



19<sup>th</sup> June 2014

## **British bikers given an exclusive preview of Triumph Live 2014**

Last week saw bikers in Birmingham treated to a sneak preview of this summer's hottest festival, as Triumph Live Local descended on the city centre's leading motorbike dealership.

Hosted at Triumph Birmingham, Trident Retail Park, by superbike legend Steve Parrish, the evening brought together more than 250 riders, families, motorbike enthusiasts and the local community for a one-night-only-exclusive promo of Triumph Live 2014; which takes place on 12 July at the Motor Heritage Centre in Gaydon.

With exclusive prizes, gymkhana stunt bike previews and an outdoor set from urban rock band, The Wholls, the preview evening had something for everyone to enjoy. The Supersport TT-winning Daytona 675 was even on show, alongside the latest additions to Triumph's brand new range of iconic cruisers.

"Bringing Triumph Live Local to Birmingham was a huge success," commented Gareth Bright, event manager for Triumph Live. "In the run-up to this summer's main event, we made the decision to roadshow some of the festival's acts and performers to the midlands-based dealership (as a thank you for selling more tickets than any other store across the country).

"It was a great preview of Triumph Live 2014, showing just a few of the acts and performances we have in store for visitors next month. With headline music from international indie sensations, Reverend & The Makers, alongside World Superbike Champion James Toseland's rock group, Toseland, Triumph Live will be one of the summer's hottest festivals - not just for die-hard riders, but for the whole family.

"Alongside live music and arena acts, visitors will have a chance to try off-road riding with lessons from Trailquest, see epic bike performances from Moto Gymkhana, watch stunt displays from global sensation Kevin Carmichael and even see the iconic custom Bonneville Scrambler that David Beckham rode across Brazil earlier this year.

"We'll also have loads of things to do for children; including games, competitions, activities and challenges. In addition, there will be a huge sales zone for artisan traders, discounts on the latest clothing and accessories, and massive prizes to give away.

"I don't want to spoil the surprise, but we may even have a few celebrities on hand to host some additional events, as well as some of the world's most iconic and historic motorbikes on display inside the museum itself.

"We're set to announce even more acts and performers over the next few weeks, so grab your tickets now before it's too late!"

Adult tickets for Triumph Live cost just £28, while accompanied children (under 16) are free. Camping is available from £12pp. To purchase tickets and find out more about the event, go to [www.triumph-live.com](http://www.triumph-live.com)

**ENDS**



To download a hi-res image of The Wholls with Triumph's Gareth Bright and Rebecca Bolingbroke, please [click here](#)

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### **Editors Notes**

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)