



TRIUMPH MOTORCYCLES CELEBRATES 50 YEARS OF THE ICONIC BONNEVILLE
- Belstaff and Ewan McGregor mark the occasion with a bespoke design -

London, U.K, May, 2008: Britain's legendary motorcycle manufacturer, Triumph, is steeped in the history of motorcycling yet remains at the forefront of engineering with some of the most sophisticated production facilities in the world. One of Triumph's best-loved bikes, the **Bonneville**, is celebrating its 50th anniversary in Summer 2008*.

Cleverly blending traditional British style and charismatic performance, the Triumph Bonneville is the perfect roadster and a modern design classic. Its unique looks and exhilarating riding experience have made the Bonneville the motorcycle of choice for generations of fast-living individuals including screen idols from Steve McQueen, James Dean and Marlon Brando, through to George Clooney and Nicholas Cage.

Triumph is marking the occasion by producing two unique one-off designs for the Bonneville, each conceived by an iconic collaborator, synonymous with style and British motorcycling: Hollywood star **Ewan McGregor** and designer of high-end motorcycling fashion, **Belstaff**.

Renowned motorcycle enthusiast, Ewan McGregor, has created a design that reflects the Bonneville's rich heritage. The design incorporates a copper-plated tank, with black waxed cotton by Belstaff on the seat and side panel and is inspired by one of his own vintage bikes, as well as his love of the legendary motorcycle enthusiast (and Triumph rider), Steve McQueen.

Ewan explains, "I wanted to use a traditional waxed cotton material as it has such a resonance with the history of style in motorcycling and mix it with the tradition of coppering tanks. I am a huge fan of Steve McQueen and his films from the 1960s, and the font that I have chosen for the Triumph logo harks back to that golden era of biking.

“This is such an exciting project for me – the Bonneville has to be the ultimate in iconic British motorcycles, so the chance to create my very own design and see it through to production is amazing.”

Belstaff, the leading designer of motorcycling fashion, is also producing a bespoke design of the Bonneville incorporating a sophisticated black and gold colour scheme synonymous with the fashion brand’s identity. The design also includes a gold seat cowl and a black and gold pannier bag. In addition Belstaff is also creating a limited-edition biker style jacket to mark the anniversary. For more information, visit www.belstaff.com.

Michele Mallenotti, designer for Belstaff, comments, “Being at the cutting edge of design for motorcycle fashion, it’s a privilege to be asked to produce a special-anniversary Bonneville. The Bonneville’s enduring popularity over 50 years is an amazing achievement. The timeless style and shape of the Bonneville makes it a pleasure to work with.”

The Belstaff limited-edition designed Bonneville will be on display in Belstaff’s flagship stores in London’s Conduit Street, as well as Rome and Milan and available for purchase exclusively in selected stores worldwide later this year.

Your chance to own a piece of motorcycling history

Ewan McGregor’s specially designed bike will be auctioned for his chosen charity, UNICEF for whom he is an ambassador. Further details regarding the auction will be released shortly.

Introducing the limited-edition Triumph Bonneville

Triumph is also creating a limited-edition 50th anniversary Bonneville. With a production run of only 650 machines, the special-edition Bonneville will be a must-own for Triumph fans, offering a chance for those enthusiasts not successful in the auction to get involved in the 50th anniversary celebrations. More details will available on www.triumphmotorcycles.com from late July.