

Leveraging the Daytona's Success:

A Strategy for

TRIUMPH

Submitted by:

Christopher D. Greene

66 Calvin Court North
Tonawanda, NY USA 14150

Phone: [REDACTED]

Mobile: [REDACTED]

e-mail: voippr@hotmail.com

Executive Overview

Triumph is on a winning streak, with new models that have strong brand identity and impressive performance. The result has been positive media reviews and a cult-like following. The latest in this string of hits is the Daytona 675, an uncompromising middleweight sport bike that sets itself apart from the Japanese 600 class with its compact dimensions and unique inline triple boasting both superb horsepower output and massive midrange torque.

With such a considerable amount of investment in the Daytona's future, and accolades already pouring in from the media and the public, Triumph must now capitalize on this momentum by developing successful 675 variants. This is the same approach that has been so successful with the Bonneville line, and also proven in America by Harley-Davidson.

There are two logical spin-offs, both with excellent chances of being wildly successful: The *Speed Triple 675* and the *Sprint 675*. This report will examine both variants, with emphasis placed on the Sprint, due to the unique nature of its segment.

Why the Daytona will Succeed

Despite the fact that 16,000 rpm top-end rushes have nothing to do with daily riding, Japan's Big Four know that a stratospheric redline looks great in the press and generates big sales at the dealers. Since few riders can afford to own both a track bike and a real world bike, however, they are faced with one of two scenarios:

- Ride their dream bike less than they would like (due to uncomfortable, race-bred ergonomics, as well as an impractical powerband for real world riding), or;
- Purchase a practical bike and wistfully wonder what life would be like if they had the wherewithal to obtain the ultimate track weapon.

The Daytona 675 addresses this problem by offering light weight, tremendous horsepower and even more compact dimensions than its rivals, whilst still providing copious midrange torque for everyday usability. Finally, the bike is wrapped in the best looking body to come out of Hinckley and priced at a reasonable £7,199 (\$8,999 USD), enabling more riders an alternative to the more common offerings from Japan.

Leveraging the Daytona's Success

The strategy behind the Daytona's limited production run is quite logical, as it builds excitement for the buyers who are queuing up to purchase and creates an aura of rarity. (Additionally, it is a good hedge against the fickle motorcycle market.) On the other hand, it obviously limits Triumph's sales to 4,000 models for 2006. The way to generate additional sales and profit, while maintaining the exotic mystic of an uncommon bike, is to offer variants. This gives Triumph access to more buyers while protecting the prestige of the marquee.

The most obvious – and easiest to produce – variant of the Daytona would be a naked bike similar to the Speed Four, but using the 675 three-cylinder engine. This urban street fighter would provide buyers with the desirable characteristics of Triumph's big Speed Triple, with great economy, increased agility and lower price point.

The sport touring variant would be a bit more involved, but given the scarcity of 600-800cc bikes capable of touring, the rewards could be exceptional. This bike would target an untapped market of riders who would like to have the comfort, convenience and speed of a proper sport touring bike, without the penalty of the huge engine and ponderous weight that big sport touring bikes suffer (Yamaha FJR1300, BMW K1200S, Kawasaki ZZR1200, etc).

In between 600 and 1000 cc's, just two bikes come to mind for a mid-sized sport-tourer: Honda's VFR800 and BMW's upcoming F800S. The venerable Interceptor has grown in size over the years, and in its current incarnation, tips the scales at more than 225 kilos fully fueled. That is approximately equal to the weight of the 1055cc Sprint ST, yet the Honda has less power.

The unusual-looking F800S will undoubtedly be a well-engineered machine, but with an 80 hp parallel twin, the performance appeal to speed junkies will be limited or non-existent. The Triumph Sprint 675 would stand apart from any other motorcycle in this general size.

Sprint 675 Features

This bike would differ from the Daytona in the following areas:

- Larger fuel tank (approximately 20 liters)
- Slightly higher and wider handlebars, plus optional bar risers (comfortable for long rides)
- Sporty, yet slightly larger windscreen for better wind protection
- Padded seat with two-up seating (this could include an optional plastic cover to maintain a streamlined appearance)
- Underseat luggage hooks for attaching straps and bungee cords
- Expanded instrument panel with LCD readout (scroll through coolant temperature, oil pressure, fuel gauge, etc.)
- Heavy-duty alternator to accommodate electric accessories, such as auxiliary lighting, communicators and heated clothing
- Optional GPS and heated handlebars (similar to the Sprint ST)
- Optional ABS brakes
- Available Triumph soft luggage and tank bag

Although most of these options would make the Sprint 675 a slightly heavier bike than the Daytona 675, it would be much lighter than any other sport-tourer on the market. To the many riders who dream of owning an uncompromising sportbike, but can't justify the discomfort, the tiny weight penalty would be offset by all-day comfort of the Sprint. It would be ideal if Triumph kept any weight gain to 10 kilos or less (over the Daytona), which would keep it competitive with pseudo-sport-tourers* such as the Kawasaki ZZR600 and Honda CBR600F4i.

