

// Design, Style & Protection
// Touring
// ErgoComfort

Passion. Unlimited.

Wunderlich Adventure

PARTS & ACCESSORIES SUITABLE FOR YOUR PAN AMERICA 1250 AND THE SPECIAL

Our expertise for high quality Motorcycle Parts & Accessories flows from now on in our new Wunderlich Adventure division and the development, production and distribution of first-class components designed for the Harley-Davidson Pan America 1250 models.



WUNDERLICH ADVENTURE. PASSION. UNLIMITED.

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WUNDERLICH ADVENTURE. PASSION. UNLIMITED.



Wunderlich Managing Directors Frank Hoffmann (r.) and Felix Wunderlich (l.) with Multibrand Manager Herbert Schwarz

»Wunderlich? They are specialists for premium BMW motorcycle components, aren't they?«

Yes, they are!

Our expertise in development, production and distribution of high quality parts and accessories for BMW motorcycles which we have been continually growing since 1985 will completely flow into a recently created new division of Wunderlich GmbH from 2022 onwards.

This division carries the following name: **Wunderlich Adventure**.
The leitmotif that drives Wunderlich Adventure is expressed
in two words: **Passion. Unlimited.**

HIGH QUALITY PRODUCT PORTFOLIO FOR THE HARLEY-DAVIDSON PAN AMERICA 1250 AND THE SPECIAL

**Wunderlich CEO Frank Hoffmann's opinion
on the Harley-Davidson Pan America 1250:**

»The Harley has an amazing very powerful engine. The ergonomics are excellent – even for taller people such as myself. As per usual with Harleys there are ample customisation possibilities. A nice overall package. I am very, very impressed by this motorcycle!«

Brand Manager Herbert Schwarz adds:

»Owners of the Harley-Davidson Pan America will be the first to be offered a rich assortment of high quality components made in Germany under the Wunderlich Adventure label. They will be top notch in every aspect and represent everything that customers know and expect from Wunderlich!«



WUNDERLICH ADVENTURE – THE STORY BEHIND

Wunderlich CEO Frank Hoffmann – a proven specialist for BMW motorcycles – is well-known beyond the BMW motorcycle scene. However, what most people do not know is that for years he has been passionate about bikes from the USA. Especially the ones originating from Milwaukee. This showed during one of his trips to the States when he rode Harleys after the successful participation of Wunderlich in the Pikes Peak International Hillclimb 2019.

It really clicked when Harley released the Pan America. Being their first travel enduro granted a lot of attention – even outside of the Harley community. With this bike HD is attempting to increase shares in a new customer and market segment which so far has been dominated by the well established BMW R 1250 GS. Hoffmann knows the latter inside out.

Sensitive to the ample optimisation possibilities in terms of ergonomics, comfort, suspension and protection he went on a first extensive ride with the Pan America. This was a lot of fun of course but it also resulted in a detailed list of measures to fundamentally improve the enduro bike. For example, »the completely unprotected radiator grille is in dire need of adequate protection« Hoffmann emphasises. He also sees optimisation potential with the wind shield as well as the seat.

This marked the birth of a lineup of innovative, functional components which is consistently directed at the quality aware and demanding community of the Harley-Davidson Pan America.

At the same time Hoffmann announced: The design and quality of the Pan America components has to match the high level of the existing Wunderlich offerings for BMW riders all over the world.

This is the conception of an idea which laid the ground work for a new division at Wunderlich: **Wunderlich Adventure**.

OUR STYLES FO

ROAD TRIP

Our Pan Am 1250 in Vivid Black bears the name »Road Trip«. High-quality Wunderlich Adventure Parts & Accessories from the areas of Touring, ErgoComfort, Design and Protection make it a powerful, characterful and individual touring enduro for long journeys around the world through thick and thin!



R THE PAN AM.

OFFROAD

The agile Baja Orange fits the sporty character of our »off-road« Pan Am 1250 Special so perfectly. The Flowjet makes it look dynamic and aggressive, the Protection Parts invulnerable. Full of power and yet agile, it easily takes on any course, any terrain. Indestructible and adventurous!



DESIGN, STYLE & PROTECTION



Engine protection bar EXTREME

#90200-002



Axle protection pads DOUBLESOCK #90250-002



Side stand enlarger

#90395-002



Fairing protection bar EXTREME #90210-002 / Headlight grille #90260-102



Engine protection EXTREME

#90220-000



Guard plate for the original engine protection bar

#90282-002

TOURING



Seat and Rack Bag ELEPHANT

#90410-002



Pillion luggage rack

#90240-002



Tank bag ELEPHANT DRYBAG

#90411-000



Handlebar bag BARBAG EVO L

#90407-000



Explorer case-set incl. case carrier

#90230-002



Tank bag ELEPHANT

#90400-002

ERGOCOMFORT



Lower footrests ERGO – COMFORT

#90320-002



Handlebar riser ERGO+

#90300-002



Windshield reinforcement – adjustable

#90155-002



Rider seat AKTIVKOMFORT

#90100-002



Passenger seat AKTIVKOMFORT

#90105-002



Windshield MARATHON

#90150-002 smoked grey / #90150-000 clear

Participate

COME ON: BOLT ON!

Win one of 25 Wunderlich Adventure vouchers worth a total of € 3,000 for your Harley-Davidson Pan America 1250 or the Special.

You own a Pan Am or a Special that you want to individualize?

Then you've come to the right place!

Customize your Pan Am: Win a Wunderlich Adventure Parts & Accessories voucher for your Pan Am!

Grand prize: 1 x voucher worth € 1,000

4 x each a voucher worth 250 €

20 x each a voucher worth 50 €

Don't waste any time!

Send us a creative photo of your Pan Am and take part in our **Come on: BOLT ON!** promotion!

Curious?



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