



25<sup>th</sup> March 2014

**12.04.14 – Day of Reckoning – Triumph reckon they make the best bikes; now it's your turn to decide!**

Triumph dealers across the UK are offering riders a chance to experience the noise, feel and look of the iconic motorcycle brand when they open their doors for a nationwide open day. Taking place on Saturday April 12, across all of Triumph's 52 dealerships, the event will give riders the chance to try a wide selection of bikes from the latest range, including the all-new Thunderbird LT. Much-acclaimed by the press, the LT doesn't just look, sound and feel great, but will also redefine any rider's preconceptions of cruisers, thanks to their superior handling and ride characteristics.

Every customer that pre-registers for the nationwide event will be entered into a free prize draw to win the loan of a Triumph of their choice for six months. Ten lucky runners-up will enjoy the Ace Cafe's legendary hospitality at a Triumph Triple Challenge round of their choice.

In addition to checking out the latest range of bikes, riders will be able to explore Triumph's extensive range of riding gear and casual apparel. Dealer staff will also be on hand to explain how affordable riding a Triumph can be through TriStar, Triumph's PCP package. The Hinckley-based motorcycle manufacturer is encouraging riders to bring their current PCP deals along to see how they compare to Triumph's bespoke finance package.

Rick Cawley, general manager at Triumph UK, said: "For those wishing to try a different style of bike, the open day is a fantastic opportunity for riders to experience the entire range. With some great finance rates available through TriStar, riding a Triumph is more affordable than ever."

To register for the open day and enter the free prize draw to win a Triumph for 6 months, or to find your nearest Triumph dealer, please visit: [www.triumphmotorcycles.co.uk](http://www.triumphmotorcycles.co.uk), T&C's apply.

**ENDS**

To download a hi-res image, please follow the link:

<http://docs.provapr.co.uk/ThunderbirdLTLocation1.jpg>

For further information please contact Rhys Jones ([rhysj@provapr.co.uk](mailto:rhysj@provapr.co.uk)) or St John White ([stjohnw@provapr.co.uk](mailto:stjohnw@provapr.co.uk)) at Prova PR on 01926 776900.



## 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](http://www.triumph-live.co.uk)