



BROUGH  
LIFESTYLE

2016/2017

Brough  
Superior



Brand is not a product, that's for sure; it's not one item. It's an idea, it's a theory, it's a meaning, it's how you carry yourself. It's aspirational, it's inspirational.

Kevin Plank

BROUGH SUPERIOR COLLECTION

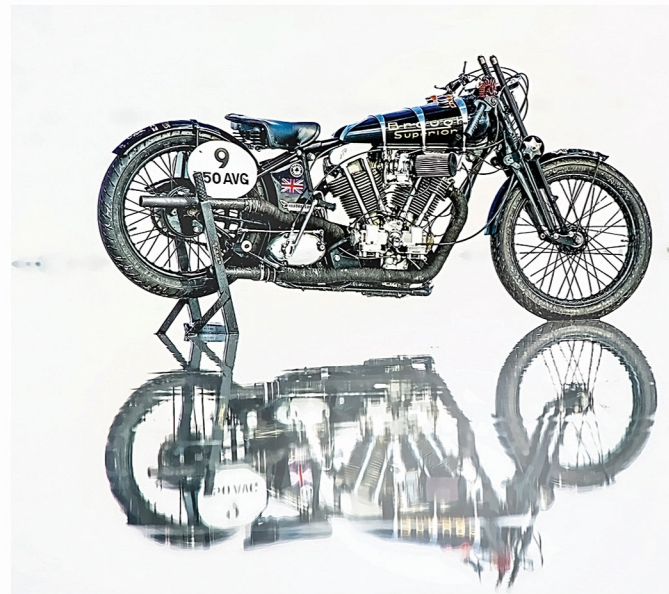
04





SS 10 COLLECTION

20





# BROUGH SUPERIOR COLLECTION











The Lifestyle collection is a showcase for the extraordinary skills of the craftspeople at Brough Superior. Each of the products have been manufactured with the finest materials, exhibiting all the refined quality and excellence of Brough Superior. These products bear all the seals of over 90 years of tradition and innovation.

Designed without compromise, the lifestyle collection compliments the key aesthetics of the motorcycles. At the same time, every feature allows you to make your mark, personalising your Brough Superior motorcycles so that it becomes a distinctive appearance of your individuality.



1



2



3



**1 : Brough Superior SS  
travel accessories**

**2 : SS mountain bike  
pannier**

**3 : SS 100 headlight lamp**





**Brough Superior SS  
lighter   £ 250**

This SS lighter has the elegance, style and glamour of the jazz age of the 1920s and 30s, but is crafted using the most up to date, cutting edge components.

From the handcrafted titanium outer casing to the components of the striking mechanism.







## Brough Superior SS USB £ 80

This SS USB embodies the features of the modern SS 100, the iconic black paintwork with the polished metal banding, the banding around the tank has become one of the most striking features on the motorcycles, from its original use to hold the fuel tank in place during high speed runs, to a iconic design feature.







**Brough Superior SS  
lamp £ 500**

This SS lamp uses a headlight from the modern SS100, the lamp has a dimmer to easily change the intensity levels, making it easy to change the from a brightness that light the whole room up to a stutted dimmer light for reading.

The lamp is turned on and off and change the light intensity with a heat sensitive pad on the base of the lamp.





## Brough Superior SS safety razor £ 140

This SS safety razor embodies key features of the modern SS 100, the iconic black paintwork with the polished metal banding, the banding around the tank has become one of the most striking features on the motorcycles, from its original use to hold the fuel tank in place during high speed runs, to a iconic design feature, the safety razor will make a perfect accompany to the travel kit during weekend excursions

Available in Full Racing Black or Heritage colours.







