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Triumph backs UK custom scene with headline sponsorship of Bike Shed Motorcycle Club exhibition

Triumph Motorcycles, the UK's top-selling large capacity motorcycle manufacturer, has confirmed its headline sponsorship of BSMC III, the UK's premiere event supporting the emerging custom bike scene.

The event, which takes place on 24th and 25th May 2014 at Tobacco Dock, London is a celebration of all things related to the retro-classic motorbike scene. The exhibition showcases cafe racers, brat style scramblers and other custom motorcycles as well as an abundance of art, photography, design and culture, all of which celebrate the underground custom scene. Run by the hugely popular Bike Shed, the event is now in its second year and promises to be more successful than ever before with a bigger venue, more displays and on-site parking for up to 150 motorbikes.

Rick Cawley, general manager, Triumph UK and Ireland, said: "The UK custom scene is hugely popular and its appeal is only going to grow. It is an unintimidating, all inclusive entry into motorcycling that is as appealing to the new rider as it is to those who have been riding for many years. It's also a great route back into riding for those who've taken a break from two wheels."

Cawley continued, "Triumph is dedicated to the ride and every one of our bikes is designed to ensure that riders get the most out of their riding experience. By sponsoring BSMC III we're supporting everything there is to love about motorcycling, whatever your age, experience or preferred style of bike; the love of riding, the love of beautiful bikes and the social aspect that all of that delivers."

Anthony "Dutch" van Someren of the Bike Shed added: "All of us at the Bike Shed are thrilled to have such strong support from Triumph for our BSMC III exhibition this May. They have demonstrated a clear understanding of the growing creative custom culture and how it influences the mainstream, and how tastes are changing in the worldwide bike scene. We welcome their boldness in helping us grow our event to the next level, while embracing our non-corporate approach. We're looking forward to working with the Triumph team on a fantastic event that will be as much fun to organise as it will be to visit."

Tickets to the event cost £10 in advance and are available from www.thebikeshed.cc.

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To download an image to accompany this release please [click here](#)

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About Triumph

First established in 1902, Triumph Motorcycles celebrated 110 years of motorcycle manufacture in 2012. For more than two decades, Triumph Motorcycles has been based in Hinckley, Leicestershire, and has produced iconic bikes which perfectly blend design, character, charisma and performance. Building around 50,000 bikes per year, Triumph is the largest British motorcycle manufacturer and has more than 750 dealer franchises across the world.

At the heart of Triumph's philosophy is a commitment to developing truly unique motorcycles that offer a blend of distinctive design, intuitive handling and performance. The innovation and engineering passion that gave birth to the iconic Bonneville of the 60s has today created a broad range of bikes suited to all motorcycle riders, including the striking 2.3 litres Rocket III, the unmistakable Speed Triple and the SuperSports Daytona 675.

Triumph currently employs around 2,100 personnel worldwide and has subsidiary operations in the UK, America, France, Germany, Spain, Italy, Japan, Sweden, Benelux and most recently Brazil, as well as a network of independent distributors. Triumph has manufacturing facilities in Hinckley, Leicestershire and Thailand plus an assembly facility in Brazil.

Riders will be able to see the full range of motorcycles at Triumph Live, a celebration of the brand, taking place on 12 July at the Gaydon Heritage Motor Centre. The full-day festival will feature live bands; stunt riding shows; factory tours; road and off-road demo rides plus a whole host of other attractions. For tickets (£28) or more information, please visit www.triumph-live.co.uk