

THE CONCEPT

THE BIKES

THE MERCHANDISE



MERCHANDISING MI7 MOTORCYCLES

IT BEGINS AND ENDS WITH THE MOTORCYCLE. BUT IN THE MIDDLE THERE IS THE RIDE.

AND FOR AS LONG AS MEN AND WOMEN HAVE ANSWERED THE CALL TO RIDE MOTORCYCLES, THERE HAS BEEN MOTORCYCLE CLOTHING.

MI7 MOTORCYCLES DEVELOPED A LOOK THAT, FOR MANY, HAS COME TO REPRESENT MOTORCYCLING ITSELF. THE LOOK IS BOTH PART OF THE RIDING EXPERIENCE AND AN EXTENSION OF IT.

MI7 MOTORCYCLES MERCHANDISE CAPTURE AND REFLECT THE SPIRIT OF THE RIDER, THE EMOTION OF THE EXPERIENCE AND THE SENSE OF INDIVIDUALITY.

OWNING A MI7 MOTORCYCLE CAN BE SO MUCH MORE THAN JUST RIDING A MOTORCYCLE. THERE ARE MANY DIFFERENT WAYS FOR YOU TO BECOME INVOLVED IN THE LIFESTYLE ASSOCIATED WITH SUCH AN EXTREME MOTORCYCLE.

THE MI7 COLLECTION IS A SPECIAL RANGE OF HIGH QUALITY MERCHANDISE WHICH REPRESENTS A UNIQUE OPPORTUNITY TO ADD A LITTLE EXTRA LUXURY TO YOUR LIFE. EACH ITEM HAS BEEN SPECIFICALLY DESIGNED FOR ITS FUNCTION, BEAUTY AND QUALITY, JUST LIKE OUR MOTORCYCLES. THE RANGE INCLUDES EYEWEAR, CLOTHING AND WATCHES.

ALL ITEMS HAVE BEEN DESIGNED EXCLUSIVELY FOR MI7 MOTORCYCLES, AND DRAW INSPIRATION FROM ALL AROUND THE GLOBE, WHILE TAKING ADVANTAGE OF THE LATEST TECHNICAL INNOVATIONS.



DIVERSITY IS RICHNESS – UNITY IS PERFECTION

INTRODUCING THE MI7 COLLECTION — SEVEN PIECES OF TECHNOLOGICAL ART COMBINING THE BEAUTY OF NATURAL AND HUMAN DIVERSITY WITH THE POWERFUL CONCEPT OF UNITY ACROSS THE SEVEN CORNERS OF THE WORLD.

THE SEVEN MOTORCYCLES, EACH EMBODYING ONE CULTURE, ONE RELIGION, ONE AREA OF OUR PLANET ARE CREATED AND BROUGHT TOGETHER TO REPRESENT BEAUTY AND HARMONY AT THEIR HIGHEST ESSENCE.

EACH MACHINE CONVEYS THE BEAUTY OF THE ART PIECE AS WELL AS THE POWERFUL MESSAGE OF UNITY AMONG THE RIDERS/MESSENGERS BROUGHT TOGETHER TO THE SEVENTH HEAVEN, THE IDEAL LOCATION WHERE ELEMENTS OF DIFFERENCE TURN INTO COMPLEMENTARY ELEMENTS OF BALANCE TO CREATE AN OVERALL UNDERSTANDING AND UTTERLY SUPREME HARMONIC BEAUTY.



THE BIKES

ANTARTICA - V-RAPTOR BIKE

OCEANIA – MAORI BIKE

EUROPE - MUSIC BIKE

SOUTH AMERICA — PANTHER BIKE

NORTH AMERICA - BLING BLING BIKE

MIDDLE EAST - AFRICA BIKE

Asia – Yakuza Bike



ANTARTICA - V-RAPTOR BIKE

ANTARCTICA REPRESENTS THE BEGINNING OF THE WORLD AS WELL AS ITS POSSIBLE END, CAUSED BY HUMAN MISTAKES (GREENHOUSE GASES, POLLUTION, ETC.).











OCEANIA - MAORI BIKE

THIS BIKE WILL MAKE THE BEAUTY OF MAORI'S ART AND CULTURE KNOWN AS WELL AS ALL THE RICHNESS OF THIS UNSPOILT CONTINENT.























EUROPE - MUSIC BIKE

This bike will be the celebration of the most up-to-date developments in technology, design and performance, which are specific to European culture.



