

## **The 2010 Triumph Triple Challenge**

**Whether you're an aspiring young rider or a seasoned racer looking for a new challenge, this one-make championship offers a unique opportunity for high visibility, highly competitive racing**

In 2010 the Triumph Triple Challenge will increase its association with the MCE British Superbike Championship with five out of nine rounds of this unique and challenging series hosted on the national stage. As well as providing an exciting addition for fans of BSB the Triumph Triple Challenge (TTC) is a fantastic opportunity for new and established racers to compete on a high profile, televised, stage.

The Triumph Triple Challenge is a one-make series with competitors using a race-prepared Daytona 675. To promote close, exciting racing each bike is prepped to exactly the same specification, with riders able to adjust suspension settings to suit their individual style. As the TTC attracts both novice and more established riders there are three distinct competitions within the Championship to accommodate different age groups and levels of experience.

The Triumph Triple Challenge has been welcomed to the BSB paddock by series organisers MSVR. Stuart Higgs, BSB Series Director said: *"The Triumph Triple Challenge provides a unique grid of great looking and importantly, great sounding bikes and a very cost effective platform for riders to make the breakthrough from senior club to national level. The new series structure and calendar comprising nine different circuit configurations makes it stand head and shoulders above any other equivalent series."*

Winner of the 2008 British Supersport Championship and third overall in 2009, the race-proven Daytona 675 is a great choice for the series. It offer riders the chance to use a highly competitive machine at relatively low cost and, for those just starting out on their racing career, gives a relevant foundation for any subsequent move to higher levels of racing.

Supported by Triumph Motorcycles the Triumph Triple Challenge is managed by T3 Racing and as part of the support package T3 Racing offers competitors unrivalled trackside parts support and technical assistance.

Series organiser, Tony Scott said *"As we enter our fourth year the opportunity to run at BSB further adds to the credibility of the Triumph Triple Challenge. In these difficult*

*financial times our drive towards keeping rider costs down whilst meeting their expectations of entering a high profile championship such as this, I believe, along with the performance of the Daytona 675 are the major contributing factors to our success”.*

The Triumph Triple Challenge will be fought out over nine events at eight different venues:

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|-------------------|-----------|-------------------|
| ▪ 16/17 April     | BMCRC/MRO | Oulton Park       |
| ▪ 1/2 May         | BMCRC/MRO | Pembrey           |
| ▪ 5/6 June        | BMCRC/MRO | Snetterton        |
| ▪ 26/27 June      | BSB       | Mallory Park      |
| ▪ 24/25 July      | BMCRC/MRO | Brands Hatch Indy |
| ▪ 7/8 August      | BSB       | Brands Hatch GP   |
| ▪ 29/30 August    | BSB       | Cadwell Park      |
| ▪ 11/12 September | BSB       | Donington GP      |
| ▪ 25/26 September | BSB       | Silverstone GP    |

Andrea Friggi, UK Marketing Manager for Triumph Motorcycles said, *"The Triumph Triple Challenge is a well-established championship that offers a cost effective and competitive route into racing, on one of the best supersport bikes around. We're delighted to have secured an increased profile for the Challenge for 2010 as part of the MCE British Superbike Championship."*

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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)

### **About T3 Racing**

Tony Scott the founder of T3 Racing has had a close relationship with the Triumph factory for over 10 years. The Kent based company was formed in 2005 to formulate and develop the Triumph Triple Challenge which took a little over 18 months. During the last three years T3 Racing has overseen the continued growth of the Series whilst developing T3 Racing products specific to the Daytona 675. These products soon gained recognition outside of the series and T3 Racing now supplies performance parts to over 18 countries worldwide in addition to tuning services and race bike preparation.

T3 Racing will be present at the NEC Motorcycle Show on the Triumph Stand.

As part of T3 Racing's future plans it intends to launch its first customised Triumph Motorcycle at the MCN London Motorcycle Show in 2010.

### **About MSVR**

MotorSport Vision Racing (MSVR) is the racing division of MSV, owner and operator of four of the UK's best racing circuits - Brands Hatch, Oulton Park, Snetterton and Cadwell Park. MSVR's portfolio of race series expanded in 2008 becoming the commercial and organisation rights holder of the British Superbike Championship, the world's premier national motorcycle racing championship.

2010 will see over thirty car and motorcycle race events organised by MSVR across the UK.