



14th May 2014

Triumph Live – The ultimate riding experience

Triumph Motorcycles is staging one of the most impressive riding experiences in the UK this summer at its biennial Triumph Live, on Saturday, July 12. Based at the Heritage Motor Centre, Gaydon, the event will host an array of riding experiences, including Trailquest, Moto Gymkhana, Trials School and a chance to test ride the entire Triumph range.

Expedition and adventure riding specialists, Trailquest, will be running off-road rider training seminars throughout the day. Members of the public will get to experience the buzz of the off-road trail, steeped with corners, ascents and descents. Trailquest is a fantastic way to learn about the art of off-road riding, get tips on ascents and descents, and master speed control, in a range of environments.

Visitors to Triumph Live will also be able to try their hand at Moto Gymkhana, a high-energy, technical motorcycle sport that doesn't take itself too seriously. Riders will need to hone their skills as they navigate their way through a course of obstacles, requiring more than just bursts of speed and ruthless braking, but also, accurate control and rider ability.

Situated on the go-kart track, expert instructor Stuart Day, from TrialsDay.com, will be teaching visitors the art of trials riding. The trials obstacle course is the ideal way for riders of all levels to put their talents to the test and further their all-round bike agility, learning to hop, jump, and balance.

Finally, Triumph will be providing the public with the opportunity to test ride any bike from their extensive range. Riders will be able to choose the Triumph of their choice, be it a classic, cruiser, roadster, supersport, tourer or adventure bike, and take a ride around the beautiful and unique region of the Cotswolds.

Gareth Bright, event manager for Triumph Live, said: "This year's event will provide the ultimate riding experience whatever the rider's ability. Whether they're a seasoned adventure rider, classic bike fanatic or have never even ridden a motorbike before, there is something for everyone. For those wishing to try the best of what motorcycling has to offer, Triumph Live is the perfect opportunity for riders to experience the entire spectrum."

All of the riding experiences are free of charge and will be running all day long. They operate on a first come first served booking system at the event. There will be a morning booking session when the event opens and then an afternoon booking session later in the day. All bikes will be provided.



Terms and conditions apply, including the ownership of a full licence and appropriate riding gear. Full details can be found at <http://www.triumph-live.com/ee/faqs>

ENDS

To download a hi-res image, please click on the following link:

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

For further information please contact Rhys Jones (rhysj@provapr.co.uk) or St John White (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