



Media Information
28 September 2019

BMW Motorrad Heritage Collection 2020.

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1. The BMW Motorrad Heritage Collection 2020.

BMW Motorrad is expanding its involvement in the Heritage segment and launching its own Ride & Style collection on the market for the first time. The **BMW Motorrad Heritage Collection 2020** features a wide range of new items, from leather jackets to denim outfits, as well as motorcycle gloves and signature boots.

Inspired by timeless classics and iconic BMW Motorrad details, the new Heritage Collection combines traditional style with the best of what contemporary and authentic motorcycle lifestyle clothing has to offer. All the materials and textiles used are robust and long-lasting and they fulfil the highest standards of safety and functionality.

The famous colour identity of the early classic motorcycles – bold black metal parts adorned with the fine white decorative lines, the so-called TwinStripes – is reflected throughout the entire collection. The original branding and the BMW metal emblem are also incorporated in the design. The copper-coloured details and visual accents displayed in these garments hark back to the materials used in classic BMW motorcycles. The new collection celebrates the history of BMW Motorrad and its longstanding passion for motorcycling.

The history of BMW Motorrad dates back to 1923. The first BMW motorcycle to go into production was the R32 – naturally equipped with an air-cooled, two-cylinder flat-twin boxer engine. In 1978, BMW Motorrad became a pioneer in a completely new field, as one of the first serial-production manufacturers in the world to introduce its own rider equipment range.

The Heritage segment was established with the market launch of the BMW R nineT in 2014 and has since become one of the most important segments of the BMW Motorrad brand. In the coming year, the segment is set to expand into fully new dimensions. BMW Motorrad has announced the launch of a serial-production motorcycle for the second half of 2020, which will mark its entry into the Cruiser segment.

The BMW Motorrad Heritage Collection will be available from January 2020. In addition to this collection, all other new BMW Motorrad Rider Equipment products will be presented, as always at the EICMA 2019 motorshow in Milan.

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2. BMW Motorrad Heritage Ride Collection 2020.

Jackets.

PureBoxer leather jacket, men.



This is where memories of the early years of motorcycles are awakened. The classic **PureBoxer leather jacket** has the kind of discreet design that was common in the early years of the last century. At the same time, it features an outstanding level of functionality that makes motorcycling not only comfortable, but safe.

The exclusive 1.2 mm thick horse leather is characterised by a very smooth surface, low grain and fine sheen. When worn regularly, this leather takes on an attractive patina, lending it a vintage appearance that grows over time. In addition, high-quality copper details such as the metal zip fastener

with underlying wind protection, the classic press stud fasteners, the three closable outer pockets and two inner pockets, as well as the removable, quilted thermal lining ensure practical quality and maximum wearing comfort.

The new, ultra-thin NP Flex shoulder and elbow protectors are almost invisible and virtually undetectable. They offer an advanced level of protection (with certification according to EN 1621-1:2012) without impairing the classic style. An NPL back protector can be retrofitted.

Another special characteristic of the **PureBoxer leather jacket** is its unique, rich copper inner lining, which perfectly matches the copper details and coverings on the main front and pocket zip fasteners. The thermal lining is removable, making this highly durable horse leather jacket the perfect companion on both cooler and warmer days. With great attention to detail, the BMW logo on the upper sleeve provides a stylish final flourish to the overall classic design. The three BMW logos, which also include the historic logo, are exchangeable, enabling the wearer to customise the jacket.

The 40-centimetre-long connecting zip, allows the leather jacket to be easily attached to a pair of motorcycle trousers.

The high-quality black leather jacket is available in regular fit in the sizes S to 3XL for men and in slim fit in the sizes XS to M for women.

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TwinStripes leather jacket.

The **TwinStripes leather jacket** for men and women has a classic but sporty design that brings past years back to life. Its typical white trim lines on the sleeves set a visual contrast that is also visible on many BMW motorcycles.

