

**Media Information**

December 13, 2021

BMW Motorrad Canada launches the BMW R 18 Winter Projects.

- **Three Canadian builders selected by BMW Motorrad Canada.**
- **New R 18 cruiser to be used as the project base.**
- **Completed motorcycles to be revealed to the public in Q2 2022.**

Richmond Hill, ON. BMW Motorrad Canada has launched its first-ever motorcycle customization project. The company has partnered with three talented builders from across Canada and gave them each a brand-new BMW R 18 and a blank canvas. The three builders are already hard at work as they each received their motorcycles in November 2021, with a timeline of three months to complete their work.

The selected builders are Jay Donovan from Victoria, British Columbia ([@jay_donovan](#)), Konquer Motorcycles from Kelowna, British Columbia ([@konquermotorcycles](#)) and Augment Motorworks from Toronto, Ontario ([@augmentmotorworks](#)).

“The R 18 is such a unique bike and allows for full customization. We had to build an exciting project around it that focused on design and build,” said Johann von Balluseck, Director of BMW Motorrad Canada. “We chose builders that would approach this project in very different ways, hopefully giving us three very different styles.”

Due to its classic design and extravagant proportions, the R 18 serves as an ideal base for customization work. The centrepiece of the R 18 is its 1,802 cc, 2-cylinder “Big Boxer” engine – the most powerful 2-cylinder boxer engine ever used in a production motorcycle.

The only requirements of the BMW R 18 Winter Projects are that the custom bikes are to remain operational and road legal. All three motorcycles will be revealed in Q2 2022 and will be included in a national dealer tour in the Summer of 2022.

Follow along on with the BMW R18 Winter Projects on the social media channels of BMW Motorrad Canada; Instagram ([@bmwmotorradca](#)), Facebook ([@bmwmotorradca](#)).



Canada

Corporate Communications



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, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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