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## **Lord Digby Jones Selected as Chairman of Triumph Motorcycles**

*Appointment helps position Triumph for continued global growth*

**ATLANTA (June 5, 2009)** – Triumph Motorcycles is pleased to announce that Lord Digby Jones, formerly the Director General of the Confederation of British Industry (CBI) and Minister of State for Overseas Trade & Investment, has become Chairman of Triumph Motorcycles.

The appointment will help increase Triumph's profile in the UK as well as its existing and new markets around the world. As Chairman of the company, Lord Digby Jones will chair the Board and in a non-executive capacity will help to steer and guide the business as Triumph continues to grow and develop across the world. Lord Digby Jones will work closely with the Board of Directors as well as Triumph Motorcycles' owner John Bloor, who will continue to be at the helm of the business.

Born and raised in Birmingham, England, Lord Digby Jones was a corporate lawyer with Edge & Ellison when he first met and worked with John Bloor, rising to Senior Partner before leaving to join the CBI. As well as sitting in the House of Lords, Lord Digby Jones currently holds several key posts within British Industry, including Chairman of the International Advisory Board of HSBC, Corporate Ambassador for Jaguar and Corporate Advisor to JCB. Over the past few years Lord Digby Jones has visited over 70 countries to promote British industry and his experience will be a tremendous asset to Triumph.

Commenting on the appointment, Lord Digby Jones said: "What an amazing privilege not only to be working with and learning from one of our country's most successful businessmen, but also to have the opportunity to help add value to one of the country's great brands. I'm looking forward to helping build on its growth and maximize even further its enormous potential."

John Eastham, Deputy Chairman, commented, "Triumph has grown considerably over the last few years and as the business continues to develop it is important to strengthen the Triumph team. Bringing in a Chairman of the caliber of Lord Digby Jones, with his wealth of experience, is a real coup for Triumph and will be of great benefit to the company."

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Triumph Motorcycles ([www.TriumphMotorcycles.com](http://www.TriumphMotorcycles.com)) is the British motorcycle marque that produces a wide range of sport, cruiser and touring motorcycles that are all designed to provide outstanding motorcycling experiences. From the storied Bonneville to the class-leading Speed Triple, Triumph offers a blend of design, character and performance that result in truly distinctive motorcycles. First established in 1902 and now located in Hinckley, Leicestershire, England, Triumph has always set the pace for category winning machines. The company is solely owned by Bloor Holdings Ltd. and its North American operations are based in Atlanta.

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