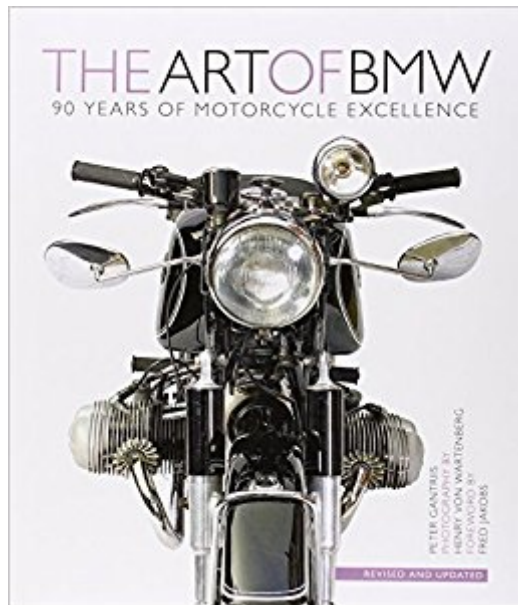




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# The Art Of BMW: 90 Years Of Motorcycle Excellence



## 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

'a stunning book on all levels'

Ever since Max Friz first mounted his innovative M2B32 opposed-twin engine in a motorcycle

frame in 1923, the history of BMW motorcycles has been defined by a constant and relentless quest for perfection. In the 95 years that have followed, the company has created the most innovative and technologically advanced motorcycles produced anywhere on earth. BMW has earned a reputation for not doing things the way everyone else does, but its motorcycles aren't different simply for the sake of being different. Each distinctive feature represents a brilliant and elegant solution to a real problem, leading BMW to be the first company to introduce many of the features that were later adopted by other manufacturers. But there's more to a BMW motorcycle than innovation and technology—there's also art. And as beautiful as the bikes are in their totality, they may be even more so when broken down into their individual details. This book captures the elegance of these amazing machines, both in their details and in the sum of their parts, through the masterful photography of Henry von Wartenberg and writing of author Peter Gantriis. The Art of BMW: Ninety Years of Motorcycling Excellence features the Peter Nettesheim collection, one of the world's premier collections of BMW motorcycles. These wonderfully restored pieces exemplify the design and engineering prowess that have defined the BMW motorcycle tradition for almost a century.

**Photographer bio:** Henry von Wartenberg was born in Mar del Plata, Argentina, in 1967 and has been a professional photographer since 1990. He worked as a photojournalist for Gente magazine for nine years before opening his own office near Buenos Aires in 1999. He has worked for many companies and publishers in Argentina and overseas, including Geographic Adventure magazine. With his publishing firm, Triple Ve Editores, he has also published several books of his photography: Red Deer-Stag Hunting in Argentina

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.

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.

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.

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.

Wonderful Christmas present.

If you are a fan of the /5 or /6 series, this book is NOT for you. Images of those models are completely absent from this volume.

Oh gosh, my husband was thrilled to get this second book after the previous 85 years of BMW motorcycles. He just loves these machines, to look or ride, it's his bike! The seller was timely and book in good order.

Beautiful book for a library, coffee table, garage, or as a gift. I've personally visited the museum these images came from and the book does an excellent job of representing the bikes.

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