



Media information  
March 17th 2016

## **MAKE LIFE A RIDE.** **The BMW Motorrad bag range.**

**Munich.** A new season is raring to go and there's one thing motorcyclists can be sure of: in 2016 once again, **BMW Motorrad** offers top-class equipment. In the area of bags and accessories, **BMW Motorrad** has a broad range that leaves nothing to be desired with a rucksack, a luggage roll and the new Messenger Bag.

### **The practical everyday companion.**

A new product in the 2016 collection is the **Messenger Bag**, a high-quality shoulder bag that is extremely practical. The upper material in waxed canvas and the roll closure of the main compartment give the bag a cool, dynamic look. The main compartment has a bottle holder and is big enough to accommodate a 17" laptop. What is more, two zip pockets at the front and rear provide the perfect place to keep all important items. The shoulder bag has a volume of approx. 18 litres. The **BMW Motorrad** shoulder bag is reliable in terms of water protection, too: the upper material is water-repellent, the roll closure prevents penetration of water and the interior polyester lining is completely waterproof due to its PU coating. During travel the **Messenger Bag** can be securely attached with a length-adjustable, removable hip strap, making it the perfect companion on a motorcycle.

The recommended retail price is EUR 100.00. The **Messenger Bag** is available in black with a two-colour, length-adjustable shoulder strap.

### **All-rounder to meet the highest demands.**

The **Function Rucksack** is a functional motorcycle rucksack for tour riders. The resilient upper material is tarpaulin (polyester with TPU coating) and nylon, while the interior lining is 100 % polyester. With its ergonomically shaped back section and adjustable, padded and breathable shoulder straps, it guarantees a high level of wear comfort. The **Function Rucksack** is also fitted with a length-adjustable chest strap and a removal hip strap with two small zip compartments.

The rucksack has a capacity of 30 litres. This volume can be expanded to 35 litres by means of a zip, with the extra compartment provides sufficient space for a helmet, for example. The main compartment is waterproof due to a liner bag with roll closure and taped seams. It can also be divided by means of an intermediate base, whereby

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the lower section can be accessed separately. The rucksack also has four outer compartments and an interior net pocket in the lid. The **Function Rucksack** can also be fastened onto the motorcycle as a luggage roll.

The **Function Rucksack** is available in grey / white / red / black at a recommended retail price of EUR 135.00.

### **One bag for all your equipment.**

The **Giant Bag** is a large, stable bag designed especially with motorcyclists in mind. With a volume of 90 litres and practical internal subdivisions, the **Giant Bag** provides sufficient space for a complete set of rider equipment. The lockable main compartment can be divided into two sections, with the lower section lending itself as a padded helmet compartment. All separators can be folded away quickly and simply. A large separate fabric bag is included for motorcycle boots. In the lid there are also two additional compartments and a zip-up outer pocket. The **Giant Bag** not only offers generous and practically organised space, it is also light and features smooth-running rollers as well as both telescopic handles and carry handles. The **Giant Bag** is available in the colour combination black / grey / white. The recommended retail price is EUR 260.00.

### **The touring classic.**

The **BMW Motorrad luggage roll** is a universal waterproof bag with a volume of 50 litres. The special design provides a large opening that features the appropriate zip. The upper material is resilient tarpaulin, while the base is finished in a textile look. On the outside there is a practical net bag, and a small additional zip pocket is provided on the inside for valuables. The **luggage roll** has a removable shoulder strap and a padded carry handle. The straps provided feature socket fasteners that offer a range of different connection options.

The **luggage roll** is available in dark blue at a recommended retail price of EUR 150.

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).



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### **The BMW Group**

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

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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