



## **Triumph Rider Insurance is relaunched with the chance to win a Tiger 800**

- Triumph launches new online insurance quotation system
- Designed specifically with Triumph riders in mind
- Standard policy includes helmet and leathers cover
- Every quote gives riders a chance to win a Triumph Tiger 800

Triumph Motorcycles has relaunched its bike insurance scheme to provide a bespoke package of benefits it believes will provide unbeatable value for riders of the iconic British machines. Having operated a branded scheme with Equity Direct Broking Ltd for a number of years, the UK's leading bike manufacturer has signed a long-term partnership with the provider, which is fully regulated by the FSA.

A key element of the new scheme is the Triumph branded online system ([www.triumphriderinsurance.co.uk](http://www.triumphriderinsurance.co.uk)), which enables riders to quickly gain quotations on their bike, clothing and other extras. Triumph has worked with Equity to develop a truly bespoke package that is based on historic claims data, thus enabling far more competitive premiums for riders. The standard scheme also includes European travel, helmet and leathers cover (worth up to £1,000) as well as personal accident cover (up to £10,000), which is often only included as an extra. Quotations are also available via a dedicated hotline, manned by bike insurance specialists based in the UK.

Guy Masters, general manager at Triumph UK, said: "Working in partnership with Equity we believe we've developed a unique and unrivalled scheme that our customers can buy with confidence. With great service from Equity's specialist bike team, excellent benefits as standard and a competitive price, we see the new scheme as a natural extension of the total Triumph experience."

Other optional elements of the Triumph Rider Insurance scheme include legal and key care cover. The scheme features a generous no claims discount and an option to protect existing no claims bonus, whilst premium discounts are available for riders with advanced qualifications. Triumph Rider Insurance also includes an option to cover multiple bikes, making it especially attractive to riders with summer and winter models.

To celebrate the launch of the new online Triumph Rider Insurance scheme, everyone requesting a quote on the website or via the quote hotline before 30<sup>th</sup> April will be entered automatically into a prize draw to win a new Triumph Tiger 800, which is currently enjoying rave reviews from the media.

**Ends**

For further information please contact St John White or David Price at Prova Public Relations on 01926 776 900 or email [stjohnw@provapr.co.uk](mailto:stjohnw@provapr.co.uk) or [davidp@provapr.co.uk](mailto:davidp@provapr.co.uk).

## **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 and has 55 dealers in the UK & Eire.

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 SuperSports Daytona 675.

With an impressive 2011 product portfolio in place including two brand new models and a strong model development programme in place, 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.