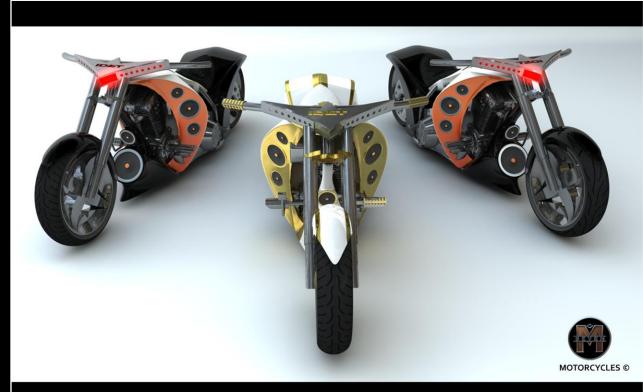






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ovate bike

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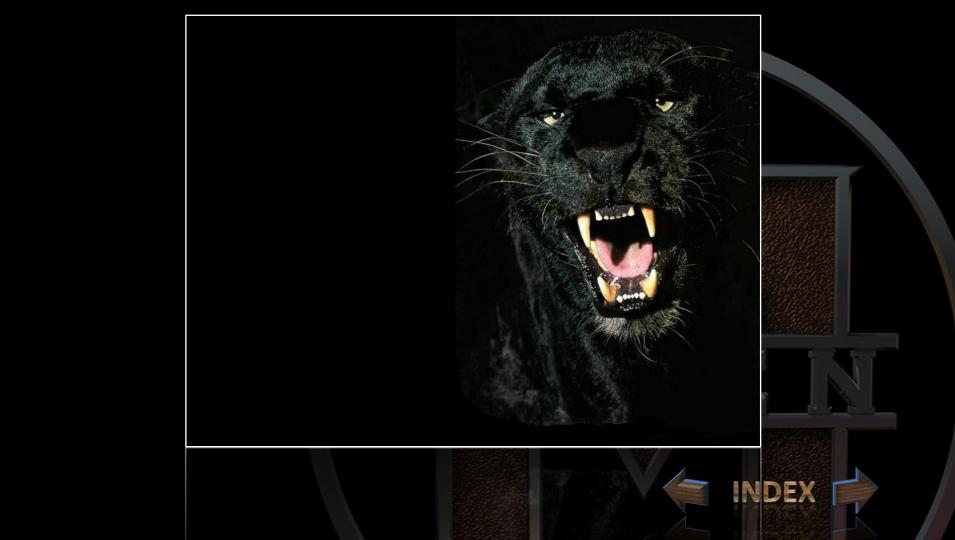


SOUTH AMERICA - PANTHER BIKE

THE ECOLOGICAL BIKE REPRESENTS NATURE'S REACTION AGAINST THE RUTHLESS DESTRUCTION OF A PEOPLE, ITS FOREST AND ITS FAUNA.

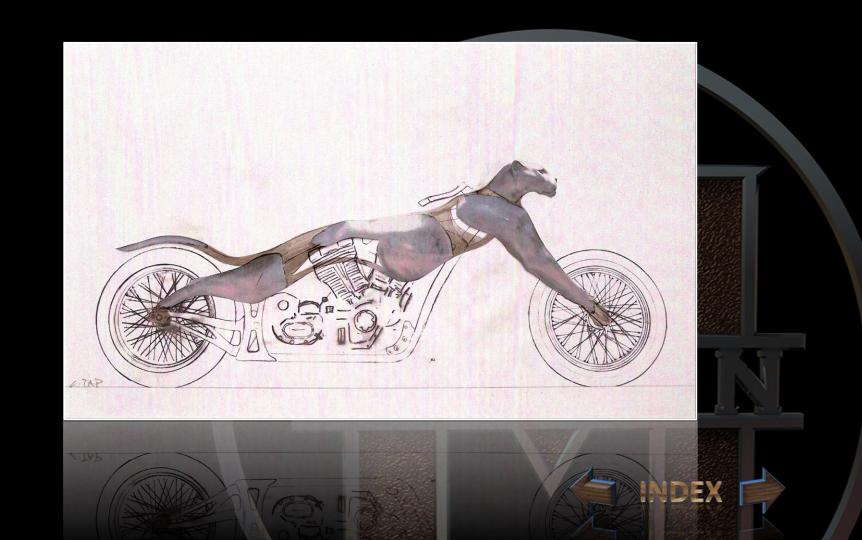












NORTH AMERICA - BLING BLING BIKE

THIS BIKE EMBODIES THE VALUES OF A NEW CULTURE, THE HIP HOP MUSIC AND FASHION MOVEMENT WHICH REPRESENTS THE RETALIATION OF BLACK PEOPLE AFTER CENTURIES OF OPPRESSION.





MIDDLE EAST - AFRICA BIKE

(TO BE DEFINED WITH SPONSOR IN DUBAI).







Asia – Yakuza Bike

This bike is inspired by all refined aspects of the Asian ancestral culture and of martial arts.



