



9th December 2014

Triumph unveils the world's fastest riding jacket

Paying nostalgic homage to its success at the 1956 motorcycle land speed record attempt, Triumph has introduced a brand new riding jacket into its Winter 2014 range.

Exclusively available from authorised dealers across the UK, the stylish and functional jacket takes inspiration from Johnny Allen's historic ride on the Triumph-powered 'Texas Ceegar' motorcycle, taking bikers back in time to the Utah Bonneville Salt Flats, when the UK last held the world speed record.

Finished in deep navy with a subtle chequered design, the jacket pairs style and safety in perfect harmony. Alongside embossed embroidery to celebrate the historic 214.40MPH record, Bristex outer fabric and a breathable Tritex z-liner are used to guarantee 100% water and wind-proofing with optimum breathability and comfort.

High-strength removable Knox elbow and shoulder guards offer the upmost protection, while a quilted liner and zip opening ventilation panels provide maximum comfort and versatility. A connection zipper allows the jacket to be seamlessly paired with any of Triumph's leather or fabric riding trousers, making the record-breaking jacket the perfect addition to any rider's winter wardrobe.

With an RRP of £255, the jacket is available immediately from Triumph's authorised national dealer network. To find your nearest dealer or to see the complete Autumn 2014 clothing collection online, please visit: www.triumphmotorcycles.co.uk

Ends

To download high res images of the land speed record jacket, please click [here](#) and [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.