

# BMW Motorcycles: The Evolution of Excellence

by Kevin Ash

This is the fascinating story of one of the world's most admired and enduring motorcycle companies. Early in the last century, driven by an obsession for quality and reliability, BMW applied the knowledge gained from its manufacture of airplane engines to build a breed of motorcycles that aimed a notch above the crowd. From its early racing victories, the company learned how to make tough, reliable machines that would win races—and allow motorcyclists to go anywhere in the world with confidence.

The book details the history of BMW Motorrad, from its inception in 1917 to the present. During its life, the company has endured wars, post-war restrictions on its production, world recessions, and intense competition from formidable Japanese manufacturers. But in spite of the fierce marketplace in which it operates, the company has survived and flourished, owing in no small part to the deeply ingrained principles that have guided the company from its beginning: a passion for quality and reliability, and a willingness to apply new motorcycle technologies to achieve those objectives. BMW of the twenty-first century is a company whose pace of innovation and new product introductions is stunning.

## Contents

- 1917 through 1945:  
An Ideology is Established
- 1945 through 1956:  
Recovery and Return to Growth
- 1957 through 1969:  
Decline, Fall, and Second Recovery
- 1969 through 1993:  
A New Generation
- 1993 to present:  
The Renaissance
- Interview with David Robb
- Historical timeline
- About the author

## The Author

English-born Kevin Ash has long been one of the best known motorcycle journalists in the U.K. He is the motorcycle correspondent for The Daily Telegraph newspaper, a prolific writer for most of the British specialist motorcycle press, and weekly columnist for the best selling *Motor Cycle News*. He is also well known around the world as a writer for many international publications, including the U.S. magazine *Rider*, reporting on new model press introductions and supplying a range of motorcycle-related features.



To download an electronic image of the cover, please go to our website, click on Book Publishing, and then Front Cover Gallery.

## Key Selling Points

- A concise, colorful, jewel of a book that presents the story of BMW's evolution to its place of eminence in today's motorcycle world
- BMW is a high-end, quality marque that attracts devoted, affluent enthusiasts
- Written by a well-known international motojournalist
- Dazzling photographs, many in full color

## Book Data

**Title:** BMW Motorcycles: The Evolution of Excellence  
**ISBN-10:** 1-884313-57-4  
**ISBN-13:** 978-1-884313-57-8  
**Author:** Kevin Ash  
**Binding:** Hardbound  
**Format:** 9.13 x 6.8 inches  
**Pages:** 174  
**Art:** 130 color/b&w illustrations  
**Price:** \$29.95  
**Ship Date:** May 2006  
**WHP Product Code:** BMWEX



**Whitehorse Press** publishers of travel, technical, and how-to books for motorcycling enthusiasts

107 East Conway Road ■ Center Conway, New Hampshire 03813-4012 ■ Phone: 800-531-1133 ■ 603-356-6556 ■ fax: 603-356-6590