

Roughchild

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Roughchild is the culmination of one man's imagination. Long inspired by the sound, style and sheer magnetism of vintage BMW motorcycles, Robert Sabel was determined to reinvent bikes with modern power, comfort, reliability and safety, without surrendering the iconic design aesthetics.



Roughchild produces bespoke and unique motorcycles. Redesigning bikes from the ground up mixing traditional BMW frames and parts with new and uniquely engineered parts and features. The result is the perfect mix of a traditional look and a modern ride.



Robert Sabel is the visionary and founder of Roughchild. He launched the company in 2014 with confidence in his mission—“the passionate study and preservation of the world’s most respected motorcycles, optimizing their aesthetic appeal with a fresh perspective and modern techniques.”

Brand direction

FREEDOM



Roughchild's bikes embody freedom. These iconic bikes offer an opportunity to disappear into the distance and escape for an adventure.

ROMANCE



Roughchild creates reliable, safe, customized, motorcycles by restoring classic BMW bikes. Their motorcycles are nostalgic and create a romantic riding experience for their customers.

ADVENTURE



Roughchild enhances its customers lives with adventure. These bikes represent the opportunity to have exciting new experiences.

Design Process

CUSTOMIZED FOR YOU



BUILT FROM BMW FOUNDATIONS

Roughchild's mission is to minimize the headaches associated with classic BMW motorcycles while retaining the bikes classic style.

OPTIMIZED PERFORMANCE

Roughchild reinvent their bikes with modern power, comfort, reliability, and safety, without surrendering the iconic design aesthetics.

MODERNIZATION



Roughchild optimizes their motorcycles with modern upgrades like the minimized bike handlebar and rear LED lights. These parts provide delightful, intuitive features without overpowering the classical aesthetic.

MINIMALISM



Roughchild carefully considers how to deliver optimal functionality whilst minimizing visual complexity. They carefully redesign features with simplicity in mind.

CRAFTED DETAILS



The Roughchild team redesign down to the tiny details. If you purchase a Roughchild bike you will continue to discover hand crafted, personalized features for years to come.



Detailed look



Products

R

Portfolio

Two Face 2.0 R75



Dunkel Blau 2.0 R75



Forest Service Green R75



Duo Mono



Tundra Green R75 RSWB



Graphite R100RS



Olive R75 RSWB



Ruby R75 RSWB



Dunkel Blau R75 RSWB



The Bobber 2.0



Portfolio

Desert Sled



R100XE



The Bobber



R9T Urban G/S



R100 RS Cafe Racer



R100RS Classic



Hedon Two Face



Cheeto



R80G/S Paris Dakar



R100 RS Cafe Racer



AFFLUENT STYLISH MAVERICK



PREDOMINANTLY MALE, AGE 35+

Roughchild's main customers are male and over 35 years of age. They are primarily from California, New York, Utah, Colorado, Texas, and Florida.



WEEKEND LEISURE RIDE

Roughchild's customers usually have at least one car and another bike. They tend to be weekend leisure riders.

Brand Identity

LOGO

Roughchild

R

Roughchild uses script fonts as their logo. The choice provokes a sense of elegance, creativity, and freedom.

TYPOGRAPHY

Consultation

All Roughchild motorcycle builds are custom and unique to the specific rider and riding style. While no two Roughchild bikes are the same, we do generally start with three 'styles' in mind Cafe, Desert Sled/Scrambler, or Bobber. Once this has been determined, we discuss color, finish, and accessories. We can execute an unlimited number of upgrades making your motorcycle uniquely special.

Bluu Next

Gotham Book

The typeface choices are suited to a broad range of applications. They delicately balance modern and classic.

Digital Integration

FACEBOOK



The main feature of Facebook: Introduce the motorcycle and show details through pictures and words

INSTAGRAM



Images with a consistent visual style helps Roughchild convey a unified and professional brand image



Video content helps connect the customer to additional brand and product information

OFFICAL WEBSITE



On the official website, the audience is introduced to the founder and the brand. They begin their journey into Roughchild.



