact that his bike has been painstakingly engineered for performance, handling and response. It's exactly what he wants.

He's very rare. **He's an expert.**

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