



Media Information
8 June 2022

BMW Motorrad presents the R 18 Magnifica. Officine Riunite Milanesi and Customizer Radikal Chopper reveal new R 18 custom bike in Monaco.



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Munich/Monaco. The exclusive Top Marques show in Monaco (MC) was the perfect stage to present the new BMW R 18 custom project by Radikal Chopper on 8 June. The R 18 Magnifica is an extreme reinterpretation of the German cruiser, in which luxury, craftsmanship and the nobility of the used materials meet in this unique and fascinating motorcycle. The development of this project commissioned by Officine Riunite Milanesi was done by Andrea Radaelli from Radikal Chopper with support of BMW Motorrad Italia.

BMW R 18 Magnifica.

Handmade, using noble materials such as brass, aluminium and wood, with a design unlike any other custom: this is the identity of the R 18 Magnifica. The idea of building a custom bike based on the BMW R 18 comes from Raffaello Polchi, owner of Officine Riunite Milanesi and a lifelong motorbike enthusiast. As project leader Andrea



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Radaelli of Radikal Chopper was chosen, a well-known name in the sector and already winner of the MBE Award 2020 with his Ad Maiores: a special edition built with maniacal care starting from a BMW R 1100 S. The approach followed in the making of Radikal Chopper motorbikes is really radical, and the design of the R 18 Magnifica is not different. According to Andrea, "the bike has to be my own creation, I don't feel like dredging up or modifying a concept already set up and done very well by others." The inspiration for the design of the BMW R 18 Magnifica winks at the vintage motorbikes of the 1920s, 30s, and 40s and in particular the BMW R 37, objects that "have an incredible charm that even today many modern motorbikes cannot replicate". The use of a particular material such as wood is a strong reminder of the motorbikes of the past, an idea that also comes to mind when thinking of old BMW cars with wooden steering wheels. The use of this material also responds to the desire to put something 'alive' on the motorbike. Moreover, the wood fits coherently with the design of the R 18 Magnifica, giving this custom a chic, retro, and modern effect at the same time.

Hand-forged from noble materials.

No CAD or renderings as a starting point were used for this bike, only a sketch of the bike. The rest is all the pure creative imagination of Andrea Radaelli. The R 18 was initially considered without all the elements necessary for series production and then rethought respecting the proportions between the front and rear of the bike, to achieve a harmonious visual logic. Nothing on the R 18 Magnifica is bought, almost everything has been thought out and built by hand. The rare exceptions are the rims, machined from billet and machined with numerically controlled machines, but always to a design by Radikal Chopper. Even the innovative brake discs and callipers were specially created. Tail and seat are one piece and present the image of floating in the air. The rear end consists of mahogany with a



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polished stainless steel centre section, giving the motorbike a jewel-like appearance. The fork looks similar to those on vintage motorbikes, inside, however, they are completely modern built from billet parts. The electrical system has not been modified, everything is fully functional. The dimensions, rims, and tyres have remained true to the original. Beneath the retro aesthetics lies a technologically modern motorbike, lightened by almost 100 kg compared to the series production R 18.

Link to video presentation R 18 Magnifica:

<https://vimeo.com/715993463/a6491447f6>

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In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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