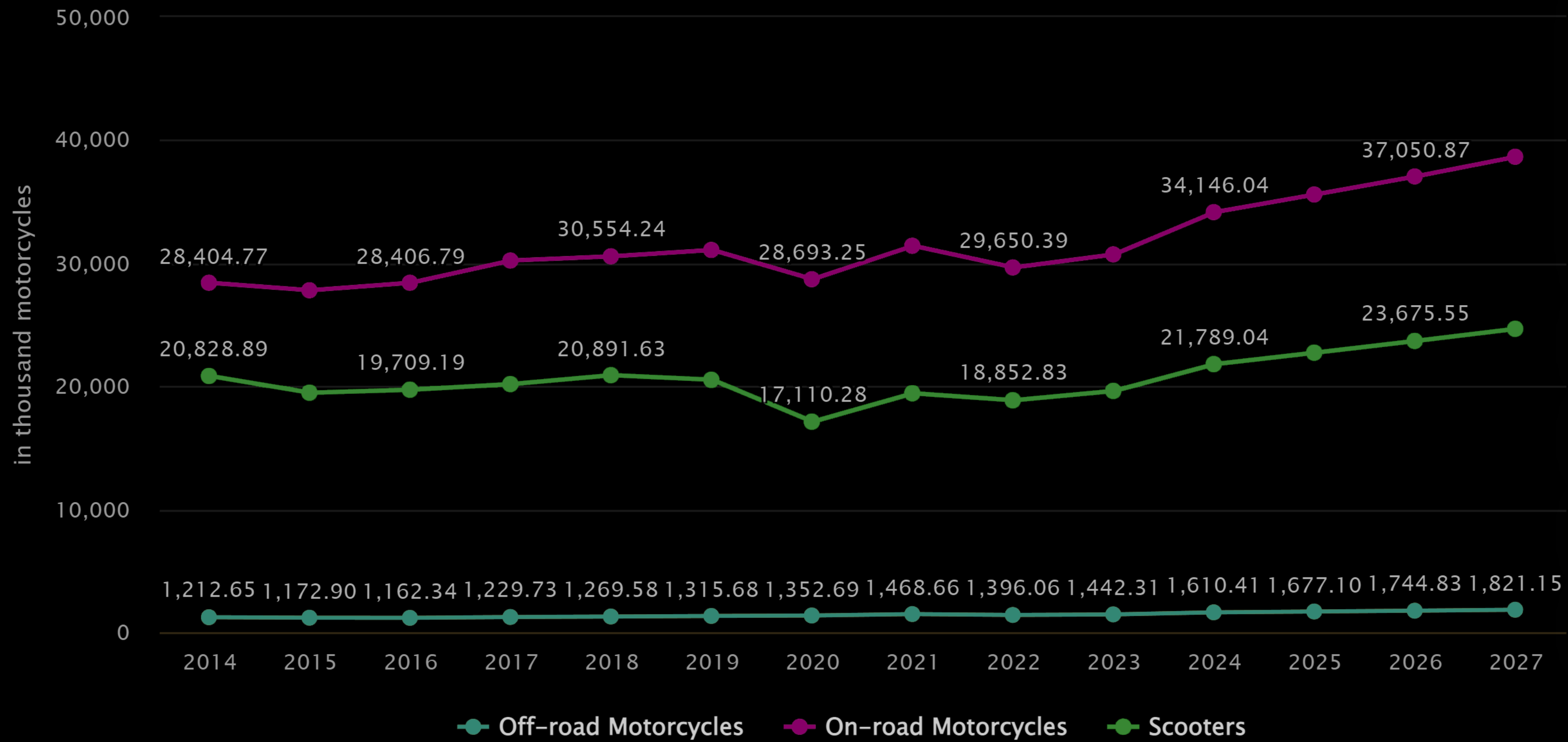
The audience is able to access more detailed information about each model.



Customers can connect with the brand to request their personalized motorcycle.

