



**FOR IMMEDIATE RELEASE**

***ZOOM Motorsports Announces partnership with Triumph Motorcycles***

Birmingham, Ala. (February 7, 2012) – ZOOM Motorsports announced today that Triumph Motorcycles will become the title sponsor of the AMA Pro Series race at Barber Motorsports Park, as well as presenting sponsor for the fast-growing Barber Vintage Festival. The three-year agreement is a natural fit for the iconic manufacturer, makers of high-performance motorcycles, and Barber Motorsports Park and Vintage Museum, with its world-class road course and collection of over 1,000 modern and vintage motorcycles.

The 2012 Triumph Superbike Classic is scheduled for June 22-24, while the 8<sup>th</sup> annual Barber Vintage Festival presented by the Triumph Dealers of North America is set for Oct. 12-14.

“Triumph Motorcycles is proud to announce this exciting new partnership with Barber Motorsports Park, one of the premier road courses in North America,” said Greg Heichelbech, CEO of Triumph North America. “The Triumph Superbike Classic is the perfect showcase for our high-performance motorcycles, while the Barber Vintage Festival allows us to put our rich brand heritage on living display at a venue that also includes the finest motorcycle museum in the world.”

Fresh from achieving record sales in 2011, the UK-based manufacturer will celebrate its 110th anniversary in 2012. At the heart of Triumph’s philosophy is a commitment to developing class-leading motorcycles with distinctive looks, sound and performance. Triumph’s range of parallel twin and three-cylinder bikes combines classic British engineering and style with cutting edge technology and a character unrivaled by any other motorcycle manufacturer.

“Triumph has been a longtime supporter of the Barber Motorsports Park and its events,” said Gene Hallman, president of ZOOM Motorsports, the exclusive event promoter of Barber Motorsports Park. “We’re excited to have them as such a devoted sponsor for two of our major events at Barber Motorsports Park, and we look forward to a great partnership for many years to come.”

Last year’s race brought more than 34,000 fans from all over the world to watch the best of the AMA Pro series compete on the 17-turn, 2.38-mile permanent road course at Barber Motorsports Park. Tickets are now on sale for the Triumph Superbike Classic at [www.barbermotorsports.com](http://www.barbermotorsports.com) and fans 12 and under are admitted free with a ticketed adult.

Marking the Series’ 10<sup>th</sup> visit to the Alabama-based park, the weekend will feature the AMA Pro National Guard SuperBike, AMA Pro Daytona SportBike, AMA Pro Motorcycle-Superstore.com SuperSport and AMA Pro Vance & Hines XR1200 series. In SuperSport, this will be an East Division event. In addition, the weekend will include fan walks on pit lane, autograph sessions, demo rides and much more.

The 8<sup>th</sup> installment of the Barber Vintage Festival is expected to build on the popularity of last year's event. Over 51,000 guests attended in 2011, taking in a full weekend of activities, including vintage road racing, a parts swap meet, seminars and a full air show. Tickets will go on sale this summer and are available at [www.barbermotorsports.com](http://www.barbermotorsports.com).

#### **About Triumph:**

First established in 1902 and now based in Hinckley, Leicestershire, England, Triumph Motorcycles is one of the most iconic high-performance motorcycle brands in the world.

At the heart of Triumph's philosophy is a commitment to develop truly unique motorcycles that offer a blend of distinctive design, intuitive handling and performance.

Triumph currently sells around 50,000 bikes per year through a global network of around 700 dealers. The company employs some seventeen hundred personnel worldwide and has offices in the UK, U.S., France, Germany, Italy, Spain, Japan, Sweden, Switzerland and Benelux, plus a network of independent distributors. Triumph has state-of-the-art manufacturing facilities both in Hinckley, Leicestershire, UK and Thailand.

#### **About Barber Motorsports Park and ZOOM Motorsports:**

Barber Motorsports Park opened in the spring of 2003. Since its inception, ZOOM Motorsports, LLC has been the exclusive event promoter for the events at the park. The 2.38-mile racing circuit is 45 feet wide, with 17 turns and elevation changes of more than 80 feet. The Barber Motorsports Park has been considered one of North America's finest road courses for car and motorcycle racing, and has served as the venue for several international product launches. The Barber Motorsports Park also features the Barber Vintage Motorsports Museum. This 144,000 square-foot facility houses more than 1,000 vintage and modern motorcycles from 17 different nations and more than 125 manufacturers. For more information, please visit [www.barbermotorsports.com](http://www.barbermotorsports.com).

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