



**Media Information**

November 26, 2020

**BMW Motorrad Rider Equipment offers the very highest-quality workmanship for the 2021 motorcycle season in cutting-edge style.**

**Richmond Hill, ON.** BMW Motorrad Rider Equipment offers the very highest-quality workmanship for the 2021 motorcycle season in cutting-edge style.

With the **GS Carbon Evo**, BMW Motorrad presents a premium helmet equipped with the latest safety features. The MIPS system (MIPS is an abbreviation for **Multi-directional Impact Protection System**) reduces the risk for rotational forces being transferred to the head in certain impact situations and makes the GS Carbon Evo a safer companion.

The range of suits has also been extended for the 2021 season: **The PaceDry Adventure** suit is a wind and waterproof enduro suit and features a highly **breathable Z-Line construction** with **BMW Climate Membrane**. The **Rallye Pro** suit features a new venting system and ensures optimum ventilation. The **AirFlow Premium Suit**, popular since 2017, will also receive an update in 2021. The airy suit is made of highly abrasion-resistant **Schoeller-Dynatec** and is equipped with **NP2-protectors**.

The **SummerXcursion** blouson jacket is a new addition to the summer range. This is a stylish and airy motorcycle jacket for both men and women. The new **City Summer Jacket** is a **hoody style motorcycle jacket**.

The new **BMW Motorrad KnitLite Sneaker** matches this jacket perfectly. It is currently the **only sneaker in 3D-Knit technology** with protection level 1 certification and is characterised by a high degree of stability.



The **highly functional, antibacterial functional underwear** make motorcycling a warm and comfortable affair in 2021. The summer collections are made of very thin and light material, while those for the cold season are made of warm, fluffy winter thermo material.

For all motorcyclists who value style, the new models round off the range of the Heritage collection. For example the retro design of the **Bowler Gunmetal helmet** will appeal to the fashion-conscious biker. A further highlight is the **Machinist waxed cotton jacket** in black, suitable for everyday use. The casual jacket features barely noticeable NP-Flex protectors on shoulders and elbows and is also water-repellent.

You will find full details of the new products on the pages that follow.

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### **BMW Group in Canada**

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 51 BMW automobile retail centres, 22 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

### **For more information, please contact:**

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