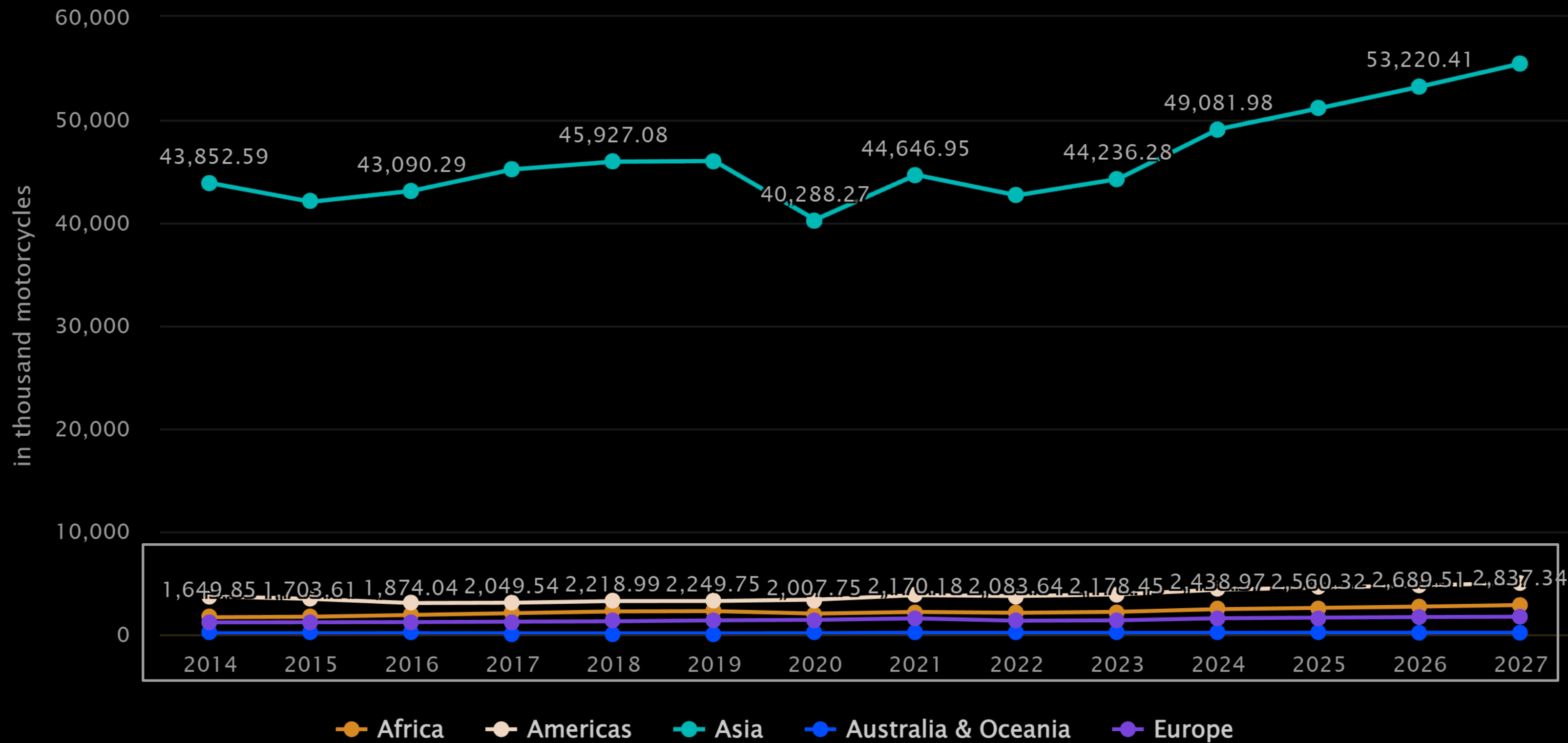
Motorcycle Market Overview

WORLDWIDE MOTORCYCLE MARKET - OVERVIEW

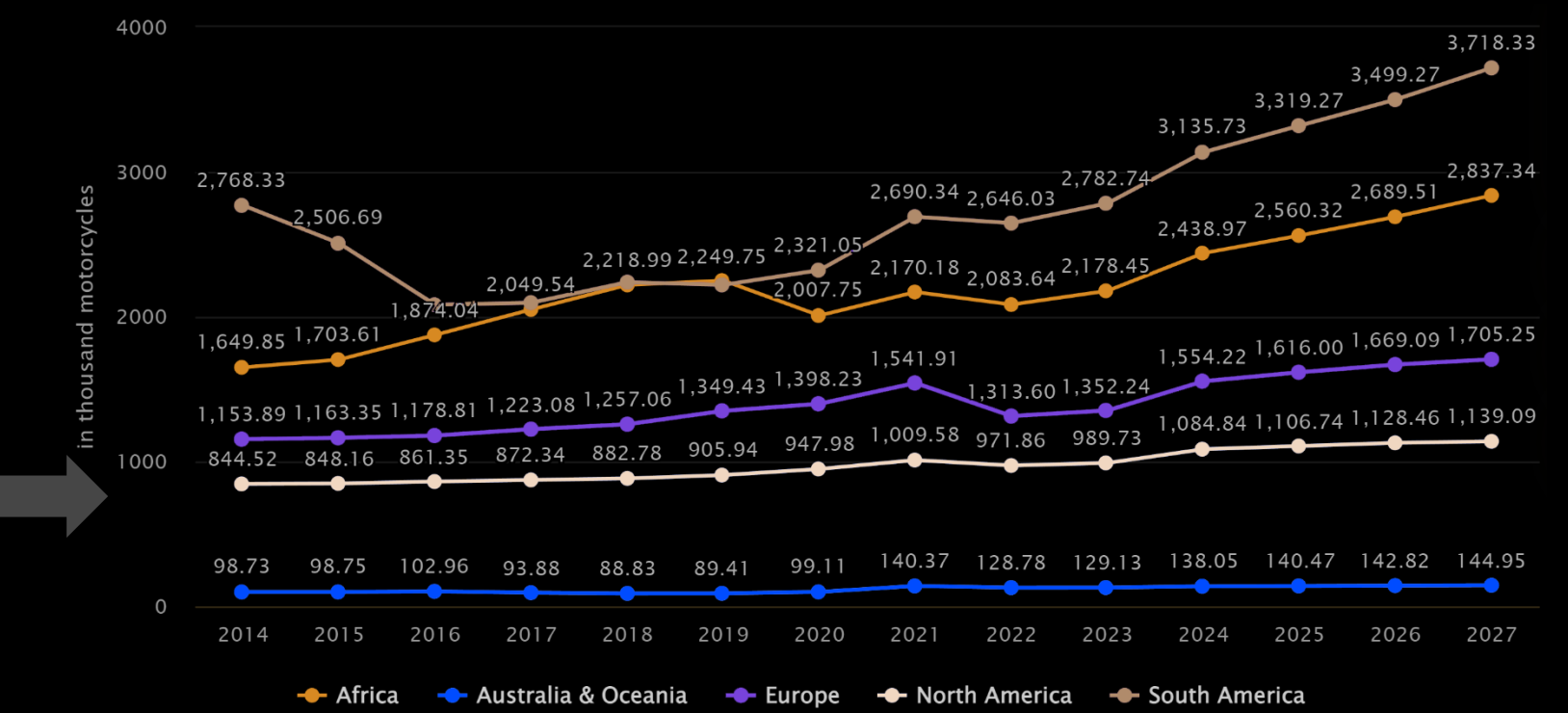


The sales of on-road motorcycles and scooters are expected to rise after 2022

MOTORCYCLE MARKET SALES by Region



Unit sales are expected to grow steadily among all regions; Asian, African, and South American markets will grow faster than other regions.



BESPOKE MOTORCYCLE MARKET



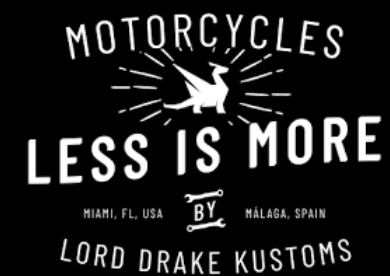
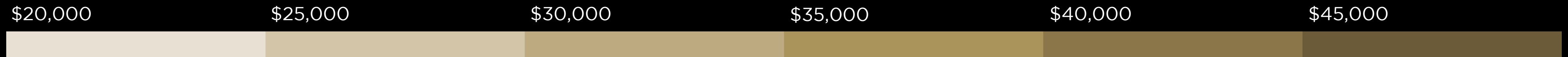
Most bespoke motorcycle custom brands are from the UK and Europe. Roughchild is one of the few custom builders specializing in building premium BMW bikes in the United States.

Competitors Analysis



BRAND PRICING

