90 YEARS MAGURA POWERSPORTS

THE PASSION PEOPLE
www.magura.com
90 Years MAGURA Powersports!

MAGURA has been connecting man and machine since 1923 with well considered functional controls. During the nine decades the company has established itself internationally as a specialist for quality solutions. Lots of MAGURA products are in series on all sorts of production motorcycles, agricultural equipment and industrial machinery. The long established relationship between MAGURA and its customers is based on experience and innovation. It is a combination of system solutions and the importance of quality which has been raising the bar for 90 years.
The cooperative work with BMW Motorrad began in 1923. Racer and BMW senior engineer Rudolf Reich, who originally came from Bad Urach, convinced Gustav Magenwirth to improve the throttle control levers which up until then had been a regular cause for complaint. The newly designed units from Gustav Magenwirth were immediately welcomed by BMW as a significant improvement and that paved the way for 90 years of co-operation between both companies.

If you own a BMW motorcycle then MAGURA is always on board from the very first model right up to the present day.
90 YEARS MAGURA
MAGURA has played a significant role in the history of German and European made motorcycles. The very first German twist grip throttle was a MAGURA invention. Legendary post war motorcycles from manufacturers like BMW, Zündapp, Kreidler, Hercules, NSU, Puch and Horex were all equipped with MAGURA handlebars and controls. Safety, control and innovation were always the drivers for the team of engineers situated in the south west of Germany. When it comes to hydraulics MAGURA were among the pioneers who introduced hydraulic control for brake and clutch activation. It comes as no surprise that internationally renowned companies like BMW, KTM, Triumph, Ducati, MV Agusta and many others place their trust in MAGURA products. When it comes to steering, brake and clutch control MAGURA remains a trusted partner for motorcycle manufacturers worldwide.
Hydraulic Clutch Activation for all F800-Models
HYMEC – easy activation and modulation with hydraulic clutch

MAGURA HCBT – Fold Away Lever Kit with Reach-Adjust selector in MAGURA Look. Honed from premium grade aluminium and featuring a detent position selector. This kit is fully ABE tested and approved to the highest standards.

90TH ANNIVERSARY OFFER CELEBRATE WITH US!

We are inviting you to celebrate our 90th anniversary with us with a special offer 9% price reduction available for a 9 day period from 05.07. until 13.07.2013. The MAGURA-Powerparts for BMW Motorcycles can be ordered directly from MAGURA on www.magura-shop.de/bmw-upgrade.html. After the 9 day offer period these parts can only be purchased from MAGURA Dealers and can no longer be purchased directly from MAGURA.

CNC-Reservoir Cover Kit for Brake and Clutch with optional level sight glass protector for the brake master cylinder and honed from premium grade aluminium.
WE CARE ABOUT YOUR SAFETY

Handlebars, brake and clutch solutions from MAGURA stand for 90 years of premium quality – Made in Germany. Street, Off-Road and Motorsport – if you want more - use MAGURA Powersports products.

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