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### **'Triumph Live' dates announced for 2012**

Following the unprecedented success of the inaugural 'Triumph Live' in 2010, Triumph Motorcycles has confirmed 31 August – 2 September 2012 as the dates for the next event, to be held at Mallory Park Circuit, Leicestershire.

Given the huge success of the event in 2010, when leading bands Mumford & Sons and The Stranglers headlined the festival, the Hinckley-based manufacturer has extended the celebration from one to three days to include live bands; stunt riding shows; championship racing from the Triumph Triple Challenge; factory tours; road, track and off-road demo rides; plus a host of other displays and attractions.

'Triumph Live' was launched in 2010 as a celebration of the UK's biggest motorcycle brand and proved a big hit with around 10,000 bike fans, music lovers and families attending the weekend. Intended as a biennial event, the weekend in 2012 marks 110 years of the iconic brand and is open to riders of all marques.

Visitors will be able to view the latest range of Triumph motorcycles together with a selection of some of the UK's best customised Triumphs. Key bikes from Triumph's history will also be on display, as part of a unique exhibition exploring the 110 year anniversary, while those looking to kit themselves out with top quality riding apparel need look no further than the Triumph Clothing Megastore, where there will be a host of bargains waiting to be snapped up.

UK general manager of Triumph Motorcycles, Guy Masters, said: "We were bowled over by the reaction to the 2010 event and are determined to make 2012 even better. Extending the event to three days allows us to include much more for customers to see and do, while the proximity of Mallory Park to the factory gives visitors an unrivalled opportunity to see our state-of-the-art manufacturing facilities for themselves. Triumph Live is a great weekend's entertainment for riders, music lovers and their families alike."

Early bird tickets are on sale now at **[triumph-live.com](http://triumph-live.com)**, priced at £43 for a weekend pass or £24 for Saturday-only access. Entry for under 16's is free.

Onsite camping will be available from Thursday until Sunday, including toilet/shower facilities, a secure bike park and safety deposit boxes. Camping costs are £15 per person for the weekend and must be pre-booked.