



DoubleR collection

Advance information

Management

Marketing

Sales
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Administration

Market launch 03/2010

Product description

To match the S 1000 RR, BMW Motorrad is extending its range of rider's equipment to include some exciting new products: from March 2010 onward, the DoubleR collection - consisting of helmet, one-piece leathers, boots and gloves - will be available as a complete package for ambitious sports-oriented riders looking for professional-grade equipment. The range is designed to appeal to riders of sport- and supersport-compatible BMW motorcycles.



Illustration: DoubleR collection

These products will soon be seen at race meets and the first bulletins will be appearing in the press. The most important product characteristics of the DoubleR collection are summarised below as a preview.

The detailed Product Information brochures (including part numbers and prices) will follow at a later juncture.

Helmet DoubleR

- Special-finish version of the Sport helmet in the BMW Motorrad motorsport colours blue/white/red.
- This helmet also features a spoiler designed specifically for S 1000 RR riders, because it enhances stability at very high speeds in combination with a narrow windscreen.

Product Information No. 68/2009

DoubleR collection



Illustration: DoubleR helmet

Motorcycling suit DoubleR

- Concept:
 - Thoroughbred racing one-piece leathers in BMW Motorrad motorsport made of superlative-quality kangaroo leather.
 - The skin-tight fit and the all-inclusive package with undershirt and tote bag add up to the performance that the riders of S 1000 RR and HP2 Sport machines in particular expect and appreciate.
- Colours: Black/white/red and blue/white/red.
- Material: Kangaroo leather, 1.0 mm thick and highly wear-resistant. The DoubleR suit is approximately 20 % lighter than comparable cowhide-leather suits (e.g. size 50: Sport suit 5.5 kg vs. DoubleR suit, 4.4 kg).
- NP protectors with maximum impact-absorbing properties at shoulders, elbows, thighs, knees and back.
- With the hump that typifies racing ambitions and with zipper for integration of the BMW Motorrad Neck Brace system.
- Plastic-encased Inox special-steel sliders at shoulders and elbows and hard-plastic sliders at the knees.
- Body-climate control by ventilation, insulation by windblock undershirt.
- Trunk, sleeves and legs sharply preshaped to match the typical race-rider posture on the motorcycle.



Illustration: DoubleR one-piece suit

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Boots DoubleR

- Improved version of the familiar Sport boot.
- New features include, for example:
 - Zipper (and large Velcro fastener) on the inside to make the boot even easier and faster to pull on.
 - Treaded sole considerably more resistant to wear, even on motorcycle fitted with metal footrest pegs.
- Colour: White/black.



Illustration: DoubleR boot

Gloves DoubleR

- Colours: BMW Motorrad motorsport colours blue/white/red and black.
- Material: 100 % kangaroo leather, NEW Doublings in skate leather (The grainy surface makes skate leather extremely tough and wear-resistant; it is very flexible and slides well.).
- Glass-fibre-reinforced plastic ankle protector.
- Wrist protection by shell made of hard plastic.
- Leather doublings on the palms, shock-absorbing Suprotec ® foam and Kevlar reinforcements for optimum protection.
- Stretch material for wear comfort.
- Strong forward curvature for crease-free grip.



Illustration: DoubleR glove