

BMW Motorrad

Corporate Communications



Press Information
15 April 2019

“The Revival Birdcage”: Revival Cycles presents unique custom bike.

Second custom bike built around the prototype of a new type of BMW Motorrad boxer engine revealed.

Series production motorcycle for the Cruiser Segment will be presented in 2020.



Munich/Austin. The US American Revival Cycles motorcycle customizers presented their latest creation on Thursday evening, 11 April 2019. The unique bike named “The Revival Birdcage” was based on the prototype of a completely new type of BMW boxer engine. The bike was unveiled at the exclusive Revival Party on eve of the annually held Handbuilt Show in Austin/Texas.

“The “Revival Birdcage” turned out great and really showcases our Big Boxer perfectly”, says Timo Resch, Vice President Sales and Marketing BMW Motorrad. “Following the “Departed” from CUSTOM WORKS ZON, this is the second fascinating custom bike built around the prototype of the BMW Motorrad Big Boxer. We will also be showing a BMW Motorrad developed concept bike featuring this engine in the first half-year of 2019. BMW Motorrad will present a series production motorcycle with the Big Boxer for the Cruiser segment in the course of 2020.”

“We admire the work done by Revival, who have developed into one the most noteworthy US customizers in the custom scene over the last years”, says Timo

Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Tel.
+49 89 382-0

Internet
www.bmwgroup.com



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Resch at the Handbuilt Show. Naturally we want to keep growing. One step we will take to do so, certainly in the US market, is to enter the Cruiser segment. BMW Motorrad is consistently pursuing its growth strategy with the clear aim of becoming the number one in the Premium Big Bike Segment."

The frame of the "Revival Birdcage" is made of titanium and was developed by Revival Cycles itself. "This was our first time to build a frame with titanium, that alone was already a significant challenge", says Alan Stulberg, head of Revival Cycles. "Regardless, the frame came together very well in the end and we are very pleased with the result as it accomplished the goal of being nearly transparent. We wanted to focus attention on the engine and that is precisely what we achieved with this completely unique frame we designed. You can easily view the engine and the drivetrain from all angles." In addition, almost every single other part on the bike such as handlebars, footrests, shift lever, seat and unique carbon suspension components were all individually crafted.

Alan Stulberg's team was inspired by Ernst Hennes' record-setting machines from the late 1920s and early 1930s. It took around six months to develop the motorcycle. "We had already dreamed about this bike for years and in December 2018 we received the engine and could finally get to work", says Alan Stulberg. "I have always been a fan of the boxer engine, but the pure physical size and aesthetic appeal of this prototype really inspired us." The bike was completed in time for the Handbuilt Show in a period of nearly five months.

There had already been a lot of speculation about the large-capacity prototype engine on location. Both the exterior geometry as well as the visible elements such as the push rods running in chrome-plated protection ducts are reminiscent of the BMW Motorrad boxer engines that were built in the 1960s. Just that the cubic capacity is now much larger now and modern air-oil cooling is used.

In December 2018 already the Japanese motorcycle customizer CUSTOM WORKS ZON presented the "Departed" at the Hot Rod Custom Show in Yokohama, Japan. This fascinating custom bike was the first motorcycle built around the prototype of the new BMW big boxer. The spectacular design met with great approval in the custom scene and even won the "Best of Show Motorcycle" award, the highest decoration in the Hot Rod Custom Show in 2018. The "Mooneyes Show", as it is also referred to in the custom scene, attracts around 15,000 visitors every year and counts among the most important shows on customizers' calendars.

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In case of queries please contact:

Dominik Schaidnagel, BMW Motorrad Communications
Tel.: +49 89 382-50181, e-mail: Dominik.Schaidnagel@bmw.de

Tim Diehl-Thiele, Head of BMW Motorrad Communications
Tel.: +49 89 382-57505, e-mail: Tim.Diehl-Thiele@bmw.de

Internet: www.press.bmw.de
E-Mail: 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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 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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