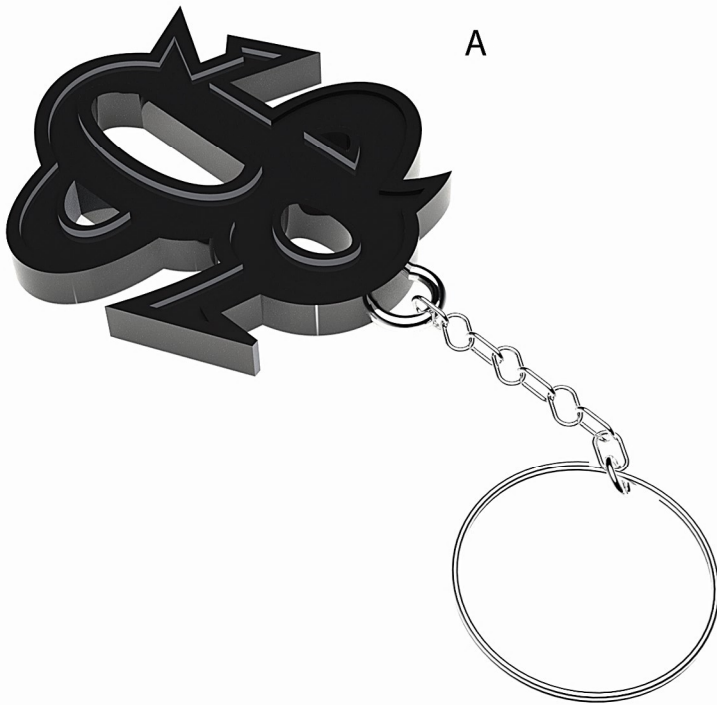
### **Brough Superior logo cufflinks £ 175**

These bespoke cufflinks combine silver with a lacquered enamel center housing an embossed Brough Superior logo.

The cufflinks are situated on calf leather or alcantara covered base.

The case for these cufflinks is made of aluminium which has been painted in black lacquer with a polished band around the lower section of the box, resembling the banding on the fuel tank of the SS 100.





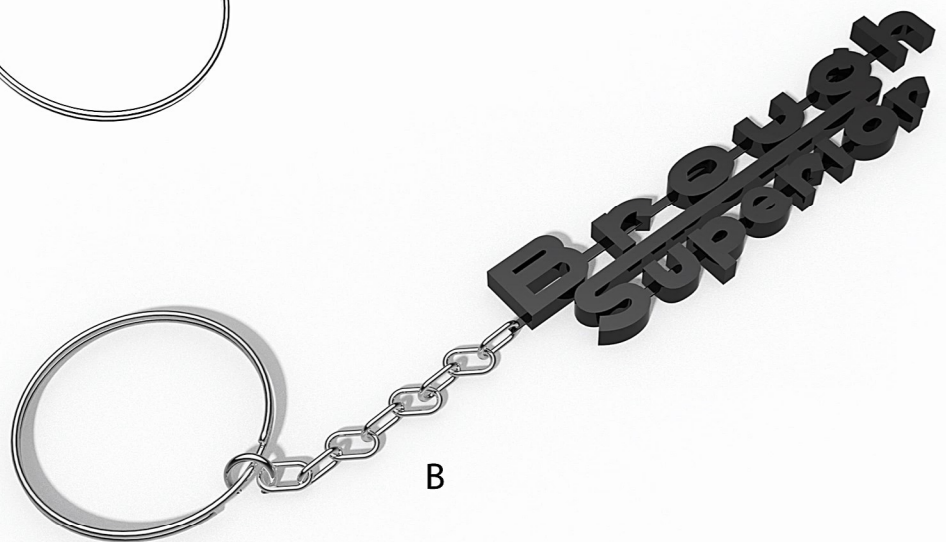
## Brough Superior keychains £ 35 - £50

This range of bespoke logo keychains evoke the Brough Superiors design language, within the different logos of the brand.

