




***MAKE LIFE
A RIDE.
STYLE 2018***



LOGO

For passionate riders, the high-quality products in our dynamic Logo collection are sure to make an impression – even when you're not out on the road.

From fashionable casual jackets for real Motorrad lovers, to simple shirts and stylish caps, our authentic brand design is one that just can't be imitated. This is a lifestyle look that will really show off your BMW passion.





Sport cap
\$18



BMW Logo polo shirt, men
\$50



BMW Motorrad knitted beanie
\$21

Roadster cap
\$18

BMW Logo polo shirt, women
\$50

BMW Logo windbreaker, unisex
\$95



**A STYLISH
IMAGE.**





BMW Logo T-shirt, women
\$30



BMW Logo cap
\$18



BMW Logo T-shirt, kids
\$25

BMW Logo vest, women
\$85



BMW Motorrad cap
\$18



BMW Logo vest, men
\$85





BMW Logo top, women
\$30



Smart CC cap
\$18



BMW Logo sweatshirt jacket, unisex
\$85



BMW Logo Easy Tube
\$21

BMW Motorrad T-shirt, men
\$35



Adventure cap
\$18



BMW Motorrad polo shirt, men
\$50



BMW Logo hooded sweatshirt jacket, kids
\$55





BMW Logo T-shirt, men
\$35



BMW R 1200 GS Pedal
\$99



BMW Logo softshell jacket, women
\$135

BMW R 1200 GS RideOn
\$275



BMW Logo softshell jacket, men
\$135

**“
THE FINEST
STYLE,
DOWN TO
THE LAST
DETAIL.
”**





SPRING

BMW Motorrad's new Spring style collection is made for those who have a real lust for life.

Inspired by classic biker gear, these stylish pieces are synonymous with shared adventures and unlimited freedom. The collection is authentic, effortlessly cool, and designed for everyday wear. And these vintage-style items give a subtle hint to the true Motorrad lover you are inside.



A LUST FOR LIFE.



Biker T-shirt, men
\$45

Leather business card holder
\$50



Boxer cap, men
\$40

Tools shirt, men
\$85



Plaid shirt, women
\$70

Bandana, unisex
\$40



“

**BY
BIKERS,
FOR
BIKERS.**

”



Leather belt
\$75



Make Life a Ride T-shirt, women
\$45

Curve jacket, women
\$135



Canvas gym bag
\$65



BMW Motorrad pocket knife
\$95





Boxer sweatshirt, men
\$85



Helmet T-shirt, men
\$45



Make Life a Ride Easy Tube
\$21



Leather keyring
\$40

Tracker coach jacket, men
\$135



Canvas belt
\$50



Leather wallet
\$85



BMW Motorrad cell phone case
\$45





FALL

Comfortable, vintage leisure wear that still looks modern? Look no further than BMW Motorrad's new Fall style collection.

The combination of high-quality materials, casual fits and retro design ensures this collection feels fresh and fully on trend. These pieces will keep you looking cool whatever you're up to – whether you're taking a quick spin, or simply hanging out in town.

The collection is available beginning August 2018.





Gas short-sleeved shirt, men
\$75

“
**ALWAYS
KEEP
YOUR
COOL.**
”



Style leather jacket, women
\$399

Striped knitted beanie, unisex
\$40





Ride Fast T-shirt, women
\$45



Striped scarf, men
\$35



Striped socks, unisex
\$15

Long-sleeved Henley shirt, men
\$60



Curve long-sleeved shirt, women
\$60



A MODERN VINTAGE LOOK





Style leather jacket, men
\$399



Biker T-shirt, men
\$45




Bolt zip-up hoodie, men
\$95



Make Life a Ride sweatshirt, women
\$95



“
**RETRO,
YET
FRESH.**
”



MOTOR SPORT

BMW Motorrad Motorsport fans don't just speak their own language, they also want clothes with that distinctive Motorsport feeling.

Naturally, our latest Motorsport collection continues to bring top quality, superb comfort and our classic blue-white-red coloring together in one stylish, yet sporty package. For both day-to-day wear and out on the racetrack, BMW Motorrad's all-purpose range means you're always ready to go.



Motorsport polo shirt, men
\$49



Motorsport cap
\$19



Motorsport giant bag
\$259

Motorsport short-sleeved shirt, men
\$59

Motorsport beanie
\$21

Motorsport backpack
\$54



**MOTORSPORT
NEVER GOES OUT
OF FASHION.**





Motorsport jacket, unisex
\$179

Motorsport T-shirt, men
\$39



“

**A SPORTY
LOOK
THAT
GOES THE
DISTANCE.**

”



Motorsport polo shirt, women
\$49

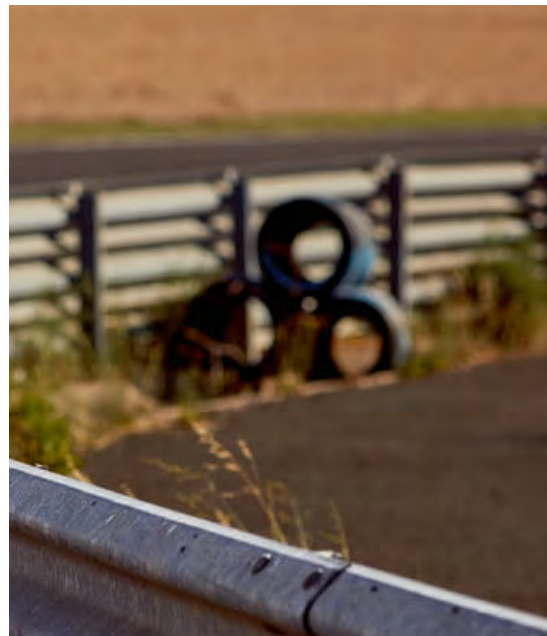
Motorsport grip cover
\$19



Motorsport hooded jacket, unisex
\$89

Motorsport lanyard
\$10





Motorsport kids' bike
\$189

Motorsport softshell jacket, unisex
\$129

Motorsport grip cover
\$19

Motorsport helmet bag
\$59

Motorsport T-shirt, women
\$39

Motorsport badge set
\$19






ICONIC

True BMW Motorrad fans don't just carry their passion with them in their hearts, they display it proudly.

