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'The Legendary Daytona Motorcycle' exhibition opens on 22nd July 2022 at The British Motor Museum

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The British Motor Museum opens its first ever motorcycle exhibition on 22nd July 2022...

They tell us:

As a departure from its normally car-based exhibitions, the British Motor Museum is expanding its visitor appeal and diving into the world of motorcycles! A new collaboration with Triumph Motorcycles will see two temporary exhibitions delivered over the next six months. The first is a celebration of one of its most iconic road and race bike names – the Daytona.



Visitors to the exhibition 'The Legendary Daytona Motorcycle' , will be able to discover the story of how Daytona became, and continues to be, one of the most successful British motorcycles of all time. The legendary 'Daytona 200' is a 200-mile race that has been taking place annually for over 80 years at the Daytona International Speedway in Daytona Beach, Florida. In 1966 after a difficult practice, motorbike rider Buddy Elmore started in 46th on the grid on a Triumph Tiger and fought his way through to win, beating the might of the 750cc Harley-Davidsons. From this incredible moment in racing history the Triumph Daytona name was born.

Featuring 16 Daytonas from road and track, as well racing memorabilia, the exhibition includes unmistakable machines, each with a fascinating story to tell, from Buddy Elmore's 1966 historic Daytona 200 winner, to the first-ever Official Moto2™ Dorna Sports Licensed motorcycle, the Daytona Moto2™ 765 Limited Edition.

Visitors will be able to see the prolific progression of the Daytona racing name within this display, its evolution over the years and how it became and continues to be, one of the most successful British motorcycles of all time.



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Above: Buddy Elmore wins...



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[Above: Brandon Paasch.](#)

Jeff Coope Managing Director at the British Motor Museum said, "This exhibition, showcasing two wheels rather than four, is a first for the Museum! Triumph is an iconic British brand, and this is a great opportunity to share the story of Triumphs continued evolution and the important role that British motor manufacturing still plays today."

Simon Thrussell, Triumph Motorcycles Global Head of Customer Experience said, "We are very proud to be working together for the first time with the British Motor Museum to showcase the iconic Daytona story, from the very start with the very first Daytona motorcycle that took Buddy Elmore to victory in the 1966 Daytona 200, all the way through to the first-ever Official Moto2™ Dorna Sports Licensed motorcycle, the Daytona Moto2™ 765 Limited Edition. This promises to be a wonderful exhibit of stunning motorcycles for visitors to see and enjoy, made possible thanks to the Dick Shepherd Collection".

'The Legendary Daytona Motorcycle' will be displayed in the Rotunda Gallery from Friday 22 July. The exhibition is included within normal Museum and Show entry. Museum entry is just £40 for a family in advance or £44 on the day, £14.50 for adults in advance or £16 on the day, £12.50 for concessions in advance or £14 on the day, £9 for children (5-16 years) in advance or £10 on the day and under 5s are FREE. There is also the option to Gift Aid or donate your entry fee and get an Annual Pass in return, at no extra cost.

To find out more information about the exhibition please visit the website at [explore/daytona](#)

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