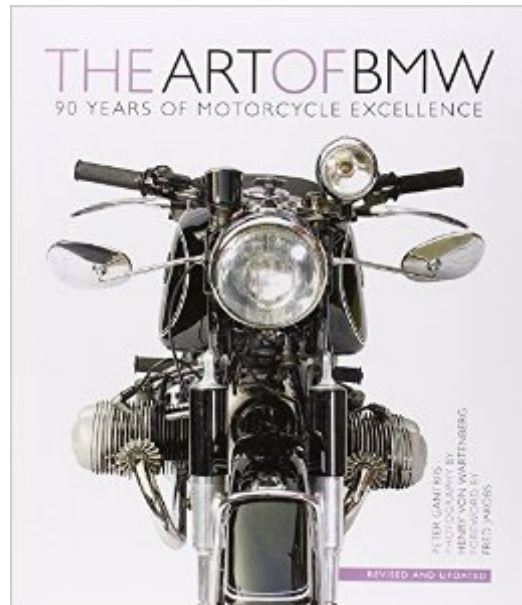


The book was found

# The Art Of BMW: 90 Years Of Motorcycle Excellence



## Synopsis

The Art of BMW: 90 Years of Motorcycle Excellence presents stunning studio portraiture of the rolling sculpture that BMW has been creating for the past 90 years. Each bike portrait is accompanied by a concise, authoritative profile of the machine. All the classic bikes are here—pre-World War II BMWs like the R5 that defined performance in that era; the military R12 that carried the Wehrmacht as it blitzkrieged its way across Europe; the R75M that accompanied Rommel's Panzers in North Africa; the Earles-forked R69S that offered the perfect platform for mounting a Steib sidecar; the R90S café racer; the K1 "flying brick"; and the GS (Gelände Sport) series that launched a dual-sport revolution. All the bike families are covered—the side-valve machines from the early years, the early overhead-valve performance bikes, the postwar Airheads and Oilheads, the four-cylinder and six-cylinder touring bikes, the early pushrod singles, the modern overhead-cam singles, the latest parallel twins, and inline-four cylinder sport bikes. From the first model, the R32 that launched BMW's motorcycle dynasty, to the latest (and fastest) model, the World Super Bike dominating S1000RR, this book captures nearly a century of motorcycling excellence.

## Book Information

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## Customer Reviews

This was going to be a fathers day present for my dad, who has been an avid BMW enthusiast for the last 30 years. He still loves his 1976 R90/6, his 2001 R1100R, and his 2010 R1200RT. I wanted something that would give him a good visual representation of some of the beautiful art deco bikes

BMW came out with, all the way to the modernized mechanical creations of today. I wasn't disappointed. The book won't cover absolutely every bike or sub group the company has made, but it does a great job of getting a great amount of the most popular and inspired vehicles BMW put two wheels on. It's not overly filled with info on each page, but doesn't lack in that department. It can be appreciated for either the pictures, the information, or both. My dad usually just puts the gifts he gets into "the collection" but this one is always out on a coffee table or the kitchen table. I've even caught my mom, who's more into gardening, browsing the book a little bit recently. At around \$30, this is a great gift idea for someone you know might appreciate it.

This book is a must for anyone who is a true fan of the Bayerische Motoren Werke marque. The photos are unreal. The text with the photos explaining the evolution of the BMW motorcycles is taut, concise and very to the point. These two know their stuff. Our story starts in this book in 1923 and proceeds right up to the 21st century. As the book progresses, chronologically, the author explains the technical advances and why said advances happened to be. The pages are sturdy and slick, which is probably a necessity for this book. The motorcycle fan will undoubtedly drool over the beauty of the restorations of these exquisite vehicles. I learned a whole lot about BMW bikes that I never knew. Owning a Vespa 50cc two stroke I am amazed that anyone would even want to go 170 mph on a motorcycle, which some of the new BMWs do. As a former owner of two UJM, universal Japanese motorcycles, I always dreamed of a Bimmer. This book will undoubtedly rekindle the dreams and desires of anyone who ever lusted for a machine as wonderful as this. I can just imagine all of the searches on craigslist or eBay looking for gently used BMWs after readers enjoy this book. Might be best to hide the checkbook or credit card.

Unsure how the R1200c was left out. Short-lived for sure but a very cool looking cruiser in my opinion. Maybe not well loved but this is called the "art" of bmw, no? Very cool book nonetheless and a must for any beemer owner.

I was at the Las Vegas showing of the Art of the BMW...when they had it at the Venetian. I thought it was the Art of the Motorcycle...curator from Metropolitan Museum of Art from NY was there...also reps from both the West and East coast BMW...so it was a great time to meet all present. Also met some of the movie stars and owners from around world...that had put their bikes up for display...all glass and stainless steel...was quite a display. It was just too hot at that time...and they had just imploded the Sands...and the bike riders that came to show...had to park around the piles of debris.

We had a fire that destroyed everything...and I lost the book that BMW gave to me for working at Registration...and it had extra pages in the front...it was a limited edition...but thank you for this book.

Purchased book as a gift for a passionate BMW rider. Photography is beautiful. He's still working his way through all the bikes. I imagine this book sitting out in a prominent place for his fellow riders to read.

This book is for any BMW Motorcycle owner. It has pictures and history of the bikes one by one. It goes up to current line, but covers Gen 1 of the S1000RR because it's the look! It is great!

This book combines a rich textual content about BMW motorcycles, since the first model up to new models, with awesome pictures (a lot of details and mechanic features, especially in older bikes). I felt that the author gave more emphasis for pre-1990 motorcycles, but in my opinion, it is not a reason to decrease my rate.

This book seemed to me to be more of the 'coffee table' genre. It was a perfectly fine book as far as it goes, and had many photos, but with a few models in full, and multi-page spreads, while neglecting other models, also the text was out of syn with the photos displayed. Overall, a nice book, but it would leave one seriously interested in the art of the brand, a little disappointed.

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