

A photograph of four people riding horses in a field at sunset. The horses are kicking up dust as they move. The scene is bathed in a warm, golden light from the setting sun in the background.

**MAKE LIFE  
A RIDE.  
STYLE 2018**



# LOGO

Whether you're a passionate biker, or simply a big BMW Motorrad fan, the high-quality products in our dynamic Logo collection are sure to make an impression, even when you're not out on the road.

From fashionable casual jackets for real Motorrad lovers, to simple shirts and stylish caps, our authentic brand design is one that just can't be imitated. This is a lifestyle look that will really show off your BMW passion.



**A STYLISH  
IMAGE.**



Sport cap



BMW Logo polo shirt, men



BMW Motorrad knitted beanie



Roadster cap



BMW Logo polo shirt, women



BMW Logo windbreaker, unisex



BMW Logo T-shirt, women



BMW Logo cap



BMW Logo T-shirt, kids



BMW Logo bodywarmer, women



BMW Motorrad cap



BMW Logo bodywarmer, men





BMW Logo vest top, women



Smart CC cap



BMW Logo sweatshirt jacket, unisex



BMW Logo Easy Tube



BMW Motorrad T-shirt, men



Adventure cap



BMW Motorrad polo shirt, men



BMW Logo hooded sweatshirt jacket, kids



BMW Logo T-shirt, men



BMW R 1200 GS Pedal



BMW Logo softshell jacket, women

“

**THE FINEST  
STYLE,  
DOWN TO  
THE LAST  
DETAIL.**

”



BMW R 1200 GS RideOn



BMW Logo softshell jacket, men

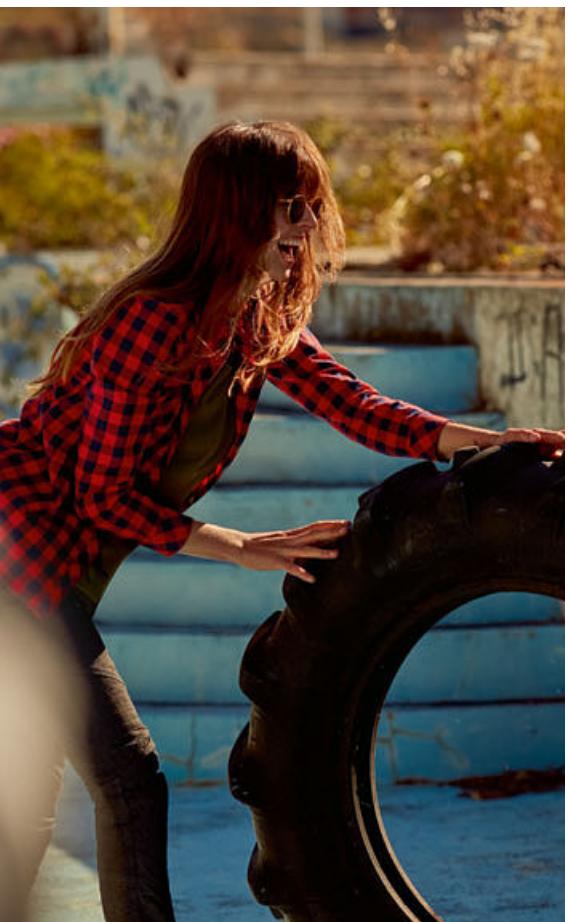




KIT1

BMW Motorrad's new Style collection is made for those who have a real lust for life.

Inspired by classic biker gear, these stylish pieces are synonymous with shared adventures and unlimited freedom. This collection consists of authentic, effortlessly cool clothes, designed for everyday wear. And these vintage-style items give a subtle hint to the true Motorrad lover you are inside.