Average Price



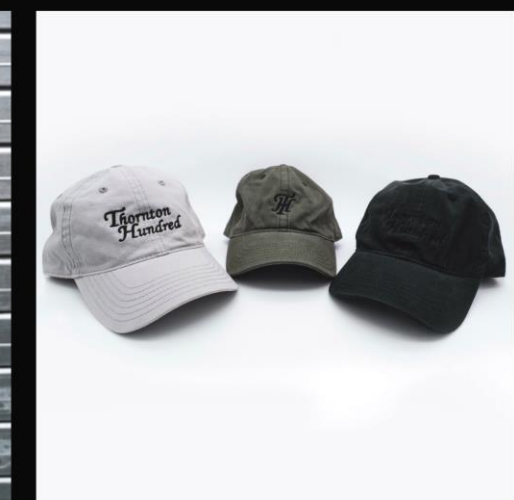
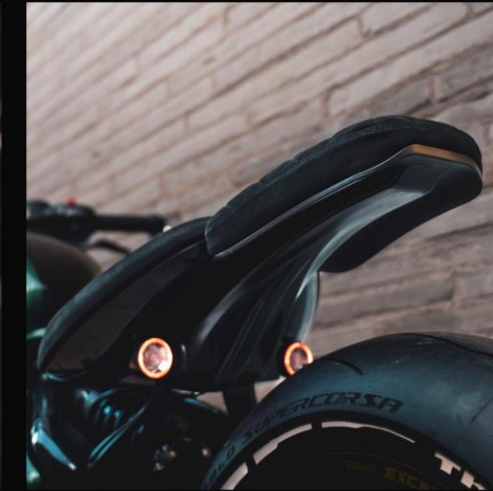
Competitors Analysis

BRAND POSITION



Conclusion: Roughchild stands out as an authentic, premium brand; they honor and respect the original BMW design

Thornton
Hundred
Motorcycles



Custom Builds (Bobber, Café)

Bicycle

Clothing

Parts/Mods



Scrambler

Bobber/Brats

Café Racer

MOTORCYCLES
LESS IS MORE
MIAMI, FL, USA BY MÁLAGA, SPAIN
LORD DRAKE KUSTOMS



Scrambler

Café Racer

Cruiser



Café Racer

BUSINESS PLAN



FUTURE STRATEGY

Roughchild is in the process of applying their established brand identity and ethos to complimentary products. Watch this space....

Thank you

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