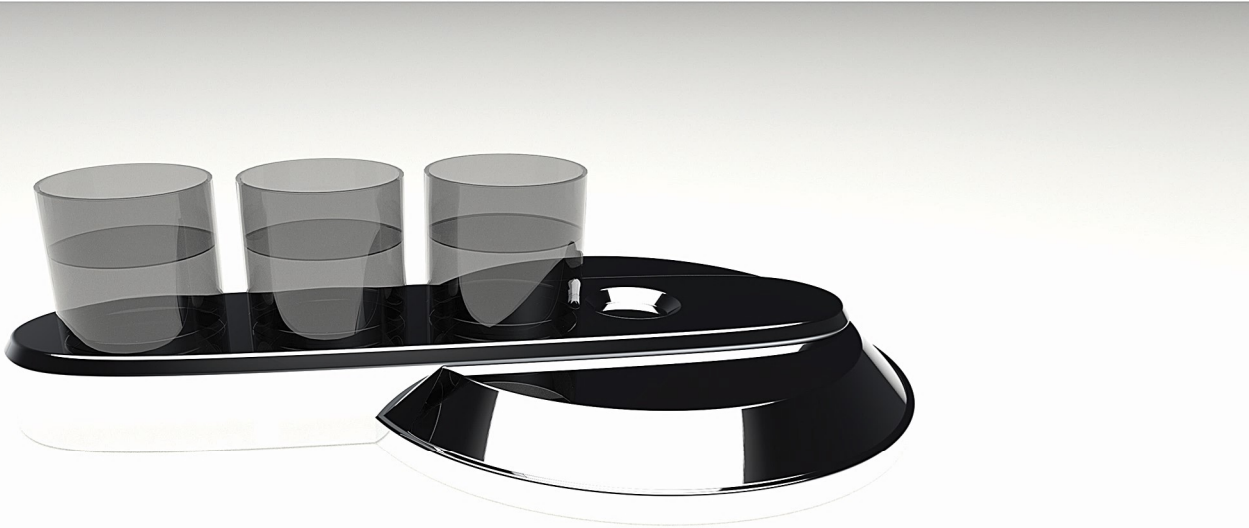
Keychain A :  
Logo made from CNCed aluminium which has been laquered for durability with a polished silver chain.

Keychain B :  
Logo made from CNCed aluminium which has been laquered for durability with a polished silver chain.

Keychain C :  
Round Key Chain with a silver outer ring and revolving gold center, embost with black laquer banding.



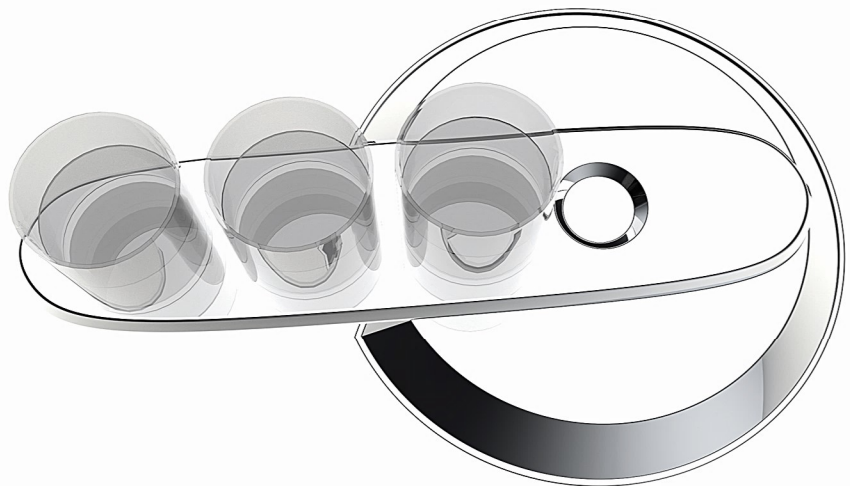




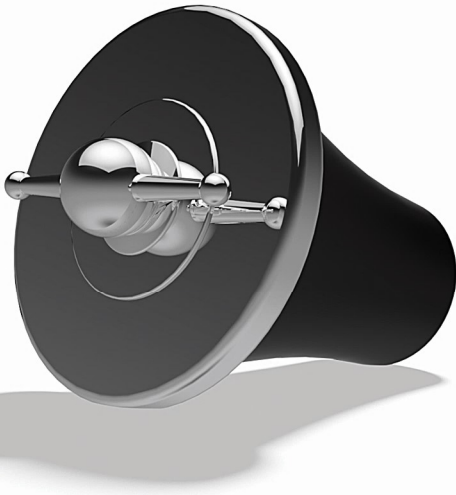
**Brough Superior SS 100  
engine cover glass  
holder £ 400**

This stylish glass holder has been designed around the modern SS 100s engine components, the holder has been designed around the clutch casing.