The black jacket is made of approx. 1.2 mm thick cow hide and combines a high level of comfort with a sporty appearance. Its equipment features include a continuous metal zip with a windbreaker set underneath, a ventilator zip on the back, high-quality padding, four zip-up outer pockets with three more zip-up pockets on the inside. This casual motorcycle jacket is also suitable for everyday wearing.



With a total of seven pockets, the **TwinStripes leather jacket** has plenty of space for stowing all kinds of items. For enhanced safety, modern NP Flex protectors (certified in accordance with EN 1621-1:2012) have been integrated beneath the leather on the shoulders and elbows without resulting in any undue thickness, offering maximum wearer comfort and good shock absorption. A retrofit NPL back protector is also available. In addition, the 40-centimetre-long connecting zip makes it possible to join the leather jacket with a pair of motorcycle trousers.

The **TwinStripes leather jacket** is emphasised by the unique and rich copper-coloured padding, which perfectly matches the copper details of the main front zip and the pocket zip fasteners.

This leather jacket is available for women in the sizes XS to 2XL and for men in regular fit in the sizes S to 3XL, in slim fit in the sizes XS to M, and in comfort fit in the sizes XL to 3XL.



RoadCrafted denim jacket.

The **RoadCrafted denim jacket** is made of elastic and abrasion-resistant denim fabric with inconspicuous integrated protection features that offer a maximum degree of safety and functionality combined with a classic denim look. The use of elastic fibres in the upper fabric ensures better fitting. The jacket has four outside pockets and two inside pockets with zip and stud fasteners. Safety features include NP Flex protectors



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(certified according to EN 1621-1:2012) on the shoulders and elbows and an optional retrofit NPL back protector.

Beneath the front zip, there is an additional zip underlay that acts as a windbreaker. The 40-centimetre-long connecting zip makes it possible to join the **RoadCrafted denim jacket** to the **RoadCrafted jeans**.

The denim jacket is available in black for women, in the sizes XS to 2XL, and in blue for men, in the sizes S to 3XL (regular fit), XS to M (slim fit) and XL to 3XL (comfort fit).



Helmets.

Bowler Heritage helmet.



The retro design of the **Bowler Heritage helmet** will appeal to the more fashion-conscious biker. This is evident not only in its chic, classic design with a colour scheme that reflects the history of BMW Motorrad, but also in interesting details such as the exclusive leather appliqués and high-quality lining with embossed BMW logo.

The helmet's closing edge and goggle strap holder are made from high-grade calfskin. The material used in the outer shell material is a composite made up of glass and carbon fibre reinforced plastic. The shock-absorbent inner shell is made from expanded polystyrene (EPS) and ensures an optimum fit for all sizes.

The **Bowler Heritage helmet** makes no compromises when it comes to wearer comfort. The comfortable inner lining is made from an antibacterial and hypoallergenic material and ensures a high level of wearing pleasure. This is further enhanced by the integrated head and cheek pads made of soft and smooth materials and the chin strap underlay. The **Bowler Heritage helmet** is fitted with the continuously popular adjustable double-D fastener for secure closure. The excellent aero-acoustics represent a further comfort feature of this jet helmet, creating only a low noise level during riding. The extensive range of accessories includes transparent, tinted or mirrored visors and shields.

Regardless of shell size, every helmet radiates a look of slimness and elegance. The **Bowler Heritage helmet** is available in the sizes XS (53/54) to 2XL (62) and has a low weight of between 785 g (XS) and 970 g (2XL).

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Trousers.

RoadCrafted jeans.

RoadCrafted jeans are made from elastic and abrasion-proof denim fabric, merging safety and functionality with a classic denim look and inconspicuous protection features. The integrated elastic fibres in the upper material ensure pleasant wearer comfort. The removable NP Flex protectors on the knee and hips add to wearer safety (certified according to EN 1621-1:2012).

These comfortable trousers are available in black for women. The men's version is in blue. The 40-centimetre-long connection zip provides a simple way of joining the **RoadCrafted jeans** with the matching **RoadCrafted denim jacket**.

