

**PRESS RELEASE**

**NO EMBARGO: FOR IMMEDIATE RELEASE**

## **TWO UNIQUE BOND EDITION TRIUMPH MOTORCYCLES HAND-SIGNED BY DANIEL CRAIG, SOLD FOR A RECORD AMOUNT TO SUPPORT THE RNLI**

- Daniel Craig donated his personal limited edition 007 x Triumph motorcycles to raise a record total of £60,000 for RNLI
- Inspired by the bikes that featured in the 25<sup>th</sup> James Bond film, *No Time To Die* two Bond Edition Triumphs were auctioned on Sunday 13<sup>th</sup> October by Bonhams|Cars Motorcycles including the opportunity to ride with Bond stunt co-ordinator Lee Morrison and 007 Bond stunt double Paul Edmondson
- The #003/250 Scrambler 1200 Bond Edition sold for £28,000 and the #001/250 Tiger 900 Bond Edition sold for £32,000.

Actor Daniel Craig CMG and Triumph Motorcycles joined forces to sell two Bond Limited Edition Triumph motorcycles at auction for a record total of £60,000, all of which will be donated to the Royal National Lifeboat Institution (RNLI), the charity that saves lives at sea.

Daniel Craig donated his personal limited edition 007 x Triumph motorcycles, to be sold by auction through Bonhams|Cars Motorcycles at the Classic Motorcycle Mechanics Show on Sunday 13th October 2024 in Staffordshire (UK), in support of the RNLI, who are celebrating their 200th anniversary this year.

The successful bidders secured the #003/250 Scrambler 1200 Bond Edition, and the #001/250 Tiger 900 Bond Edition, which were inspired by the Triumph Scrambler 1200 and Tiger 900 that featured in the 25<sup>th</sup> James Bond film, *No Time To Die*. Both motorcycles were hand signed by Daniel Craig on each side. They were sold with a certificate of authenticity signed by both Daniel Craig and Triumph Motorcycles' CEO, Nick Bloor.

Each lot also included a riding experience at the Triumph Adventure Experience in Wales, UK with James Bond stunt co-ordinator Lee Morrison and stunt double Paul Edmondson.

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Daniel Craig said: "The RNLI has been close to my heart all my life since growing up near the RNLI station at Hoylake. I am delighted that the auction was a record success and hope the donation will contribute to the incredible job the RNLI do of saving lives at sea".

Triumph's CEO Nick Bloor said: "Triumph has been delighted to support the 200<sup>th</sup> anniversary of the RNLI with this auction of two unique Bond motorcycles spearheaded by Daniel Craig. We hope the two winning bidders thoroughly enjoy owning the truly unique Scrambler 1200 and Tiger 900 Bond Limited Editions, which are both iconic motorcycles in Triumph's history, and I hope that the winners enjoy the unique experience of riding with the incredible stunt riders Lee Morrison and Paul Edmondson!"

James Stensel, Head of Bonhams|Cars Motorcycles department in the UK, remarked: "We have been honoured to be the auction house of choice, collaborating with three exceptional British institutions; The RNLI, Triumph Motorcycles, and Daniel Craig on this exciting and important project, especially on the RNLI's 200<sup>th</sup> anniversary. Triumph and Daniel Craig's donation of two such evocative and thrilling motorcycles for this worthy cause is truly inspiring."

**– END –**

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## **TRIUMPH MOTORCYCLES LTD**

## Notes to Editors ABOUT TRIUMPH

- First established in 1902, Triumph Motorcycles celebrated 120 years of motorcycle manufacture in 2022. For more than three decades, Triumph Motorcycles has been based in Hinckley, Leicestershire, and has produced iconic bikes that perfectly blend authentic design, character, charisma, and performance.

