

Media Information  
14 April 2022

**Spectacular BMW R 18 custom motorcycles from Canada.**  
**Three exclusive masterpieces of talented Canadian customizers**  
**celebrate their world premieres.**



P90459082

**Richmond Hill/Canada.** BMW Motorrad Canada has revealed the results of its first-ever motorcycle customization project. The company has partnered with three talented builders from across Canada and given them each a new BMW R 18 as their canvas.

The selected builders are Jay Donovan from Victoria, British Columbia, Konquer Motorcycles from Kelowna, British Columbia and Augment Motorworks from Toronto, Ontario.

The builders revealed their bikes to BMW Motorrad Canada as well as Roland Stocker, BMW Motorrad Project Manager for the Heritage models. "These projects show how important it is to create bikes that inspire creativity and act as a good base for owners and builders alike," said Roland Stocker.



Media information

Date

14 April 2022

Topic

Spectacular BMW R 18 custom motorcycles from Canada.

Page

2

Stocker, who was essentially involved in the development of the R 18, travelled to Canada for the reveal. He was not only impressed by the completed bikes, but also by the builders themselves. "The vision, craftsmanship and quality of work was very impressive, especially considering how young some of the builders are," said Stocker. "I was very pleased with the result."

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.

"We wanted to demonstrate the potential of the R 18 and designed a project to do just that," said Johann von Balluseck, Director of BMW Motorrad Canada. "We chose builders that would approach this project in different ways in hopes they would give us three very different styles – and that's exactly what we got."

The only requirements for the builds were that the custom bikes remain operational and road legal. This summer, the three motorcycles will be included in a national retailer tour, visiting locations all across Canada.

## **Jay Donovan – R 18 Future Café.**

The R 18 Future Café is a study in metal fabrication by artisan motorcycle builder Jay Donovan. Donovan's design began with a desire to reroute the exhaust up and over the cylinder head and straight back, ending under the seat. A fully redesigned tank and upper section in bare, polished aluminum and chopped front and rear fenders in contrasting black make for a long and sleek look.



Media information  
Date 14 April 2022  
Topic Spectacular BMW R 18 custom motorcycles from Canada.  
Page 3

### **Augment Motorworks – R 18 Tattooed Chopper.**

Nick Acosta from Augment Motorworks has applied the classic American chopper style to the big German boxer, which he has nicknamed "El Boxeador." Fine, tattoo-themed paintwork paired with a sissy bar, hand-carved headlight mount, mini ape hanger handlebars, cocktail shaker exhaust and a custom seat transform the bike into an instant classic with light-hearted touches.

### **Konquer Motorcycles – R 18 Diamond Custom.**

Rob Thiessen and his team at Konquer Motorcycles have taken the R 18 and created a factory custom dragster. Bronze Metallic paintwork and pinstriping, modified front and rear fenders, custom seat and a diamond motif throughout, create a low-and-long, factory custom look. In addition, gold-painted BMW roundels and an electronically adjustable exhaust help tie the new look together.

### **Disclaimer.**

The vehicles shown may be modified and fitted with third-party accessories and/or proprietary parts that are not manufactured, distributed or tested by BMW. BMW accepts no liability for the modifications (including the fitting, characteristics and use of the accessories shown). NOTE: Modification of series production vehicles (including the fitting and use of third-party and self-made parts) can impair riding characteristics! Riding our vehicles in modified condition is at your own risk.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).



Media information  
Date 14 April 2022  
Topic Spectacular BMW R 18 custom motorcycles from Canada.  
Page 4

In case of queries please contact:

Dominik Schaidnager, Spokesperson BMW Motorrad  
Telephone: +49-151-601-50181, [Dominik.Schaidnager@bmw.de](mailto:Dominik.Schaidnager@bmw.de)

Tim Diehl-Thiele, Head of Communications BMW Motorrad  
Tel.: +49-151-601-57505, [Tim.Diehl-Thiele@bmw.de](mailto:Tim.Diehl-Thiele@bmw.de)

Jennifer Treiber-Ruckenbrod, Head of Communications MINI and BMW Motorrad  
Tel.: +49-151-601-35108, [Jennifer.Ruckenbrod@bmwgroup.de](mailto:Jennifer.Ruckenbrod@bmwgroup.de)

Internet: [www.press.bmw.de](http://www.press.bmw.de)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

## **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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>