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## **Triumph backs custom bike scene with Bike Shed**

Triumph, the UK's leading large-capacity motorcycle manufacturer, is once again working with the Bike Shed Motorcycle Club (BSMC) on its two custom bike exhibitions for 2015.

Supporting the emerging new-wave bike culture, Triumph will play an instrumental role in bringing the Bike Shed to a new audience in Paris (Carreau Du Temple, 11-12 April), as well as helping to further grow the London event (Tobacco Dock, 24-25 May). Bringing together riders and builders from across the continent to share their passion for creativity, personalisation and style, the two events will celebrate the most audacious custom builds in the retro-classic motorbike scene.

Now in its third year, BSMC began as an underground bike club hosting custom events for a select handful of dedicated shed builders. Its last event, in May 2014, boasted more than 7,000 paying visitors and continues to attract more than 300,000 followers on social media with a weekly audience reach of over one million. This year's events promise to be more successful than ever before, with bigger venues, more displays and on-site parking for hundreds of one-off custom motorbikes.

From café racers, brat style scramblers and a whole host of other bespoke builds, to art, photography, design and culture, each event will celebrate the underground custom bike scene and showcase the talent and passion of motorcycling's unsung heroes.

Rick Cawley, general manager, Triumph UK and Ireland, commented: "The UK custom scene is hugely popular and continues to grow year after year. It's an unintimidating, all-inclusive entry to motorcycling that appeals to both experienced and new riders, as well as being a great route back for those who've taken a break from two wheels.

"At Triumph, custom bikes are in our blood. No other manufacturer has the history or repertoire when it comes to the retro-classic motorbike scene. By supporting BSMC for the second year running, we're backing everything there is to love about motorcycling; the love of riding, the love of beautiful bikes and the love of the camaraderie that follows."

Anthony 'Dutch' van Someren, founder of the Bike Shed, added: "Having the support of Triumph for our 2015 events is a huge boost for BSMC. The brand has an authentic history in the custom scene and continues to play an important role in growing the creative culture



worldwide. With more bikes, builders and exhibitors than ever before, we're confident that our exhibitions will be better than ever and, as much fun to organise as they will be to visit!"

Tickets to both the Paris and London events are available now from [www.thebikeshed.cc](http://www.thebikeshed.cc).

**Ends**

To download a high-res image to accompany this release, please [click here](#).

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**Notes to Editors**

**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 authentic design, character, charisma and performance. Building around 56,000 bikes per year, Triumph is the largest British motorcycle manufacturer and has over 750 dealers 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 to enjoy the perfect ride. 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 litre Rocket III, the unmistakable Speed Triple and the TT and Daytona 200 winning SuperSports Daytona 675.

Triumph currently employs around 2,300 personnel worldwide and has subsidiary operations in the UK, America, France, Germany, Spain, Italy, Japan, Sweden, Benelux, Brazil, India and Indonesia as well as a network of independent distributors. Triumph has manufacturing facilities in Hinckley, Leicestershire, and Thailand plus CKD facilities in Brazil and India.