



Media information
23 March 2018

The perfect outfit for the new season. BMW Motorrad rider equipment highlights for 2018.



Munich. Even a very long winter with icy temperatures can't change one thing: the growing sense of anticipation as the 2018 motorcycling season gets closer and closer. Man and machine can hardly wait to get back on the road – or off the road. **BMW Motorrad** provides support in preparing for the first spring tours. The 2018 range of rider equipment comprises ideal products for every climate zone and route as well as state-of-the-art safety technology and cutting-edge design.

BMW Motorrad wishes all riders an exciting, eventful and above all safe season in 2018. These are the highlights of the 2018 rider equipment range:

Rallye suit – premium equipment for globetrotters.

The latest generation of the **Rallye suit** designed for off-road use is available in two new colour combinations: Blue/Black and Grey. The material mix of the premium suit reflects the very latest technology: the functional fabric ProTechWool consists of polyamide and wool with a carbon finish. It is compressed under pressure and heat, thereby making it highly abrasion resistant. The elbows and knees now have additional protection with ceramic dot

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prints. The Rallye suit is fitted with removable NP2 protectors with the addition of the new enlarged NP Pro back protector.

One particular innovation in the Rallye suit is the button-in jacket insert. It is waterproof and robust enough to be worn as an outsert over the suit so as to provide protection from soiling and moisture. A waterproof zip-in insert is available for the trousers. The suit is excellently ventilated due to ventilation zips and an expansive vent on the back. Other updates for the Rallye suit include a number of details ranging from a small, concealed interior pocket at the waistband for cash and cards through to an extended leather patch on the insides of the knees for an excellent grip on the fuel tank when riding off-road.

GS Dry suit – waterproof adventurer for men and women.

The **GS Dry suit** has an impressively distinctive down-to-earth look that is emphasised with the new colours Black and Grey. The suit is now made of a new basic material: a high-strength mixture of CORDURA 500 and polyamide developed specially by BMW Motorrad itself. The breathable fabric offers an extremely dense structure. For significantly increased abrasion resistance, a PU layer with ceramic particles has been used to reinforce the sensitive areas.

The GS Dry suit is unrivalled in terms of climate control: it is the only garment of its kind to offer special waterproof-bonded zips at the chest and back, opening not just the upper material but the membrane, too. This ensures a direct and highly effective ventilation and air extraction for the upper body. In addition to NP2 protectors of the latest generation, the GS Dry suit now also features the long version of the new NP Pro back protector for maximum safety. The GS Dry suit is available in identical colours for men and women for a perfect partner look.



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Atlantis suit – unique, top-quality piece of equipment for all weathers.

Every one is a unique specimen because the **all-weather leather touring suit Atlantis** is made of hand-picked breathable nubuck leather which becomes increasingly attractive the more it is used. It comes solely from young pasture-raised bulls in the Alpine region and offers a high degree of elasticity and thickness – 1.2 to 1.4 millimetres – as well as maximum abrasion resistance. For the 2018 collection, this luxurious suit undergoes a particularly elaborate manufacturing process: low-impact, sustainable mineral tanning produces a leather that is extremely soft and skin-friendly but still highly robust. The special hydrophobing applied during the manufacturing process makes it extremely water-repellent while still fully retaining the leather's natural breathable properties. As such the Atlantis suit ensures excellent climate comfort.

Comfort Fit with stretch zones in the shoulder and back area as well as above the knees and in the rear waistband ensures that the Atlantis suit offers what really counts on long tours: freedom of movement and improved wear comfort. The Atlantis suit's safety concept includes impact-absorbing protectors at the shoulders, elbows, hips and knees as well as the new NP Pro back protector. The Atlantis suit is available for men and women in the colour Anthracite.

Street Air Dry jacket and Street Air vest – the perfect airbag system.

Optimum impact protection in no more than 85 milliseconds – this is all the time it takes for the BMW Motorrad **Street Air vest** by Alpinestars to precisely detect an accident situation and inflate the integrated airbag. The high-tech system does not require any sensors on the motorcycle itself: it works entirely autonomously. The airbag protects the upper body where it is especially sensitive in the event of a fall: at the back, rib cage, collarbone and shoulders.

The second component of the Street Air system is a matching jacket with API preparation (Active Protection Inflatable) – either the **Street Air Dry jacket** or the **StreetGuard Air jacket**. Both support the functionality of the vest. The



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jacket and vest are available separately and in different sizes in order to ensure an optimum fit for all driver physiques.

System 7 Carbon helmet – the high-end all-rounder.

The BMW helmet developers and designers are proud to present one of the safest and yet most versatile motorcycle helmets available. The **System 7 Carbon helmet** made of solid carbon fibre with reinforcement inserts meets the very highest safety standards, providing excellent impact absorption levels and optimum stiffness. Integrated neck straps ensure that the helmet remains in the optimum position on the head in the event of an accident. Only very few helmets boast this very special safety feature.

The stylish helmet can be converted into an air-permeable jet helmet in no time: the chin section is easy to remove without tools – a unique feature that users love when out for a relaxed tour on a hot day.

Meanwhile the double-glazed visor guarantees a clear view even when visibility is difficult – with an anti-fog effect on the inside and scratch-resistant coating on the outside – and there is also an integrated sun shield with continuously variable adjustment function. The BMW Motorrad Communication System was developed for maximum convenience and further enhanced safety. The System 7 Carbon is naturally fitted with the relevant preparation.

In spite of its extensive fittings, the System 7 Carbon helmet is a comfortable lightweight at just 1590 g or 1690 g, depending on the size. It is available in the non-metallic colours Black and Light White, in the metallic colours Graphic Matt and Silver, and in the colour schemes Spectrum Fluor, Prime and Moto.



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Functional clothing – smart underwear and clever jackets.

Highly breathable, moisture-transporting and designed in close-fitting style as is suitable for motorcycling – BMW Motorrad functional underwear perfectly meets motorcyclists' needs: the **Summer** collection provides the necessary temperature balance in the hot weather, while **Thermo** keeps the rider warm when travelling on frosty days.

BMW offers another highly functional layer along with an ingenious feature in the **fleece jacket Ride**, the **windbreaker Ride** and the **jacket PCM**: all jackets have a practical transverse zip in the extended back section. This allows the motorcycle jacket and trousers to be connected by the zip without the jacket having to be tucked awkwardly and uncomfortably into the trousers.

BMW Motorrad Fan Collection – Make Life a Ride.

BMW Motorrad presents the new **Style KIT Collection** for all fans of the brand. It is available right away, offering high-quality and above all authentic leisure wear for him and her. With stylish designs, discreet branding and powerful messages such as "Make Life a Ride", the collection perfectly captures the lifestyle of motorcycle enthusiasts. The range includes caps, shirts, hoodies and exclusive leather accessories such as vintage belts, rugged wallets and even a magnificent penknife with olive wood handle and leather belt sheath – a particularly attractive gift idea.

You will find press material on BMW motorcycles, BMW Motorrad rider equipment and Original BMW Motorrad Accessories in the BMW Group PressClub at www.press.bmwgroup.com.

BMW Motorrad

Corporate Communications



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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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