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Triumph's Triple Challenge moves up a gear for 2011

- Triumph Triple Challenge confirmed for 2011
- Championship will support nine rounds of the BSB series
- Triple Challenge offers riders the perfect grounding on the way to Superstock/Supersport racing

Triumph's Triple Challenge (TCC) will compete entirely within the British Superbike Championship (BSB) this year signalling a move that further enhances the competition's reputation as a key proving ground for the UK's racers of tomorrow. Backed by the Triumph factory and run in close co-operation with Motorsport Vision Racing (MSVR), the Triple Challenge commences at Brands Hatch (April 22-25) and takes in nine events over the next five months, closing at the same venue on 7-9 October.

With television coverage confirmed over the nine rounds of the series, the Triple Challenge provides aspiring riders with the exposure and right level of track experience to graduate into supersport racing. All entrants compete on race tuned Daytona 675s and this year riders will benefit from a unique package of ongoing mentoring and training, provided by T3 Racing, the series' organiser.

The Triumph Triple Challenge Academy is a key element of the 2011 package for riders, who will benefit from training sessions on race craft, diet and fitness, handling the media and sports psychology – all important considerations for any rider serious about their future career in motorsports.

The winner of this year's TCC will step up to either Junior Superstock (if under 26) or Supersport Cup (if aged 26-32), with a funded race package from T3 Racing for the 2012 season. The supported ride will include a fully prepared bike, entry fees, tyres/spares package, all delivered by a newly formed factory backed race team run by T3 Racing. If the winning rider is aged over 32, they will receive a Triumph Daytona 675R.

A second, part-funded ride will also be awarded in 2011. Based on their Academy results, professionalism and potential, riders will be judged by an expert panel from Triumph, MSVR and T3, who will choose the most deserving entrant to benefit from a supported ride with the T3 Racing Team in 2012.

Stuart Higgs, BSB race director, said: "We're delighted to have the Triumph Triple Challenge at nine of our races during the 2011 season. Not only does this series bring added excitement, colour and vibrancy to the events, the Triple Challenge acts as an important source of new talent to the sport."

Guy Masters, General Manager of Triumph UK, said: "Triumph is all about passion, integrity and performance, which are all key characteristics of great riders. Our support for the Triple Challenge is



part of Triumph's ethos of developing young British talent. It's also great to see our Daytonas being pushed to their limits around some of the country's best loved race circuits."

The entry fee for the Triple Challenge series is £14,300 + VAT, which includes a race-prepared Triumph Daytona 675, entries to all nine races, tyres, support on suspension set-up and assistance from a race engineer, two races per weekend, media coverage and the benefits of the Triple Challenge Academy. All riders in the championship will be housed in the new Triumph Village, where riders will prepare their bikes, undertake maintenance and benefit from the hospitality facilities, each race weekend.

Calendar

April 22-25	Brands Hatch (Kent)
April 30-May 2	Oulton Park (Cheshire)
May 13-15	Croft (North Yorkshire)
July 1-3	Snetterton (Norfolk)
August 5-7	Brands Hatch (Kent)
August 27-29	Cadwell Park (Lincolnshire)
September 9-11	Donington Park (Leicestershire)
September 23-25	Silverstone (Northamptonshire)
October 7-9	Brands Hatch (Kent)

For further details of the Triumph Triple Challenge, visit www.triumphtriplechallenge.com