



For Immediate Release

**TRIUMPH MOTORCYCLES AND TAG HEUER CREATE
A SPECIAL STEVE MCQUEEN-INSPIRED MOTORCYCLE**

ATLANTA (November 5, 2009) – British motorcycle manufacturer Triumph and Swiss watch manufacturer TAG Heuer have collaborated to create a special, one-of-a-kind “Bonneville Heuer” Triumph motorcycle. The association between Triumph and TAG Heuer comes as a result of their common values and the legacy of Steve McQueen, who was famously linked to both brands.

The TAG Heuer Bonneville features a unique blue and orange paint scheme that was inspired by the Porsche sports car driven by Steve McQueen’s character in the movie *Le Mans* (1971). McQueen wore TAG Heuer’s Monaco watch in the movie, and today TAG Heuer is celebrating the 40th Anniversary of the watch.

McQueen rode Triumph motorcycles personally and in movies such as *The Great Escape* (1963). Triumph Motorcycles continues that relationship with McQueen’s estate to create vintage styled McQueen apparel. For 2010, the Triumph clothing range includes a jacket and t-shirt reminiscent of when McQueen raced a Triumph in the International Six Days Trials in Germany.

“We are delighted to play our part in this exciting project. The Triumph Bonneville and TAG Heuer Monaco are both timeless masterpieces, celebrating their respective 50th and 40th anniversaries this year,” said Neil Morley, Triumph’s Head of Brand Communications. “We also both have a natural connection with Steve McQueen, who famously wore a Monaco watch in the film *Le Mans* and was renowned for his love of our bikes, making this a very natural collaboration.”



The special Triumph Bonneville was unveiled in Paris by Lewis Hamilton, the 2008 Formula One world champion and TAG Heuer brand ambassador, and can be seen at various watch shows and TAG Heuer retailers throughout Europe.

The Triumph Bonneville was born in 1959 to recognize Johnny Allen's land speed records at the Bonneville Salt Flats. The Triumph Bonneville was an instant hit in America and the UK, and 50 years later continues to be one of Triumph's most iconic motorcycles. Despite its classic appearance, the new Triumph Bonneville motorcycles feature state-of-the-art design and performance.

The full range of Triumph motorcycles are available at authorized Triumph dealers throughout North America. To find your local Triumph dealer, please visit www.TriumphMotorcycles.com.

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Triumph Motorcycles (www.TriumphMotorcycles.com) is the British motorcycle marque that produces urban sport, modern classic, cruiser and touring motorcycles that are designed to provide an outstanding motorcycling experience. From the storied Bonneville to the class-leading Street 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, Triumph has always set the pace for category winning machines. The company is solely owned by Bloor Holdings Ltd. Its North American operations are based in Atlanta.

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