



6<sup>th</sup> May 2014

### **Around the world and into the record books!**

Twenty-two-year-old Rhys Lawrey left the Triumph motorcycle factory in Hinckley last Friday (2 May) to begin an epic record-breaking ride around the world.

Under the 2moroRider banner, Rhys plans to spend the next 12 months riding his Triumph Tiger 800 XC across six continents, travelling through 73 countries and covering 50,000 miles. When he returns in Spring 2015 he will be the youngest person to circumnavigate the world by motorcycle.

Heading down through Europe, Rhys will cross into central Asia, then ride through China and down to Bangkok. Next comes Australia, then New Zealand, followed by North, Central & South America, where his second world record attempt commences.

"The current Guinness World Record for the 'Most Consecutive Capital Cities Visited by Motorcycle' is five," comments Rhys. "I plan to visit 52 – demolishing the existing record and making it virtually impossible to beat!"

From America he crosses to Africa and then back to Europe, snaking up from Spain to Scandinavia and finally returning to London, via Cardiff, Belfast and Edinburgh.

While on the road, Rhys will be raising funds for the UK's leading youth charity, The Prince's Trust. Follow his progress and make a donation at [www.2moroRider.com](http://www.2moroRider.com).

**ENDS**

To download a high-res image, please click on the following link: [Rhys Lawrey](#)

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)