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News Release:

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Machineart designs the **GSM**...

a new design language study based on the BMW R1200GS.

<http://www.machineartmoto.com/GSM>



Frenchtown, New Jersey, U.S.A. - **Machineart Industrial Design** has designed and built the **GSM**, a design study based upon the BMW R1200GS that explores a new design language for the adventure-touring category. The **GSM** is designed to look lighter, smaller, faster and more agile than current production bikes, reflecting typical customers' street riding bias, while retaining the attributes of toughness, versatility, and customizability. The concept bike was built utilizing Stratasys FDM Direct Digital Manufacturing technology.

"We designed the **GSM** to promote the design focus of the MachineartMoto brand and its products for BMW R & F series bikes", says Andrew Serbinski, Principal Designer and President of Machineart. "Our X-Head cylinder guards, Slipscreen windscreen, and MudSling fenders are solutions to rider needs that enhance appearance at the same time." The ideas in this design exercise will influence new products to come. MachineartMoto products are sold through its online store www.machineartmoto.com and through dealers.

The GSM Design

Machineart's vision departs from BMW's traditional adventure touring look by abandoning the "two-wheeled Land Rover" aesthetic, with its fussy and exaggerated shapes, like the long nose that has become a signature element. Instead, the GSM design is characterized by flowing line, simplicity, taught surfaces with crisp definition, and a part and color break-up that reduces visual bulk. The thick mid-section is matte metallic black to reduce mass and is divided by a glossy red panel that wraps around the fuel tank and directs one's focus to a smaller area within the larger shape. The nose serves only as an air intake for the oil cooler, eschewing its traditional role as a vestigial fender on the production GS's. The gesture of the bike suggests forward motion and the combination of elements makes the design look lighter, smaller, and sportier than production models.

"BMW's GS Adventure model very well expresses its indestructible, go-anywhere capability", says Andrew Serbinski. "The fact is that most standard GS riders do not ride off-road but still gravitate to the model because of its versatility, comfortable upright riding position, and a large aftermarket for luggage and comfort enhancements". The GSM design is aimed at those riders - the "upright sport tourers" - and achieves a purposeful beauty in a market segment where appearance has been secondary to functionality.

Direct Digital Manufacturing

GSM body parts were modeled in Alias Studio Tools and SolidWorks 3D CAD software, and produced in ABS-M30 plastic directly from 3D CAD data using two Fortus 3D Production Systems (www.fortus.com) from Stratasys. Fortus systems use FDM, the leading technology in 3D printing and 3D production. Fortus systems eliminate the need to make tooling to mold plastic parts and allow easy revision and customization from one set of parts to the next. A total of 16 parts were made in the large Fortus 400mc and Fortus 900mc machines, including two parts that served as the female halves of molds used to cast polyurethane foam seat cushions — an example of direct digital manufacturing of manufacturing tools. The lower cowl near the exhaust pipes is produced from ULTEM, a heat-resistant material option for the FDM process. This process enabled making ABS-M30 body parts in less than a month, saving many months of time over traditional prototyping methods.

About Machineart Industrial Design

Machineart provides new product design and development services, focusing on concept development, visual brand identity, parts engineering and prototyping in the categories of computers & equipment, sports equipment, powersports, consumer products, medical products, juvenile products, and housewares. www.machineart.com.

MachineartMoto www.machineartmoto.com is an online store for BMW motorcycle aftermarket products designed by Machineart Industrial Design. European sales are handled by Nippy Norman's in the U.K. www.nippynormans.com.

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High res images of the GSM are available for download: <http://www.machineartmoto.com/GSM/GSM.zip>