Certain options listed above may also be considered unfeasible for a middleweight sport-tourer, since the bike's affordability over the heavyweights will play a role in its success. Consider the features carefully, however, as some of them would provide great value as options.

The following page contains a matrix which suggests the messaging and branding of the 675 variants. On page 5, you will find a table that lists the strengths and weaknesses of the Sprint 675's closest competitors. Although the table contains five competitors, the Sprint 675 would nevertheless remain a unique bike in the class, as nothing else could match the features, power and value of this bike.

**A "pseudo-sport-tourer" is my definition for the second string Japanese 600cc sport bikes. Designed originally as middleweight sport bikes, these models have been superseded by lighter, faster and more aggressive track bikes. Despite this, these leftover models offer good value and humane ergonomics, enabling them to be pressed into sport-touring duties when necessary.*

Creating the Identity for the 675 Variants

	Daytona 675	Speed 675	Sprint 675
Description	Uncompromising middle-weight super sport, razor sharp handling and light weight, with a potent mid-range and powerful top end.	Comfortable urban street fighter, with a punchy, tractable engine; ideal for town and country riding; relaxed ergonomics make it agile and maneuverable.	Aggressive sport tourer for fast, comfortable travel. Sharp handling and light weight distinguishes it from large sport tourers, while comfort and convenience make it the "everyman's" middleweight sport bike.
Attributes	Best midrange of any middleweight sport bike; Narrow and light.	Dual round projector headlamps; 21 st century Speed Triple styling, with wide, relaxed bars.	Styled like the Daytona, but with better wind protection, a 20 liter fuel tank, luggage hooks and a padded seat. Higher, wider bars give long haul comfort.
Buyer	Street and track riders who want the best middleweight 600 in its class.	Commuters and sport riders who prefer a naked bike.	Sport bike enthusiasts who want high performance without sacrificing comfort and convenience.
Brand Conflict	None. The Daytona 675 is simply the best Triumph sport bike ever.	None. The Speed 675 is for people disinterested in a large literbike (such as the Speed Triple) but want more power than typical mid-sized naked bikes.	None. The Sprint 675 is for riders who don't want a big, 1000cc sport tourer, such as the Sprint ST.
Closest Competition	R6, CBR600RR, ZX6RR, GSXR-600 and Ducati 749	Suzuki SV650, Ducati Monster, Yamaha FZ6, Honda 599, Kawasaki Z750S	Closest competitors would be VFR800, BMW F800S, as well as ZZR600 and YZF600R (Thundercat). See competition matrix.
Advantages	Slender, like a V-twin, but winds up like an inline four. More low- to midrange power than Japanese competitors, as well as narrower design. Great looks and dazzling colours eliminate the need for childish graphics.	More power than Japanese 600 standards, plus Triumph exclusivity and mystique; Less maintenance intensive than the Ducati Monster. Affordable price enables newer riders to access the prestige of a Triumph.	Much more hospitable than middleweight sport bikes due to relaxed ergos, yet more exciting than sport tourers due to low weight and snappy 675 engine. See the detailed Sprint 675 Competitive Analysis, following page.
Price Point	£7,199 \$8,999 USD	£5,449 (suggested) \$6,799 USD	£6,499 (suggested) \$8,099 USD

Price points are merely suggestions.