The women's sizes are W26/L32 to W36/L32 and W29/L34 to W36/L34.

The sizes available for men are W28/L30 to W36/L30, W28/L32 to W42/L32, W30/L34 to W42/L34 and W32/L36 to W40/L36.



Boots.

PureShifter boots.



The robust **PureShifter boots** for men and women not only make a statement with their classic look, but particularly with their stylish finishing details. These half-height black cowhide boots have a hand-welted sole construction.

They also offer plenty of safety features. In addition to NP Flex ankle protectors, the lace-up boots include sturdy toe and heel caps and are also fitted with gear shift protector. The special inner lining plays an important role in balancing out temperature fluctuations. An integrated pull loop at the top of the boot shaft aids entry of the foot into the boot. The profiled Vibram outsole ensures a perfect grip on the footrests. The boots are oil and petrol resistant and also provide great comfort and grip when walking.

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The classic finish of the **PureShifter boots** means that they not only look good on a motorcycle but they are also great in combination with jeans and a leather jacket.

The lace-up boots for women are available in the sizes 36 to 40 and for men in the sizes 41 to 48.

Gloves.

PureBoxer gloves, men.

The **PureBoxer gloves** stand out with their classic, simple design and display excellent wearing features, thanks to the high-quality and pleasantly soft buckskin leather. The material is also extremely hard-wearing.

The press stud fasteners in the wrists are width-adjustable to provide the necessary level of safety. This prevents unintentional slipping. The gloves can be conveniently fastened to the belt when not in use, with the aid of the integrated snap hook. It is still possible to operate the touchscreen with the forefinger even when wearing the **PureBoxer gloves**.



The gloves come in black and are available in the sizes S to 3XL.

BoxerTorque gloves.

BoxerTorque gloves are made of high-quality cowhide and are a sportier variation of the classic motorcycle glove design. Maximum wearer comfort is ensured by the adjustable wrist width feature and knuckle pads. The touch screen can still be operated with the forefinger when wearing the **BoxerTorque gloves**.

BoxerTorque gloves are available in black in the sizes XS to 2XL for women and S to 3XL for men.





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Functional clothing.

PureBoxer kidney belt.

The **PureBoxer kidney belt** is made from black leather with a classic design that will appeal to stylish riders. Its ergonomic form ensures a high degree of wearer comfort and support. With all due regard to style, the width is adjusted by way of two metal buckles. Available in five different lengths to ensure a perfect fit. The small front bag with press-stud fastening offers space for small items, such as coins.

The **PureBoxer kidney belt** is available in black in the sizes S to 2XL (80, 90, 100, 110, 120 cm).



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3. BMW Motorrad Heritage Style Collection 2020.

Jackets.

FlatTwin leather jacket.



The asymmetrical front zip and distinctive lapels of the **FlatTwin leather jacket** are reminiscent of the characteristic motorcycle jackets of the 1950s. This black leather jacket is made of 1.2 mm thick cowhide.

It has three outer pockets with striking metal zips. The classic styling also includes metal press studs on the collar. The version for men also has a small pocket on the lower arm. The women's jacket is waisted and has a cut that emphasises the figure.

The leather jacket for men is available in the sizes XS to 5XL and in the special waisted women's cut in the sizes XS to 2XL.

Engineer leather jacket.

The linear design of the **Engineer leather jacket** makes a clear statement, turning it into a must-have for anyone wishing to look good on and off the motorcycle. The black jacket is made of 1.2 mm thick cowhide and resembles the original classic bomber jackets of the 1940s.

The waisted ladies cut ensures a stylish fit for women. With two side pockets for warming the hands and two inside pockets with zip and stud fasteners, the women's jacket is slimmer and offers a more precise fit. The men's version has two large front pockets, allowing more space for keeping items. The collar is fixed with press studs, which rounds off the overall appearance of the jacket.



The **Engineer leather jacket** is available for women in the sizes XS to 2XL and for men in the sizes XS to 3XL.