# A LUST FOR LIFE.



Biker T-shirt, men



Boxer cap, men



Checked shirt, women



Leather business card holder



Tools shirt, men



Mono neckerchief, unisex

**BY  
BIKERS,  
FOR  
BIKERS.**

Curve jacket, women



Leather belt



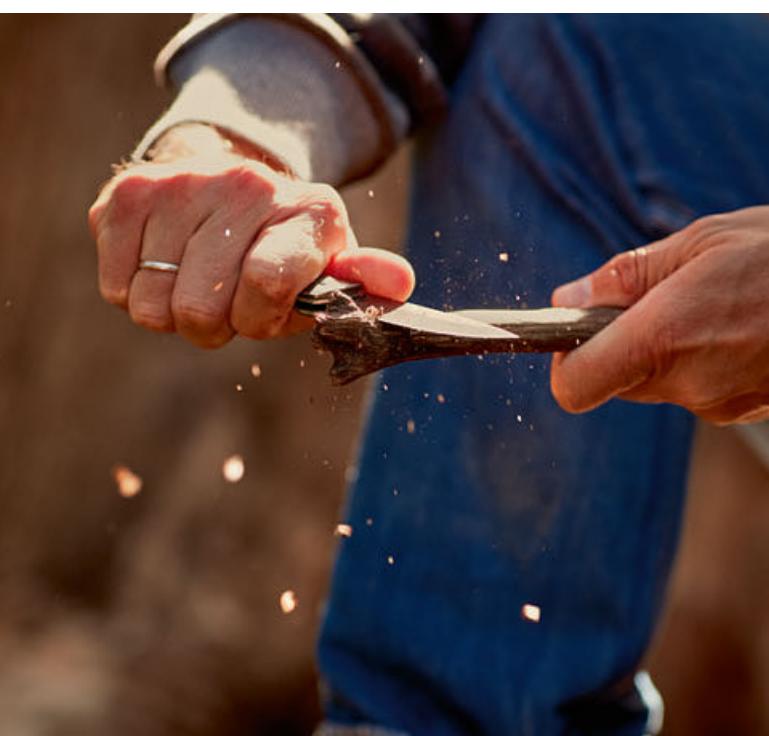
Canvas gym bag



Make Life a Ride T-shirt, women



BMW Motorrad penknife





**Boxer sweatshirt, men**



**Helmet T-shirt, men**



**Make Life a Ride Easy Tube**



**Leather keyring**



**Tracker coach jacket, men**



**Canvas belt**



**Leather wallet**



**BMW Motorrad mobile phone case**



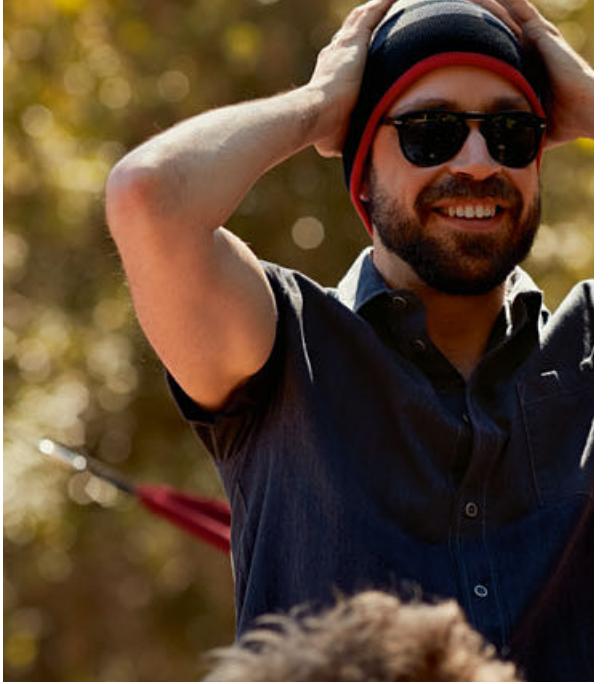
KIT'2

After comfortable, vintage leisure wear that still looks modern? Look no further than BMW Motorrad's new Style collection.

The combination of high-quality materials, casual fits and retro design ensures this collection feels fresh and fully on trend. These pieces will keep you looking cool whatever you're up to – whether you're taking a quick spin, or simply hanging out in town.

The collection is available from July 2018.





Gas short-sleeved shirt, men

“  
**ALWAYS  
KEEP  
YOUR  
COOL.**  
”



Striped knitted beanie, unisex



Style leather jacket, women



Ride Fast T-shirt, women



Striped scarf, men



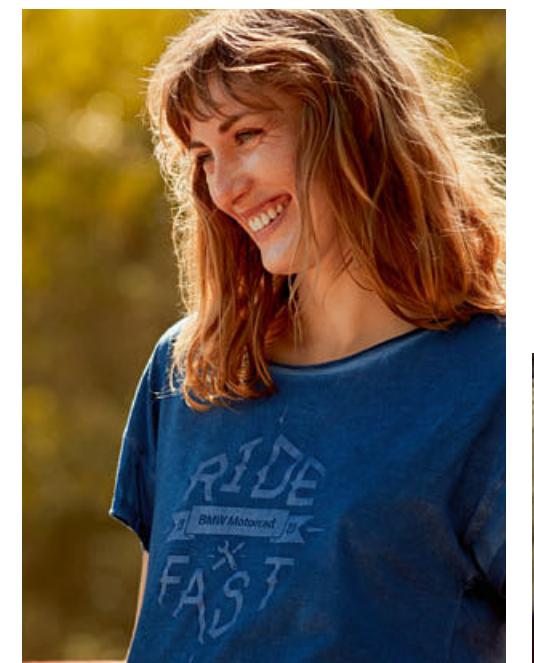
Striped socks, unisex



Long-sleeved Henley shirt, men



Curve long-sleeved shirt, women



**A MODERN  
VINTAGE LOOK**



Style leather jacket, men



Biker T-shirt, men



Bolt zip-through hoodie, men



Make Life a Ride sweatshirt, women

“

**RETRO,  
YET  
FRESH.**

”



# MOTOR SPORT

BMW Motorrad Motorsport fans don't just speak their own language, they also want their clothes to carry with them that distinctive Motorsport feeling.