Sprint 675 Competitive Analysis

	Strengths	Weaknesses	Verdict
BMW F800S	<ul style="list-style-type: none"> • BMW quality and engineering • Rotax engine • ABS brakes • Reliability, or at least perception of BMW reliability 	<ul style="list-style-type: none"> • Strange appearance • BMWs are typically expensive • Less powerful (80 hp) • Parallel twin engine has limited appeal, at least in U.S. (the Bonneville does not suffer from this, due to its nostalgic value) 	<p>Very likely a well-built bike, albeit a bit drab, at first blush. This bike may well succeed among entry-level BMW customers and those who enjoy slightly offbeat motorcycles. Parallel twins have limited appeal in North America and pricing (unknown at this writing) may determine whether the bike is competitive.</p>
Honda VFR800	<ul style="list-style-type: none"> • Extremely popular with sport touring people who want a modest sized engine • Versatile, offering good instrumentation and hard bags • ABS brakes • Fairly attractive • Very reliable • Honda dealer network 	<ul style="list-style-type: none"> • Often viewed as lacking excitement • VTEC adds complexity yet lacks midrange torque • Heavy – on par with 1055cc Sprint ST, but with less than 100 hp • Expensive – on par with larger bikes, such as the Sprint ST 	<p>The VFR is as sensible as a Ford Transit van... and about as exciting. Until the BMW F800S, there really weren't any sport touring bikes in this size, since most are over 1000cc's. Because of the Honda's ponderous weight and modest power, a Triumph Sprint 675 would be a much better package, offering sharper handling and a more thrilling ride.</p>
Kawasaki ZZR600	<ul style="list-style-type: none"> • Dual headlights provide ample light • Affordable • Small and agile 	<ul style="list-style-type: none"> • Carbureted engine • Old fashioned fuel petcock • No fuel gauge or warning light • Kawasaki reliability 	<p>The ZZR600 is Kawasaki's third-string 600 bike. Although capable, it is not truly a sport touring bike, since it lacks the necessary instruments. The Sprint 675 would offer newer technology, better gauges and fresher styling.</p>
Yamaha YZF600R	<ul style="list-style-type: none"> • Affordable • Excellent fuel economy • Comfortable seat and handlebars • Acceptable midrange power for a 600 I-4 	<ul style="list-style-type: none"> • Too heavy for a 600cc-class motorcycle • Single headlamp provides poor light • Carbureted • Dated styling • Soft suspension 	<p>A fun and capable bike, the Thundercat is the forgotten bike in the Yamaha lineup. While comfortable to ride, it's styling is unchanged since 1997 and its wet weight is a chunky 210 kg. A savings of 10-12 kilos would make the Sprint 675 much more fun and nimble.</p>
Honda CBR600F4i	<ul style="list-style-type: none"> • Fuel injected • Good looking • Honda quality 	<ul style="list-style-type: none"> • Expensive • Single headlight on low beam setting 	<p>Still a contender, but pricey for a second-string 600cc. The Sprint 675 would provide better value.</p>

Conclusion

Triumph's Daytona 675 is an extremely significant bike for the company, and its impact will be felt around the motorcycling industry. Additionally, Triumph's sensible engine design (with tremendous midrange torque) means that the 675 power plant could be easily adapted to Speed 675 and Sprint 675 variants.

A sport touring bike based on the Daytona would be a logical extension, similar to the original Daytona 955i/Sprint ST siblings. With a full five gallons of fuel, some luggage hooks and a slightly expanded instrument cluster, it would be the perfect middleweight for the real world.

Unquestionably, the time is right for a sport touring bike for riders who eschew the idea of a brawny sport touring bike and couldn't live with a narrow-focus middleweight track bike. These are riders who are looking for the motorcycle equivalent of the Swiss Army Knife: One which is compact, yet useful in all situations. This formula is the logical extension to the Daytona 675 and a sure way to continue Triumph's outstanding progress.

The Author's Comments

My own bike is a 2001 Yamaha YZF600R. No doubt an alluring bike when it was introduced in 1997, the slightly dated looking YZF has been relegated to the position of water boy in the Yamaha lineup, as new iterations of the R6 take center stage in the media and on the sales floor.

Carrying far too much weight to be considered a true sport bike, the elder Yamaha 600 has become something of a middleweight sport tourer. It will easily get 55 mpg and is comfortable enough to carry me through a 700 mile day with minimal fatigue, all without looking too stodgy or old fashioned. Plus, its longer stroke (62 x 49.6mm bore and stroke versus the R6's 67.0 x 42.5mm) enables the engine to deliver respectable mid-range power – much more practical for everyday use. I only wish it had better lighting and less weight.

My inclination to replace it, though, is limited by the choices of motorcycles on the market. My favorite alternative, the Sprint ST, is a beautiful and desirable bike, but I am not inclined to buy a bike with a one-liter engine. As good as it is, I'd prefer something smaller and lighter.

Triumph's emphasis on the 675's torque is very appealing, especially in light of Japan's increasingly impractical middleweight bikes. A sport touring bike based on the Daytona would be manna from heaven for me, giving me everything I like about this type of bike, with none of the penalties of larger bikes (weight, fuel consumption, cost, etc). Plus, I would enjoy the distinction of riding a British bike with a proud history and prestigious name.

I hope you found this marketing brief helpful. If you have any questions or would like to discuss it in further detail, please feel free to contact me at [REDACTED] or at [REDACTED].

Author's Bio

Christopher D. Greene is a marketing communications and public relations professional with more than 10 years experience in the business and public sectors. Beginning his career in government, he advanced to become Director of Communications for State Senator Mary Lou Rath of New York. He has worked in both public relations and advertising agencies and has received awards for both oral and written communications. Most recently, he was Director of Corporate Communications for VoIPSupply.com. He now provides branding and marketing consulting privately.