



**TRIUMPH'S BONNEVILLE REBORN TOUR TO PROVIDE
A FIRST-HAND LOOK AT THE ALL-NEW BONNEVILLE MOTORCYCLES**

Los Angeles will open U.S. and Canadian tour on November 19

ATLANTA (November 12, 2015) – Triumph Motorcycles America is pleased to announce the launch of the *Bonneville Reborn Tour* set to begin next week. The tour will stop at unique venues, consumer motorcycle shows and Triumph dealerships across the U.S. and [the Canadian PSS-CMS series](#) to showcase the iconic new line of Bonneville motorcycles.

It all kicks off in downtown Los Angeles, Calif. at The Theatre in the Ace Hotel next Thursday, November 19, with a launch party celebration, the *Bonneville Reborn Tour* consists of five components. Including the invitation-only consumer and VIP launch party events, it will also provide sales and technical training at select Triumph dealerships, displays at ten national

consumer motorcycle shows and press rides on the brand new Street Twin model after December 7.

The tour will hit all seven of the PSS-Canadian Motorcycle Shows starting in Calgary January 8th 2016 travelling across Canada to Edmonton, Vancouver, Quebec City, Moncton, Toronto and ending the tour in Montreal at the Palais de Congress the weekend of February 27th 2016 .

“We’re incredibly excited about the new Bonneville family of motorcycles and can’t wait to show off these premium products to both our dealer partners and enthusiasts,” said Matt Sheahan, COO of Triumph Motorcycles America. “Not only will the dealership staff get to dive into these products for training, but also we’re going to be holding some great launch events for consumers. Nearly every major urban market will get to interact with the brand and get to look at these all-new iconic motorcycles.”

For those not able to attend the exclusive, tour-opening launch party in downtown Los Angeles, Triumph will have a display at the International Motorcycle Show, November 20-22, at the Long Beach Convention Center, in Long Beach, Calif. It will feature five new Bonneville family motorcycles and will be located near the main entrance.

The new Triumph Bonneville motorcycle family consists of the Street Twin, Bonneville T120, Bonneville T120 Black, Thruxton and Thruxton R. These five bikes were redeveloped from the ground up with three new Bonneville engines and all-new chassis and suspensions, to provide the optimal modern classic riding experience.

Visit www.themotorcycleshows.ca or www.triumph-motorcycles.ca to find out the dates and locations of the *Bonneville Reborn Tour* events. Also, learn more on the new line of Triumph Bonneville motorcycles and locate your closest dealer on the website.

About Triumph Motorcycles

Triumph Motorcycles is the British premium, lifestyle brand, which produces a wide range of distinctive, cool, and authentic Modern Classic, Adventure, Sport, Cruiser and Touring motorcycles. Also the oldest continually produced motorcycle brand, the first Triumph was manufactured in 1902. The company's global headquarters are located in Hinckley, Leicestershire, England, solely owned by Bloor Holdings Ltd. Triumph Motorcycles America Ltd., its North American subsidiary, is based in Atlanta, Ga., and is home to the motorcycle industry's first 24/7 Customer Support team. To see the full range of Triumph motorcycles, visit www.Triumph-Motorcycles.ca

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