Naturally, our latest Motorsport collection continues to bring top quality, superb comfort and our classic blue-white-red colouring together in one stylish, yet sporty package. For both day-to-day wear and out on the racetrack, BMW Motorrad's fashionable all-purpose range means you're always ready to go.



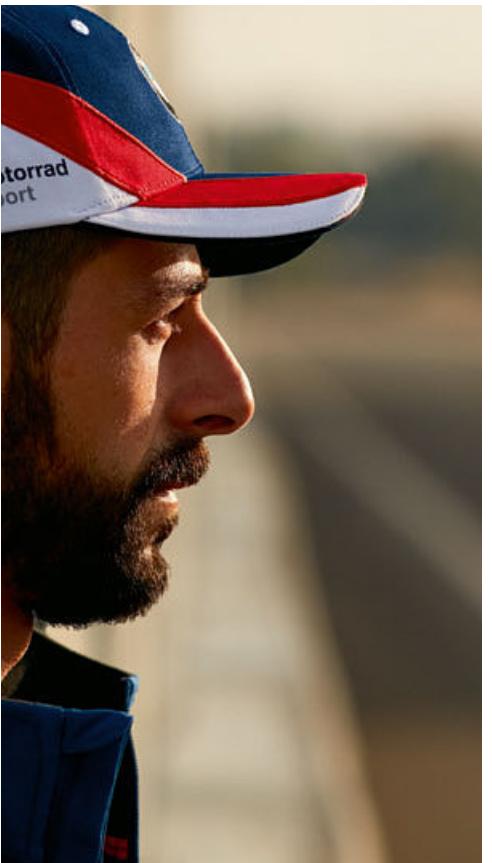
Motorsport polo shirt, men



Motorsport cap



Motorsport giant bag



**MOTORSPORT  
NEVER GOES OUT  
OF FASHION.**



Motorsport beanie



Motorsport rucksack



Motorsport T-shirt, men



Motorsport jacket, unisex

“  
**A SPORTY  
LOOK  
THAT  
GOES THE  
DISTANCE.**  
”



Motorsport polo shirt, women



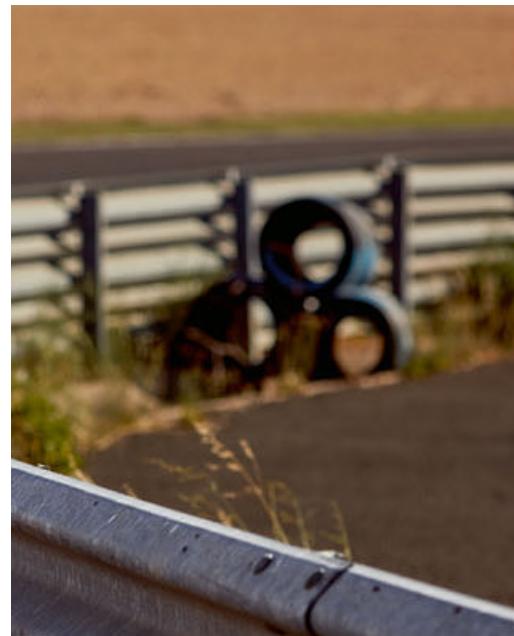
Motorsport grip cover



Motorsport lanyard



Motorsport hooded jacket, unisex



Motorsport kids' bike



Motorsport softshell jacket, unisex



Motorsport grip cover



Motorsport helmet bag



Motorsport T-shirt, women



Motorsport badge set



# ICONIC

True BMW Motorrad fans don't just carry their passion with them in their hearts, they display it proudly on their chests for everyone to see.

And that pride will look as cool as can be, in our new Iconic collection's casual T-shirts with stylish prints. And if designs featuring your favourite model aren't currently available, you might not have to wait much longer. New styles and models are being added to the range all the time.