### A GLOBAL BRITISH SUCCESS STORY

- With more than 93,421 motorcycles delivered in financial year 2024, and more than 825 dealers across the world in 2024, Triumph is the largest British motorcycle manufacturer.
- Triumph currently employs around 3,000 personnel worldwide and has subsidiary operations in the UK, North America, France, Germany, Spain, Italy, Japan, Sweden (Scandinavia), Benelux, Brazil, China, and Thailand as well as a network of independent distributors. Triumph has manufacturing facilities in Hinckley, Leicestershire, and Thailand plus CKD facilities in Brazil and India.

### A WORLD-CLASS RANGE

- With a laser-sharp focus on what riders across the world are looking for, a passion to deliver the perfect ride for every customer, and attention to detail that delivers the highest quality motorcycles, Triumph offers a growing range of category-leading motorcycles spanning Modern Classics, Roadsters and Adventure bikes. From the accessible Speed 400cc TR series to the Rocket 3 with its powerful 2500cc engine, every model exemplifies Triumph's iconic style, quality and performance.
- Delivering a fun, agile and confidence-inspiring ride for riders of all ages and experience levels, the Speed 400 and Scrambler 400 X launched in 2023 with a brand-new single engine platform (TR Series), representing incredible value for money and bringing Triumph to a whole new generation of riders.
- The Modern Classics feature Triumph's legendary Bonneville twin engine. Famously named to celebrate Triumph's 1956 land speed record on the Bonneville Salt Flats in Utah, USA, the Bonneville was the original British superbike and a race-winner straight out of the crate, chosen by famous motorcyclists of the past for its handling, style, and character. Now, the Bonneville family has evolved, with rider-focused technology and cool custom style. The range includes the Bonneville Bobber, Speedmaster, Thruxton RS, Speed Twin 900, Speed Twin 1200, Scrambler 900, Scrambler 1200 and the iconic Bonneville T120 and T100.
- The Roadsters start with the agile and popular Trident 660 and sporty Daytona 660 then the Street Triple 765, and finally the Speed Triple 1200 RS and RR.

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- For adventure riders, Triumph has a complete line-up of epic Tigers, starting with the Tiger Sport 660, moving up to the Tiger 850 Sport and Tiger 900 range, and finally to the Tiger 1200 range.
- In 2023 Triumph officially claimed the GUINNESS WORLD RECORDS™ title for ‘The greatest distance travelled on a motorcycle in 24 hours (individual)’. Riding a factory-specification Tiger 1200 GT Explorer on the High-Speed Ring at the Nardò Technical Center in Italy, 5x Enduro World Champion and Triumph Global Ambassador Iván Cervantes travelled more than 4012km in a 24-hour period, beating the previous record of 3406km by a huge margin of more than 600km.

## TRIUMPH RACING

- Triumph has a glorious racing history, competing in and winning races in almost every class and field of motorcycle sporting achievement. From winning the second ever Isle of Man TT in 1908, through to 1960s road and track success in Europe and America, right up to contemporary racing achievements with the Triumph triple powered 2014 and 2015 SuperSport titles and World SuperSport racing, Isle of Man SuperSport TT wins in 2014 and 2019, courtesy of Gary Johnson and Peter Hickman, plus an average speed of over 130mph 2023 by Peter Hickman on his Triumph STR765, and a thrilling last-lap victory at the legendary Daytona 200 by Brandon Paasch on the Street Triple 765 in 2022.
- Triumph’s racing legend continues as the exclusive engine supplier to the FIM Moto2™ World Championship since the start of the 2019 season. Triumph Motorcycles provides all the teams with race-tuned 765cc triples, each of which is based on the class-leading Street Triple RS powerplant. Redefining the class, Triumph broke record after record in the inaugural year, including the first ever +300km/h Moto2™ top speed. Reflecting these great successes, the wonderful feedback, and partnerships that Triumph have had with the riders and their teams, and the incredible response from Triumph fans across the world, Triumph and Dorna, decided to extend the relationship in 2021 and again in 2023, signing a new contract for another five years of racing: 2025 – 2029.
- Thierry Chizat-Suzzoni, one of MX’s most experienced and successful team owners, fields two of Triumph’s all-new 250cc 4-stroke MX bikes in the 2024 MX2 class and will add an entry into the 450cc MXGP class in 2025. Team Principal Bobby Hewitt and Team Manager Stephen ‘Scuba’ Westfall field the all-new Triumph 250cc 4-stroke MX bikes in the 2024 Supermotocross World Championship, which is comprised of the Monster Energy Supercross World Championship, and the Pro Motocross Championship, with three season-ending Supermotocross rounds. For the 2025 season Triumph will additionally field its new 450cc bike in the Supermotocross World Championship.

