



## TRIUMPH MOTORCYCLES LAUNCHES SPRING/SUMMER 2010 CLOTHING AND PERSONAL ACCESSORIES COLLECTION

*Iconic motorcycle brand releases its latest Spring/Summer range for riders and non-riders alike*

March 2010

Triumph's Spring/Summer 2010 clothing collection is available at all Triumph dealerships from March, and features everything from jackets inspired by screen-legends Marlon Brando and Steve McQueen, to cool t-shirts and hoodies. The collection also includes pieces for women and kids.

For a classic style, the sand coloured **Lexington Jacket** (RRP £150) comes with a soft to the touch Bristex micro-fibre, classic 'desert' styling and multi-pocket design. Union Flag and globe patches on the arms create a subtle branding to the jacket.



From Triumph's classic range, the **Dartmouth Jacket** (RRP £270) combines cool and contemporary styling with a high specification. Exposed zipper detailing, punched leather panels and a distinctive take on the Triumph logo to the back gives this black leather jacket a style of its own.



Inspired by the Triumph legend Steve McQueen, the **McQueen Jacket** (RRP £200) is a special edition release, officially licensed by the McQueen estate. Based on the jacket he wore for the International 6 Days Trial, this garment is brought up to date with modern technology. Waterproof micro fibre outer fabric is bonded directly to waterproof, breathable and windproof Tri-Tex membrane, combining stylish design with high performance functionality.



# TRIUMPH

From Triumph's Modern Classics range, the **Lawford Jacket** (RRP £290) is constructed with antique leather to ensure every single one is truly individual. Cool retro styling and attention to detail makes this jacket right on trend.



From Triumph's Legends collection, the **Brando Jacket** (RRP £260) pays homage to the iconic 1953 movie The wild One where Marlon Brando played the starring role of Johnny Strabler, leader of the Black Rebels Motorcycle Club. The jacket features the BRMC insignia on the back.



The casual-wear collection sees three new additions to Triumph's sixty8 vintage range. **Daytona 200** (RRP £22) is based on the famous victory by Buddy Elmore at the 1966 Daytona 200 Mile National Championship Road Race held in Daytona, Florida.



The **Lamoreaux T-shirt** (RRP £22) and **Lamoreaux Hoodie** (RRP £50) are inspired by a vintage t-shirt from the 1950s. It was designed by a pair of top speedway racers, Lamoreaux and Milne who had success in the UK and USA before returning to Glendale, California, to open a Triumph motorcycle store.



# TRIUMPH

**Sixty8 Stripe** (RRP £22) is the third new addition to the sixty8 range which takes its story from Triumph's close relationship with the Bonneville Salt Flats, Utah, which has seen Triumph's break a number of land speed records.



The new **Chinese Importer t-shirt** (RRP £22) is the latest of the Triumph 'Importer' range of t-shirts. This piece features the Roaring Dragon Motorcycles print, a fictional importer created to demonstrate the popularity of the Triumph brand in Asia. The Chinese text reads 'Greatest Motorcycles in the world'.



Fresh for Spring/ Summer, the new **White Linen Shirt** (RRP £40) is made with a linen mix, and navy contrast embroidery, perfect for keeping cool as the weather heats up.



The **White Union Flag t-shirt** (RRP £22) is a core top seller with its large, front printed distressed union flag design, perfect for showing your affinity to this iconic British brand. Available in men's and women's sizes.



The much-loved cruiser-style **Highway boots** (RRP £110) are strong and solid, and traditionally styled. Bang on trend this season both off an on the bike, the boots are available in both men's and women's sizes and feature gunmetal adjusters, embossed logos and a non-slip rubber sole.



# TRIUMPH

The women's **Heddon Jacket** (RRP £150) is a seasonal best-seller, which combines elegance with high performance function. This waterproof and windproof jacket looks great on or off the bike, thanks to easily removable CE-certified shoulder and elbow protectors.



These are just a few of the highlights of the SS10 range, and many more products are available including a "**Riders Essentials**" collection which offers excellent performance at an entry level price, **Triumph Engineered with Alpinestars** collection of sports products and the **Legends** collection, a range of products inspired by Triumph Legends of the past, from Steve McQueen to Marlon Brando. In addition the range boasts a selection of other new jackets, jeans, gloves and boots plus many gift items and personal accessories.

- ENDS -

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## **Editor's Notes:**

### **About Triumph**

First established in 1902 and now based in Hinckley, Leicestershire, Triumph Motorcycles is currently the fastest growing motorcycle brand in the world. For over a decade Triumph has produced iconic bikes which perfectly blend design, character, charisma and performance. Producing around 50,000 bikes per year, Triumph is the largest British automotive manufacturer in the country.

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 60's 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 powerful Daytona 675.



In recent years it is the Daytona 675 that has enabled Triumph to truly stamp its mark on the modern motorcycle landscape, a proven class leader in the field. After winning the Supertest 'King of the Supersport' crown for four successive years the Daytona's status has been further enhanced with the MAP Embassy Triumph team's victory in the 2008 British Supersport Championship.

With an impressive 2010 product portfolio in place, including significant updates to existing best-selling bikes and a striking new model, Triumph is set to continue to enhance its status in the marketplace.

Triumph currently employs around twelve hundred personnel worldwide and has offices in the UK, America, France, Germany, Italy, Japan, Sweden and Benelux, plus a network of independent distributors. Triumph has manufacturing facilities in Hinckley, Leicestershire and Thailand. Visit [www.triumph.co.uk](http://www.triumph.co.uk)

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