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Triumph Cruisers – ride a genuine British icon!

Triumph dealers across the UK are offering riders a chance to immerse themselves in the thrill, sense and sound of the best British cruisers when they open their doors for a nationwide open day. Taking place across all of Triumph's 52 UK dealerships on Saturday 14 June, the event will give riders the chance to explore Triumph's eight model strong range of cruisers and experience a new, more relaxed style of riding.

As well as the iconic 2.3 litres Rocket III and the classically-styled Thunderbird, riders will be able to experience the latest additions to Triumph's 2014 range of cruising models; including the brand new Thunderbird Light Touring (LT) and Commander.

Pairing unique style with the world's largest parallel-twin engine, the LT and Commander boast bags of character, ample performance and sheer road-going presence. Much-acclaimed by the press, they don't just look, sound and feel great, but will also redefine any rider's preconceptions of a cruiser thanks to superior handling and ride characteristics.

Rick Cawley, general manager at Triumph UK, said: "For those wishing to try a different riding style, our nationwide open day is a fantastic opportunity to get stuck in and experience one of our superb cruisers. From the entry level America model through to the 1700cc Thunderbird, there is a bike to meet every rider's style and, we're confident, their budget too."

In addition to checking out the latest range of bikes, riders will be able to explore Triumph's extensive range of riding gear, casual apparel and its all-new boot range. To see the complete clothing collection online, please visit: www.triumphmotorcycles.co.uk

To locate your nearest dealer or for more information, please visit www.triumphmotorcycles.co.uk/find-a-dealer

ENDS

To download a hi-res image, please click on the following links: [Thunderbird LT](#), [Thunderbird LT Location](#)

For further information please contact Rhys Jones (rhysj@provapr.co.uk) or Edward Willmott (edwardw@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