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## ABOUT THE RNLI

- The RNLI, the charity that saves lives at sea, has been saving lives for 200 years
- Since the charity was founded in 1824, in total 146, 277 lives have been saved by the RNLI – this equates to an average of two lives saved every day for 200 years
- The RNLI operates a 24/7 lifeboat service around the UK and Ireland and seasonal lifeguard patrols on beaches to rescue those in trouble at sea, alongside this it shares vital water safety messages to prevent incidents from happening.
- Volunteers are at the heart of the RNLI, making up 95% of its people.
- As a charity the RNLI relies on generous donations to fund its lifesaving work, from the training, kit and equipment without the support of the public they couldn't continue saving lives at sea.
- Daniel Craig has been a lifelong supporter of the RNLI, with his previous involvement including supporting a station campaign at Hoylake lifeboat station near where he grew up and going afloat with the crew at Ramsgate.
- In a previous interview for The Guardian, Daniel Craig admitted that if he couldn't be an actor, he'd 'be a lifeboatman'.

## ABOUT BONHAMS|CARS MOTORCYCLES

Bonhams|Cars Motorcycles is the auction house of choice for the sale of important collectors' motorcycles and single-owner collections. Renowned for achieving world record prices across the board, the Motorcycles division at Bonhams|Cars consistently delivers the highest sell-through rates in the industry at an average of 94% sold by lot and value.

Live and online motorcycle auctions are presented by Bonhams|Cars, the dedicated platform characterised by levels of trust, reliability, and transparency born of over three decades of experience as the premier automotive auction house. As part of the Bonhams global network of auction houses, Bonhams Motorcycles benefits from an unrivaled global reach and a name that's been synonymous with expertise and quality for hundreds of years.

Bonhams|Cars Motorcycles has set multiple world records, presently holding the record for most valuable British motorcycle sold at auction, as well as delivered white glove results for major single-owner collections. Significant past sales include:

- The Dr Peter and Ulrike Bühner Collection - €2,002,000 – 97% sold.
- The National Motorcycle Museum Reserve Collection - £905,000 – 77% sold.
- The Giancarlo Morbidelli Collection - £1,713,000 – 95% sold.
- The Brian R. Verrall Collection - £1,236,000 – 100% sold.

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- The Robert White Collection - £3,404,000 – 99% sold.
- The Richard C. Paine Jr. Collection - \$8,188,000 – 100% sold.

In addition to significant results achieved for Triumph Motorcycles:

- Arthur "Fonz" Fonzarelli's, Happy Days, 1949 Triumph Trophy Custom. Sold for \$231,562.
- The ex-Steve McQueen, 1938 Triumph 500cc 5T Speed Twin. Sold for \$175,500.
- The ex-Bud Ekins, 1962 ISDT Gold Medal-winning, 1962 Triumph 649cc TR6SS Trophy. Sold for £97,750.
- The ex-Steve McQueen, Bud Ekins modified, Von Dutch painted, 1963 Triumph Bonneville Desert Sled. Sold for \$103,500.
- Property of Ron Chandler, 1973 Rouen 200-mile winning, 1973 Triumph 750cc Trident 'Rob North' Formula 750 Racing Motorcycle. Sold for £31,050.

For more information, please visit [Bonhams.com/Motorcycles](https://www.bonhams.com/Motorcycles).

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