The holder has three spaces machined out to allow glasses to be slotted into place.







**Brough Superior  
cork £ 60**

This cork has been inspired by the fuel filler cap on the early 1920 and 30s Brough Superior SS 100 and SS 80 motorcycles.

The body of the cork is made from polished aluminium with a rubber section which can be easily fitted to a bottle to keep the beverage fresh.





## **Brough Superior SS 100 thermos flask £ 120**

The SS thermos flask embodies key features of the modern SS 100, the iconic black paintwork with the polished metal banding, the banding around the tank has become one of the most striking features on the motorcycles, from its original use to hold the fuel tank in place during high speed runs, to a iconic design feature, the safety razor will make a perfect accompany to the travel kit during weekend excursions.

This thermos flask can be attached to the magnetic banding on the SS 10 mountainbike, instead of the pannier.

Available in Full Racing Black or Heritage colours.





**Brough Superior SS  
salt/pepper shakers  
£ 100**

These SS inspired salt and pepper shakers embody the iconic Art Deco styling of the 1920 and 30s.

Available in Full Racing Black or Heritage colours.





**Brough Superior leather belt**  
**£ 120**

The Brough Superior leather belt has a contemporary raw cut design with a leather lining, the understated black strap.

The metal buckle is fully adjustable to suit a variety of sizes, and clamps shut on the strap, with an engraved with the Brough Superior logo.



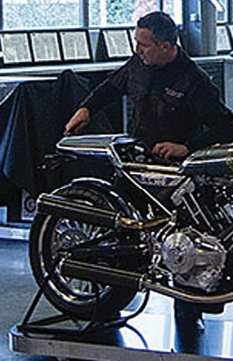
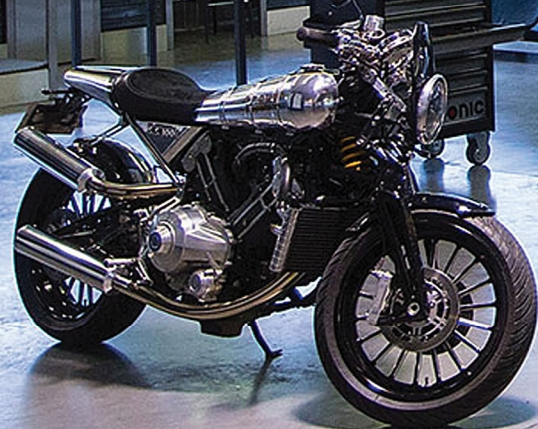
## Brough Superior SS pannier £ 850

The SS pannier embodies key features of the modern SS 100, the iconic black paintwork with the polished metal banding, the banding around the tank has become one of the most striking features on the motorcycles, from its original use to hold the fuel tank in place during high speed runs, to a iconic design feature, the pannier sits under the top frame rail on the SS 10 mountain bike attached to the bike by two calf leather straps.





