



9th July 2014

The Midlands' hottest festival arrives in Warwickshire this weekend!

This weekend, Triumph Live, the Midlands' hottest festival, comes to the Heritage Motor Centre, Gaydon. On July 12, visitors will be able to enjoy music from 18 live bands, an action packed stunt arena, four different riding experiences, family zones, and even a plethora of high-adrenalin bike displays; making this unique bike event the perfect day out for all the family!

Triumph Live will stage three uniquely-themed big top festival marquees; the 'Adventure', the 'Urban' and the 'Icon'. In each, visitors will be able to enjoy contemporary food and bars, live bands and DJ's, all mixed together with the full range of Triumph motorbikes and a great selection of street act performances.

Outside the marquees, visitors will be able to enjoy the world-famous Demon Drome Wall of Death. Home to death-defying tricks and stunts performed on a vertical raceway, daredevil riders will perform daring feats on the oldest surviving wall of death, just inches from the crowd!

For those who enjoy excitement of a different kind, the multiple simulator experiences at Triumph Live are bound to please. Racing Aces' unique live racing simulator experience is as close to the real thing as possible, without stepping out on the track. Visitors can also try the unique Flexwing Microlight Flying Simulator supported by the British Microlight Aircraft Association (BMAA).

But it's not just bike fans that will love Triumph Live. The festival's dedicated kid-zone is bound to keep any family happy. Featuring an adventure playground, bouncy castle, fairground rides, arts and crafts, falconry displays, face painting and much more, there really is something for everyone.

Gareth Bright, event manager for Triumph Live, commented: "This year's event will be the hottest festival this summer. Whether visitors are biking enthusiasts, adrenaline junkies, music lovers or a family looking to have a great day out in the summer sunshine, Triumph Live is the perfect family festival."

Further information regarding Triumph Live 2014 can be found at www.triumphmotorcycles.co.uk

Tickets are available now from www.triumph-live.com. Adult entry on the gate costs just £30 while children under 16 go free!

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To download a hi-res image, please [click here](#)

For further information please contact Faye Callaghan or Ed Willmott at Prova Public Relations on 01926 776 900 or email fayec@provapr.co.uk or edwardw@provapr.co.uk



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