

Presse release

Date 02 March 2026

Topic BMW Motorrad presents the BMW R 1300 R Superhooligan. Spectacular Custom Power Roadster commemorating the race victory in Daytona and winning the 1976 AMA Superbike Championship.

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Press release

02 March 2026

**BMW Motorrad presents the BMW R 1300 R Superhooligan. Spectacular Custom Power Roadster to commemorate the 50th anniversary of the BMW Motorrad Daytona race victory and winning the AMA Superbike Championship in 1976.**

**Munich** BMW Motorrad presents the BMW R 1300 R Superhooligan at the 84<sup>th</sup> Daytona 200 weekend from March 5 to 7, 2026. With this model, BMW Motorrad commemorates and honors Steve McLaughlin's victory in the very first Superbike race at Daytona 50 years ago on March 6, 1976, as well as Reg Pridmore's win in the inaugural AMA Superbike Championship. Both riders raced on BMW R 90 S bikes for the Butler & Smith team and made racing history. This year, BMW Motorrad brand ambassador Nate Kern is also actively participating in Mission Foods Super Hooligan series presented by Roland Sands with the BMW R 1300 R Superhooligan as part of the MotoAmerica Daytona 200.

**Highly dynamic project by the BMW Motorrad Custom Speed Shop as a tribute to Steve McLaughlin's Daytona victory with the BMW R 90 S.**

A small group of BMW Motorrad employees from the BMW Motorrad Custom Speed Shop took the opportunity to honor this historic racing achievement with a spectacular custom bike: the BMW R 1300 R Superhooligan. As part of this extraordinary project, Philipp Ludwig as project manager with Katrin Torge, vehicle designer Andreas Martin, Theresa Stukenbrock as color and graphic designer, together with the experience and passion of prototype builders Paul Summerer and Thomas Becker, created a unique vehicle.

The design incorporates the basic stylistic and technical elements of the 145 hp (107 kW) BMW R 1300 R, which serves as the basis, and

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skillfully translates them into the highly dynamic design language of a naked superbike – thus referencing characteristic design elements of the almost naked superbikes of 50 years ago. For example, the starting number fields and the wide handlebars.

Tributes to Steve McLaughlin's Daytona victory 50 years ago are reflected not only in the Superhooligan`s starting number 83, but also by the components painted in the BMW R 90 S color of the time, including the front fenders and tank side panels. Matching this, the blue used on the BMW M 1000 RR brake calipers also appears on the aluminum rear frame and on the fixed fork tubes of the fully adjustable Wilbers upside-down front fork, which has been extended by 30 mm for more lean angle clearance. The spring of the fully adjustable Wilbers suspension strut is finished in a corresponding blue tone as well.

The high riding dynamics requirements of the Custom Roadster – capable of reaching speeds of up to 275 km/h and delivering a superbike-level riding experience - are achieved through the lightweight, handling-enhancing BMW M 1000 RR carbon front wheel and a wide range of lightweight yet high-strength carbon-fiber components from both the BMW Motorrad program and Ilmberger Carbon Parts. Fully adjustable hand levers from Advik, a lightweight and sonorous titanium exhaust system with carbon end silencer from Akrapovič, and milled BMW Motorrad footrests complete the supersport-focused Custom Roadster project.

**The BMW R 1300 R Superhooligan will be showcased alongside its historic predecessor, the BMW R 90 S of the Butler & Smith team, and the legendary figures of the 1976 racing season in Daytona.**

When the 50th anniversary of the iconic 200-mile race in the Sunshine State of Florida is celebrated in Daytona from March 5th to 7th, 2026, BMW Motorrad will also commemorate one of the most remarkable milestones in its more than 100-year history.

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In 1976, the AMA Superbike Series was launched as a national U.S. championship, and BMW U.S. importer Butler & Smith immediately recognized it as a ideal platform to further strengthen the already sporty image and dynamic riding qualities of the successful BMW R 90 S. This required not only chassis modifications suitable for racing but also a significant increase in engine performance. To achieve this, Butler & Smith hired Udo Gietl as chief mechanic and engine tuner, while Todd Schuster was responsible for optimizing the chassis.

Born in 1940, Udo Gietl left Germany after the Second World War and emigrated to Florida, where the passionate motocross rider and electrical engineer worked for NASA and on Polaris submarines, among other projects, before joining Butler & Smith. There, he quickly established an excellent reputation as a BMW technician when two BMW R 69 S motorcycles he had prepared finished first and second in the 5-hour race in Danville in 1969. Motivated by this success, Gietl went on to develop BMW racing motorcycles based on the BMW R 75/5 in the following years, culminating in early success with the BMW R 90 S.

With Reg Pridmore - who at the time also ran a BMW dealership in Santa Barbara - Steve McLaughlin and Gary Fisher, the Butler & Smith team not only fielded a strong trio of riders but also extremely competitive racing machines. The BMW R 90 S bikes were meticulously prepared by Udo Gietl and Todd Schuster.

Steve McLaughlin won the race on March 6, 1976, in a photo finish ahead of his teammate Reg Pridmore, from whom he snatched the victory he thought was already certain in the final meters. Double victory for BMW. A gearbox failure on Gary Fisher`s machine, after he had led the race for several laps, unfortunately prevented what would have been a sensational triple victory. At the end of the season, BMW Motorrad achieved the ultimate triumph: Reg Pridmore became the first AMA Superbike Champion.

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Now, 50 years later, the protagonists of that era are reunited in Daytona. Daytona winner Steve McLaughlin, AMA Superbike Champion Reg Pridmore, Gary Fisher's daughters Heidi and Kimberly, as well as Udo Gietl and numerous guests of honor meet the BMW R 1300 Superhooligan of the BMW Motorrad Custom Speed Shop and the victorious BMW R 90 S racing machines from that time. The BMW R 90 S is provided by the BMW Group Classic from the BMW Museum and specially prepared in their in-house racing workshop for use at the Daytona 200.

You will find press material on BMW motorcycles in the BMW Group PressClub at [www.press.bmwgroup.com](http://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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

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The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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