



**31 January, 2012**

**058/fv**

## **Triumph Confirms 2012 Young Guns Scheme**

Triumph Motorcycles has today confirmed it will run its popular Triumph Young Guns scheme again in 2012. Following the hugely successful inaugural initiative in 2011, Triumph is again looking for the next crop of promising young riders to take part in this year's competition to win a factory-supported ride within the 2013 Triumph Triple Challenge. Established to find the UK's race stars of tomorrow, the Young Guns scheme is open to all amateur ACU-licensed riders aged between 15 and 20.

Ten lucky riders will be selected to take part in the 2012 Triumph Young Guns scheme, with each rider receiving the opportunity to be mentored by key industry figures on the core skills needed to succeed in the world of professional motorcycle. Applicants to the Young Guns scheme will be provided with a number of tailored training sessions throughout the year, delivered by a series of industry experts, focusing on issues such as personal fitness, racecraft, bike set-up/development and marketing/promotion.

Following these sessions the ten riders will be assessed by a panel of judges including a professional rider, race team manager, BSB management and senior management from Triumph, to whittle the field down to the three Young Guns finalists. The finalists will then go head to head on the track with the overall winner of Triumph Young Guns 2012 announced at the final round of the MCE British Superbike Championship at Brands Hatch on October 12-14 2011.

Guy Masters, general manager of Triumph UK, said: "We're really excited about the second year of the Triumph Young Guns. Last year's scheme received a great response from a very strong field of riders, and has given the 2011 winner, Chrissy Rouse, a great opportunity to progress his racing career in this year's Triumph Triple Challenge.

"The Young Guns competition is designed to find and nurture the next wave of racing stars and is part of Triumph's general ethos of developing young British talent."

BSB promoters MSVR will also be supporting Triumph Young Guns and providing a member of the judging panel. Stuart Higgs, BSB series director, said: "Young Guns is an ideal opportunity for aspiring riders to develop the range of skills they will need at higher levels of



racing. Achieving great lap times is one thing, but this scheme is really designed to give riders a much more rounded set of skills that will help them both off and on the track.”

Chrissy Rouse, winner of the 2011 Triumph Young Guns scheme, said: “The Young Guns initiative is a lot more than a competition and provided me with a lot of insight, mentoring and support during 2011. I am looking forward to putting what I learnt into practice riding in the Triple Challenge this year with the continued help of the Triumph team.”

The deadline for entries to Triumph Young Guns is Monday 12<sup>th</sup> March, 2011. Application forms can be obtained via the Triumph website:

<http://www.triumphmotorcycles.co.uk/triumph-world/young-guns>

*For further details of the Triumph Triple Challenge, visit [www.triumphtriplechallenge.com](http://www.triumphtriplechallenge.com)*

## **Ends**

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## **About Triumph**

First established in 1902 and now based in Hinckley, Leicestershire, Triumph Motorcycles is one of the most iconic motorcycle brands in the world. At the heart of Triumph’s philosophy is a commitment to develop 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, ranging from Classics to Supersport, Cruisers to Adventure machines and including the striking 2.3 litre Rocket III, the unmistakable Speed Triple and the award winning Daytona 675. Triumph’s global market share now stands at 5.9% in the +500cc segment with the brand #1 in the UK market, with a share of 20%.

With an impressive product portfolio in place, including the brand new Tiger Explorer and Speed Triple R, and a strong ongoing model development programme Triumph is to continue to enhance its status in the market.

Triumph currently sells around 50,000 bikes per year through a global network of around 700 dealers. The company employs around seventeen hundred personnel worldwide and has offices in the UK, America, France, Germany, Italy, Spain, Japan, Sweden, Switzerland and Benelux, plus a network of independent distributors. Triumph has state-of the art manufacturing facilities both in Hinckley, Leicestershire, UK and Thailand.