R nineT Urban G/S T-shirt

“  
**ICONS  
ARE  
TIMELESS.**  
”



G 310 GS keyring



S 1000 R T-shirt





**WEAR YOUR  
HEART ON  
YOUR CHEST.**



R nineT Scrambler T-shirt



R nineT T-shirt



S 1000 RR keyring



S 1000 RR T-shirt



R 1200 GS keyring



R nineT Racer T-shirt

“  
**MAKE  
YOUR  
MARK.**  
”



R 1200 GS T-shirt



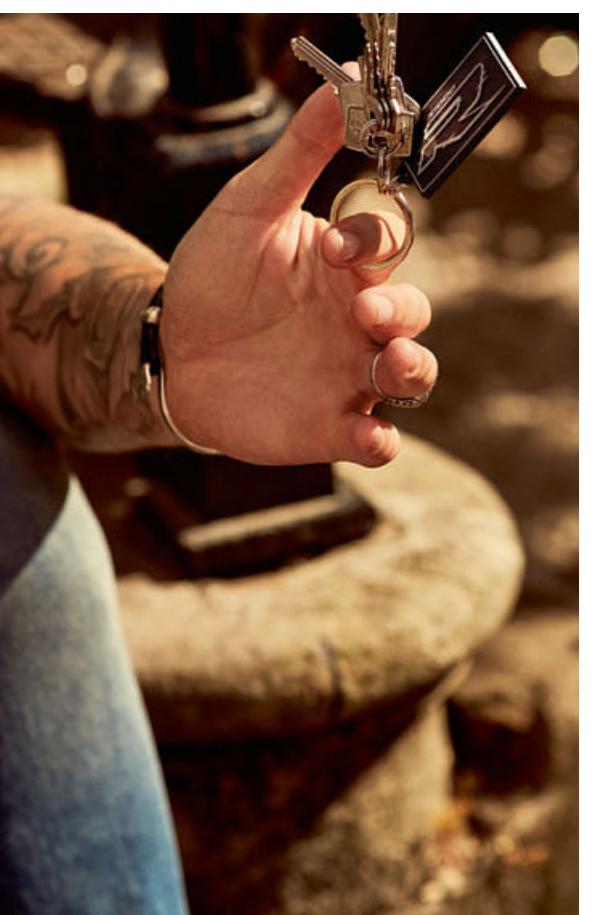
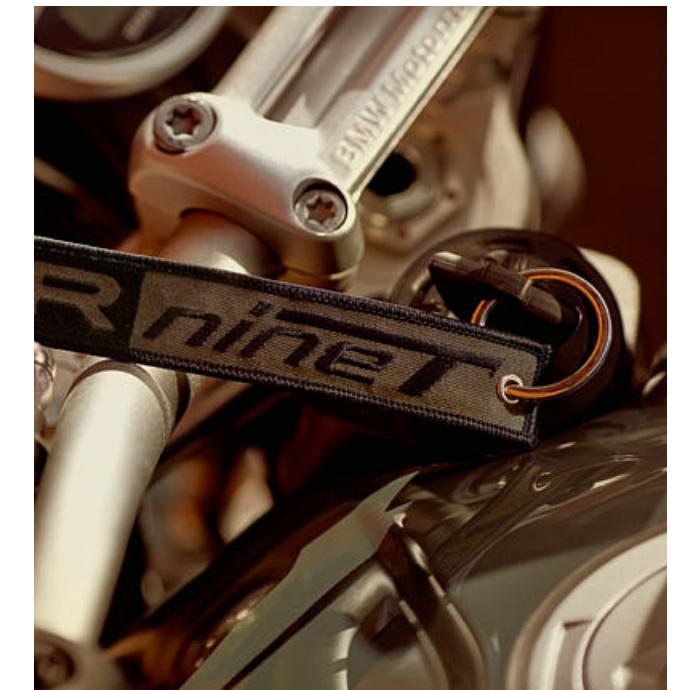
S 1000 R keyring



G 310 GS T-shirt

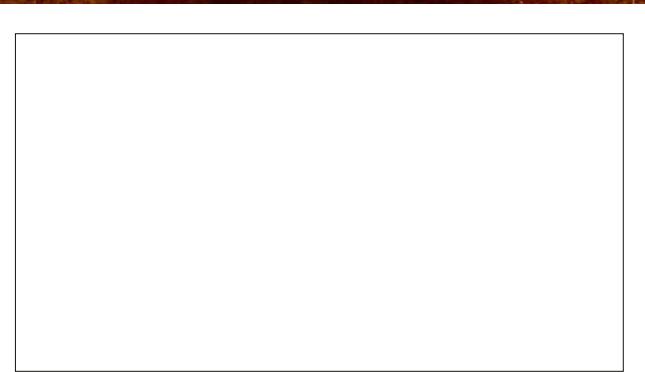


R nineT keyring





BMW Motorrad



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