Frame  
Suspension





**BROUGH SUPERIOR SS 10**

**ASSEMBLY  
LINE**







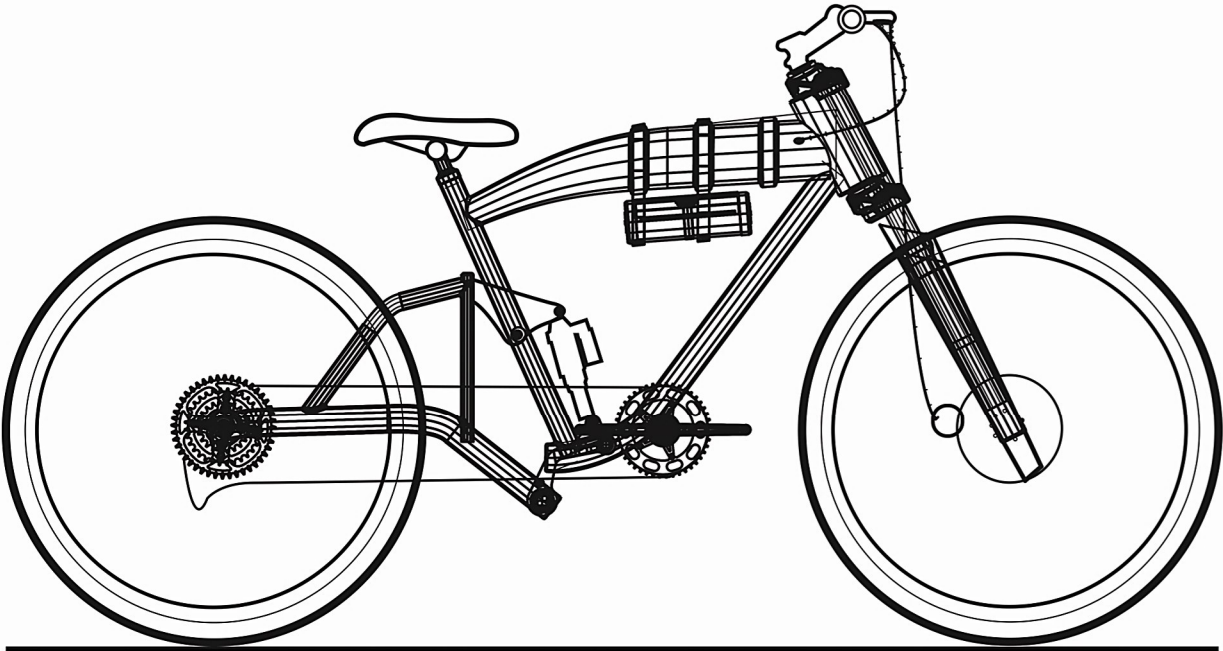
## **Brough Superior SS 10 mountainbike £ 6999**

Brough Superior is a legendary marque in the motorcycle world, its products renowned for the highest level of quality, innovation and design. For twenty years the original company, owned by George Brough, created glorious motorcycles, known for their excellent performance and unrivalled engineering. George Brough's factory closed in 1940 but today Brough Superior is back.

In 2013 the re-launched company unveiled plans to build the SS100, a high performance, luxury motorcycle designed as a 90th anniversary tribute to the most famous Brough Superior model in the company's illustrious history.

The SS 10 is the first bicycle to be launched by Brough Superior, this mountainbike expresses the iconic detailing and finishes of the SS 100, the SS 10 has been released as the flagship product in the new Brough Superior lifestyle collection.





1820 mm

821.8 mm

Front forks	Fox Float ICD 29 inch forks weighting 3.68 lb / 1.67 kg with 100mm of travel
Rear shock	Fox Float ICD rear shock weighing .64 lb / 291 g
Front wheel	DT Swiss Champion Black 1.8mm rims Syncros / DT Swiss XR 2.5 29 32H
Rear wheel	DT Swiss Champion Black 1.8mm rims Syncros / DT Swiss XR 2.5 29 32H
Front brake disk	Shimano SLX BL-M675 Disc
rear brake disk	Shimano SLX BL-M675 Disc
Gearing	Shimano XT RD-M786 SGS Shadow Plus Type / 30 Speed
Frame	Machined titanium and carbon fibre frame with fabricated matching swingarm
Fork guards	Machined titanium or carbon fibre
Rear swing arm bracket	Machined titanium
Rear shock bracket	Machined titanium
Overall weight	12.97kg
Wheel base	43.5 inches
Length	72 inches
Height	32.5 inches







**BROUGH  
LIFESTYLE**

**2016/2017**



Brough Superior Lifestyle