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Club college jacket.

The grey **Club college jacket** is made from waxed cotton-blend fabric with a quilted inner lining and contrasting black knitted cuffs with trim lines, ensuring maximum wearer comfort. The bomber jacket has two inside pockets with stud fasteners for stowing small objects such as a wallet or smartphone.

The **Club college jacket** is available for women in the sizes 2XS to 2XL and for men in the sizes XS to 3XL.

Outerwear.

Boxer Troyer, men.

The warm and comfortable **Boxer Troyer** knitted sweater is made from a high-quality blend of worsted wool and acrylic, in a casual sailor's style. It is reminiscent of a time when two-wheelers were mostly black and their riders wore leather jackets.

For motorcycle riders, a black knitted sweater is an essential item. The practical and high-closing zipped collar in troyer style and the close fitting cuffs provide protection against the cold and the wind.



The classic decorative trim on the upper arm and the BMW logo on the chest convey the Heritage look. The pullover is extremely soft and, if looked after properly, it will remain in perfect condition and retain its unique timelessness for years to come. The **Boxer Troyer** is available for men in the sizes XS to 3XL.

Mechaniker zip hoodie.



A perfect staple for people who like tinkering around on their motorcycle. An ideal companion, the **Mechaniker zip hoodie** keeps you nice and warm on cool days and has plenty of space in its front pockets to warm your hands. This universal hoodie for men and women is made of cotton jersey fabric, brushed on the inside. It has a printed impression of a Boxer engine on the chest and the wording 'Mechaniker' or 'Mechanikerin' on the back.

The cosy, grey-coloured **Mechaniker zip hoodie** is available in the sizes 2XS to 2XL for women and XS to 3XL for men.



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Worker long-sleeve shirt, men.

The **Worker long-sleeve shirt** for men in 'Iconic Black' is a comfortable companion in a classic cut, with a style that not only goes perfectly with a black motorcycle. The high-quality upper garment made from heavy cotton has two breast pockets and is an ideal accompaniment to any look. Available for men in the sizes XS to 3XL.



Denim shirt.

The **Denim shirt** for men and women is made of pure cotton with a light stripe design and is reminiscent of the traditional work clothes of 19th century America.

The Denim shirt is available in blue and in the sizes XS to 2XL for women and in the sizes XS to 3XL for men.

Berlin Built long-sleeve shirt, men.

A perfect combination: the **Berlin Built long-sleeve shirt** makes it clear as to where BMW motorcycles are made. The white and blue colours, on the other hand, stand for the Bavarian idea factory in Munich. The twin-colour raglan long-sleeve shirt with long sleeves and round collar is made from pure cotton. The chest is decorated with succinct wording and adorned with a BMW logo in the middle.



The **Berlin Built shirt** is available in the sizes XS to 3XL.

Berlin Built T-shirt.



You can have any colour, as long as it's black. The **Berlin Built T-shirt** bears the respective wording on the chest, a BMW logo in the middle and traditional white trim lines on the sleeves.

The attractive and versatile T-shirt is also available in a gently waisted cut with a V neck for women.

The **Berlin Built T-shirt** is black and made of cotton and is available for women in the sizes XS to 2XL and for men in the sizes XS to 3XL.



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Bergkönig/Bergkönigin T-shirt.

The winner in a classic mountain race is named the 'mountain king' or 'Bergkönig' in German. The **Bergkönig/Bergkönigin T-shirt** follows in this tradition and bears the 'Bayerische Motoren Werke' lettering along with a large motif showing a BMW motorcycle on its way to the summit.

The grey cotton T-shirt for men has a round neck and is available in the sizes XS to 3XL. The waisted T-shirt with a round neck for women is available in the sizes 2XS to 2XL.



Mechaniker T-shirt.

The **Mechaniker/Mechanikerin T-shirt** is an essential item for all BMW Motorrad fans who like to work on their motorcycles themselves. The T-shirt is made of pure cotton and is very comfortable to wear. It has a printed motif on the front with the wording 'Mechaniker' or 'Mechanikerin' on the back.

