



## **Triumph inspires the next generation of designers**

Triumph, the Midlands-based motorcycle manufacturer, has collaborated with students from Birmingham City University's Institute of Art & Design on an innovative project called 'Accessories'. Eighteen MA Product Design students were tasked with designing and creating alternative lifestyle products based on components from the iconic Triumph Bonneville T100.

The event in December saw 18 students submit their alternative products at the preview exhibition at Aedas, Colmore Plaza in Birmingham. Key senior management and dignitaries from all three organisations were present and Nick Orme was announced as the winner, for his design of a corkscrew using parts of the Bonneville's handlebar mechanism. Second place went to Wa Ya-Lin for her fruit bowls made from the T100 wheels, while third place went to Elena Matayas for her innovative use of mirrors to create a jacket and helmet stand.

Stuart Wood, Chief Engineer at Triumph and one of the three Triumph judges, said: "We were impressed with all of the entries but Nick's design, which used a Bonneville brake lever, master cylinder and handlebar grip, really stood out. His corkscrew was an innovative use of motorcycle parts that created a lifestyle product we could really see customers buying."

As part of the project, Triumph gave special insight earlier in October to the students, including a tour of Triumph's factory in Hinckley and presentations from senior design and engineering staff. The students were able to appreciate firsthand how this highly successful local company operates its design, engineering and clothing and merchandise departments, along with its efficient and flexible production facility. The students were then tasked with further research of the commercial context and markets that Triumph operates within, along with their successful strategic design policies.

The event took place on December 16, 2010 and consisted of an exhibition of the students' 18 lifestyle accessories with supporting posters and documentary style reportage, as well as a Triumph Bonneville T100. Products included furniture, cookware, household appliances, audio equipment and even pet toys.

Pictures of some of the designs can be found on Triumph's Facebook page:

<http://www.facebook.com/#!/OfficialTriumph>

Further details of the organisations involved can be found at:

[www.aedas.com](http://www.aedas.com)

[www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad)

[www.triumphmotorcycles.co.uk](http://www.triumphmotorcycles.co.uk)

**Ends**

For further information please contact St John White or David Price at Prova Public Relations on 01926 776 900. Additional imagery is available on request; please email Lauren Massey [laurenm@provapr.co.uk](mailto:laurenm@provapr.co.uk)



## **Notes to Editors**

### **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.