



---

## **Triumph Motorcycles Debuts 'Thank A Hero' Program**

*British manufacturer offers special discounts on new motorcycles to active members of the U.S. Military*

**ATLANTA (May 3, 2010)** – Triumph Motorcycles North America is saying 'thank you' to active U.S. Military service members by providing up to \$750 off the purchase of a new Triumph motorcycle.

"Triumph recognizes the challenges that our troops face, and we want to show our support for the sacrifices they make for all of us," said Jim Callahan, North American Marketing Manager for Triumph Motorcycles. "Many active members of the U.S. military have contacted Triumph dealers and Triumph North America about buying a new motorcycle. This is our way of saying 'thank you' for everything they do."

The "Thank a Hero" purchase program applies to all active duty members of the U.S. Military who currently serve in the Army, Marine Corps, Navy, Air Force, Coast Guard and National Guard, including all active Reserve service members.

Triumph manufactures cruiser, urban sport, and modern classic motorcycles that consistently earn 'Best in Class' accolades for styling, performance and real-world rideability. These range from the all new 1600cc Thunderbird cruiser and the ground breaking Speed Triple and Daytona 675 urban sport bikes to the iconic Bonneville modern classic.

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](http://www.TriumphMotorcycles.com).

**- END -**



---

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.

**For more information contact:**

Matt O'Connor, McRae, (404) 917-0675, [moconnor@mcrae.com](mailto:moconnor@mcrae.com)  
Stephanie Milo, McRae, (404) 917-0682, [smilo@mcrae.com](mailto:smilo@mcrae.com)