And that pride has never looked better than in our new Iconic collection's casual T-shirts. And if designs featuring your favorite model aren't currently available, you might not have to wait much longer. New styles and models are being added to the range all the time.





R nineT Urban G/S T-shirt, unisex
\$30

“
**ICONS
ARE
TIMELESS.**
”



S 1000 R T-shirt, unisex
\$30

S 1000 R keyring
\$8





***WEAR YOUR
HEART ON
YOUR CHEST.***



R nineT Scrambler T-shirt, unisex
\$30



S 1000 RR keyring
\$8



S 1000 RR T-shirt, unisex
\$30

R nineT T-shirt, unisex
\$30



R nineT keyring
\$8



R nineT Racer T-shirt, unisex
\$30



“
**MAKE
YOUR
MARK.**



R 1200 GS T-shirt, unisex
\$30

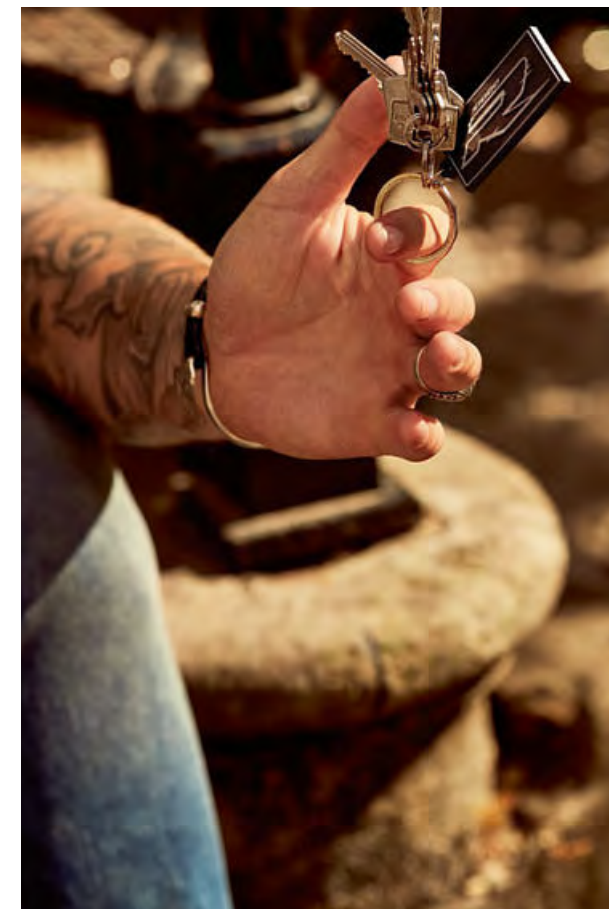
G 310 GS T-shirt, unisex
\$30



R 1200 GS keyring
\$8



G 310 GS keyring
\$8





Exclusively for American BMW riders – past, present, and future – a collection of fun, casual, and classic expressions of riding passion.

From everyday comfort to once-in-a-lifetime collectability, the Freedom collection delights young and old with gifts, clothing, mementos, and more. Each item carefully selected for a style and personality that matches the fiercely independent spirit of America's open roads and the people who love them.

FREEDOM



“
**WE, THE
 PEOPLE
 WHO
 RIDE.**
 ”



'I love bikes' bodysuit
 \$18



'I love bikes' T-shirt, kids
 \$15



Classic T-shirt, in blue or grey, men
 \$25



Vintage distressed T-shirt, men
 \$30



Vintage distressed T-shirt, women
 \$30

LEGO® Technic R 1200 GS Adventure
 \$65



**DoubleR Teddy Bear
 GS Adventure Teddy Bear**
 \$29



Classic performance polo shirt, men
 \$55



Long sleeve ¼ zip pullover, men
 \$70



Long sleeve ¼ zip pullover, women
 \$70





Accelerate cap
\$19



FlexFit cap
\$19



Performance cap, in blue or black
\$19



Basic lanyard
\$8



Premium lanyard
\$12

Classic cap, in stone, navy, black or olive
\$15



Police Motors cap
\$16



Make Life a Ride notebook
\$19



Wireless mouse
\$36



DoubleR racer USB drive
\$25



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Portable Bluetooth® speaker
\$69

Multiuse power bank
\$49



“

**LET
FREEDOM
RING.**

”



Make Life a Ride mouse pad
\$8



S 1000 XR rubber keychain
\$9

Ceramic Roundel mug
\$14



Water bottle
\$15

Roundel travel tumbler
\$18





Travel mug
\$16



Glass beer mug
\$18



Ornament
\$15

2017 collectible stein
\$199





BMW Motorrad



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bmwmotorcycles.com/gearup

STYLE2018