

## John Bloor and Triumph Motorcycles awarded the Royal Automobile Club Diamond Jubilee Trophy



The Royal Automobile Club have awarded John Bloor and Triumph Motorcycles the Diamond Jubilee Trophy. The Diamond Jubilee Trophy has been presented in recognition of the outstanding contribution that John Bloor and all the staff of Triumph Motorcycles have made to motorcycling and the motorcycle industry.

The Diamond Jubilee Trophy was inaugurated in 1957 to commemorate the Diamond Jubilee of the Club and is awarded for an outstanding contribution in the field of automotive transport and/or motor sport. It is awarded to an individual, group or corporation of any nationality and is held for one year. The trophy has been awarded five times in its history, and only when the achievement is truly meritorious. Its illustrious list of previous recipients include: (1958) Sir Vivian Fuchs for the Commonwealth Trans-Antarctica expedition, (1962) C.S. Cockerell for the "Hovercraft", (1969) NASA for the Crawler designed for the Apollo spacecraft, (1976) The British Aircraft Corporation and Aerospatiale (France) for the design and construction of Concorde and (1983) Richard Noble for the land speed record of 633.486mph.

Ben Cussons of the Royal Automobile Club said, 'It gives me enormous pleasure to present the Diamond Jubilee Trophy to John Bloor and the staff at Triumph Motorcycles. All the previous recipients have been "game changers" and there is no exception with Triumph. They have transformed Triumph from one of the most iconic British brands to a globally recognised one. Their commitment to manufacturing excellence and a single minded determination to build the "best of British" have enabled them to succeed in an intensely competitive market. This outstanding achievement and commitment to quality and innovation embody all that the trophy represents'

While Bloor is responsible for breathing life back into one of Britain's most iconic motorcycling brands he firmly believes that it's the success is down to his employees, who are the heartbeat to the business.

Upon receipt of the Diamond Jubilee Trophy John Bloor said I am delighted to accept this trophy on behalf of all the staff at Triumph Motorcycles. From the design department in Hinckley, to our global manufacturing facilities and world-wide sales and distribution offices, everyone at Triumph works with passion and pride to excite and engage with our customers. The success of the brand is without doubt down to the skill and commitment of our team."

## **The Royal Automobile Club:**

The Royal Automobile Club was founded in 1897 and its distinguished history mirrors that of motoring itself. In 1907, the Club was awarded its Royal title by King Edward VII, sealing the Club's status as Britain's oldest and most influential motoring organisation.

The Club's early years were focused on promoting the motor car and its place in society, which developed into motoring events such as the 1000 Mile Trial, first held in 1900. In 1905, the Club held the first Tourist Trophy, which remains the oldest continuously competed for motor sports event. The Club promoted the first pre-war and post-war Grands Prix at Brooklands in 1926 and Silverstone in 1948 respectively, whilst continuing to campaign for the rights of the motorist, including introducing the first driving licences.

Today, the Club continues to develop and support automobilism through representation on the Motor Sport Association (MSA), Fédération Internationale de l'Automobile (FIA) and RAC Foundation, while continuing to promote its own motoring events, such as the free-to-attend Regent Street Motor Show and the London to Brighton Veteran Car Run, which are two of the highlights of the Club's London Motor Week, which next year runs from Monday 31 October to Sunday 6 November 2016

The Royal Automobile Club also awards a series of historic trophies and medals celebrating motoring achievements. These include the Segrave Trophy, the Tourist Trophy, the Simms Medal, the Dewar Trophy, the Torrens Trophy and the Diamond Jubilee Trophy.

## **About Triumph:**

First established in 1902, Triumph Motorcycles celebrated 110 years of motorcycle manufacture in 2012. For more than two decades Triumph has been based in Hinckley, Leicestershire and has produced iconic bikes which perfectly blend design, character, charisma and performance.

Today Triumph Motorcycles Ltd is the largest British motorcycle manufacturer with production sites in the UK, Thailand, India and Brazil. They build around 50,000 bikes per year, and have more than 750 dealer franchises in over 60 countries. Around 80% of their product is sold outside of the UK, but they continue to dominate the UK market with their 500cc machines.

At the heart of Triumph's philosophy is a commitment to developing truly unique motorcycles that are distinctive in design, intuitive handling and performance. The innovation and engineering passion that gave birth to the iconic Bonneville of the 1960s has today created a broad range of bikes suited to all motorcycle riders, including the 2.3 litres Rocket III, the Speed Triple and the SuperSports Daytona 675.

Triumph's aim is to craft motorcycles that deliver a great riding experience through the fusion of a well-balanced, easy-to-handle chassis and strong, flexible engines. The result is an inspiring range of motorcycles delivering intelligent, usable performance.



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