The pure cotton black T-shirt for men with a classic round neck is available in the sizes XS to 3XL. The gently waisted T-shirt with the V-neck for women is available in black in the sizes 2XS to 2XL.



Boxer T-shirt, men.

A clear statement: the **Boxer T-shirt** in black and white allows fans to declare their allegiance to the classic BMW two-cylinder design. Just one look at the large boxer motif makes it perfectly clear – this is how it has to be, nothing else will do. The **Boxer T-shirt** is tailored in cotton with a typical round neck and is available in the sizes XS to 3XL.



Boxer Striped T-shirt, women.

The classic **Boxer Striped T-shirt** is a real eye catcher with its characteristic pattern. The gently waisted cut, the block-colour sleeves with the number '23' – a reference to the year in which BMW Motorrad was founded – and the edged neckline accentuate the design. Made from pure wool, the T-shirt is the ideal leisure garment for female BMW Boxer fans. It is available in black and white in the sizes 2XS to 2XL.



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Boxer long-sleeve shirt.

The unique look of the **Boxer long-sleeve shirt** is reminiscent of the early years of motor sports. Its asymmetrical design, classic logo on the chest and the large '23' on the back – referring to the year in which BMW Motorrad was founded – are a real eye catcher. This classically styled long-sleeve cotton shirt is also great to wear on cool days.



The long-sleeve shirt is available in black and white for women in the sizes 2XS to 2XL and for men in the sizes XS to 3XL.



Mechanikerin tank top, women.

The grey **Mechanikerin tank top** for female BMW Motorrad fans is made from a cotton-elastane blend that combines a high level of ventilation with a perfect fit. The gently waisted, slim cut and striking 'Mechanikerin' motif on the front add an extra touch.

The **Mechanikerin tank top** is available in the sizes 2XS to 2XL.

Lifestyle accessories.

Boxer belt.

The **Boxer belt** is made from extra-thick leather with a double pin buckle to ensure it is as robust and hard-wearing as its engine namesake.



The leather belt is a timeless accessory that goes perfectly with jeans. It is made of attractive leather and has a simple but elegant metal buckle. The **Boxer belt** is available in black in the sizes S to 2XL.



Mechaniker cap.

The prominent wording of the **Mechaniker cap** emphasises the wearer's love of tinkering. The casual cap with curved visor in black is embroidered with the wording 'Mechaniker' and is a 'one size fits all' item.



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Boxer cap.

The Boxer cap is a unique expression of the wearer's fascination for the legendary engine design.

The cap is of an 'old school' design and its width is adjusted with a clip fastener. The black, air-cooled **Boxer cap** with the Boxer motif is a 'one size fits all' item.



Luftgekühlt beanie.

The **Luftgekühlt beanie** protects the wearer's head from the cold, and its design quotes the BMW motorcycle tank lines.

The new woollen beanie from the Heritage Style Collection is warm and light. The **Luftgekühlt beanie** has classic white trim lines on a black background and is a 'one size fits all' item.



Mechaniker bandana.

The **Mechaniker bandana** is made of pure cotton and is a highly versatile item, depicting a racing motorcyclist set beneath a classic wording design. The bandana is a cool item for tradition-conscious riders – both men and women. With the wording 'Bayerische Motoren Werke' in white on red, it is available in a square form with a standard size of 53 x 53 cm.



Berlin Built bandana.

The indigo-coloured **Berlin Built bandana** is made of pure cotton and shows a custom bike in front of the classic BMW logo. This versatile lifestyle product is a real nostalgia trip for traditional riders. It is available in a square form with a standard size of 53 x 53 cm.

Boxer bandana.

The **Boxer bandana** is made of pure cotton and is highly versatile in use. It underlines the wearer's fascination for the legendary engine design. The bandana is available in a square form with a standard size of 53 x 53 cm with a white boxer motif against a black background.





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

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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 31 production and assembly facilities in 15 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 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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