

## **Triumph and TAG Heuer collaborate for McQueen special**

British motorcycle manufacturer Triumph has collaborated with famous Swiss watch manufacturer TAG Heuer in a unique project: the creation of a special one-off "Bonneville Heuer."

The TAG Heuer Bonneville features a unique blue and orange livery inspired by the Porsche sports car driven by Steve McQueen's character in the movie Le Mans, which in turn was the inspiration for TAG Heuer's 40<sup>th</sup> anniversary edition of the Monaco.

The association between the two brands comes as a result of their common values and the legacy of McQueen, who was famously linked to both brands.

Neil Morley, Triumph's Head of Brand Communications, commented: "We are delighted to play our part in this exciting project. The Triumph Bonneville and TAG Heuer Monaco are both timeless masterpieces, celebrating their respective 50<sup>th</sup> and 40<sup>th</sup> anniversaries this year. We also both have a natural connection with Steve McQueen, who famously wore a Monaco watch in the film Le Mans and was renowned for his love of our bikes, making this a very natural collaboration."

The special Triumph Bonneville was unveiled in Paris recently by Lewis Hamilton, the 2008 Formula One world champion and TAG Heuer brand ambassador, and can be seen at various watch shows and TAG Heuer retailers throughout Europe.