

# MachineArt Moto's GS-M Concept

One man's vision of a more street-oriented BMW GS by Moshe K. Levy



The MachineArt Moto GS-M concept bodywork fulfills industrial designer Andrew Serbinski's desire to give BMW's GS adventure bike more street-worthy styling. Viewed next to a stock GS (left), the MachineArt Moto GS-M's rounded shapes and flowing seat design project a slicker road-going appearance that plays to the GS' excellent sport-touring capabilities. What's not to love?

ACCOMPLISHED INDUSTRIAL DESIGNER Andrew Serbinski, a longtime BMW enthusiast, set out in 2005 to create a platform extension for the brand's iconic GS model line. Despite their burly SUV-like appearance, most GS motorcycles are used on-road most of the time. The Adventure is positioned to fill the truly rugged "around-the-world" role, while the standard model is somewhere in-between off-road and on-road. To Serbinski, this left a void for an on-road oriented variant of the GS, an "anti-Adventure" which retained all of the bike's inherently competent sport-touring capabilities without the "Two-Wheeled Range Rover" look.

The result you see here is the MachineArt Moto GS-M, a rolling design study and test bed for the company's growing line of GS-related accessories. Serbinski began with a series of sketches which display an unbroken flow from nose to tail, replacing the standard GS's trademark visual dissonance with a sleeker, more feminine, yet still muscular profile. Note not only the flowing lines of the GS-M's body panels themselves, but the effect of

color to draw the eye along the color path from front to back. The flat black utilized elsewhere seems to reduce the mass of larger components like the GS's enormous fuel tank. The effect is subtle when viewed on its own, but absolutely striking when placed side by side with a standard GS.



A series of 3D mockups were generated and turned into prototype foam plastic and clay panels, and agonized over until the look and feel matched the intention of the sketch. In the process, the company began producing some of the prototyped parts from the GS-M as production pieces which can be fitted to anyone's R1200GS. As the design progressed, the sale of GS-M inspired accessories such as the Mudsling rear fender, Avant front fender, X-Head cylinder guards, and Slipscreen windshield helped leverage the design effort of the GS-M and introduced the styling concept to the GS audience at large.

The result has been successful, with a growing demand for the company's often imitated injection-molded and vacuum-molded accessories, which have now expanded into the F650/800GS family of motorcycles as well. All of these parts, and, indeed, the GS-M as a whole, have an OEM level of fit and finish that can satisfy even the most finicky BMW enthusiast. Yet, despite the excitement this concept bike has elicited within the GS community, the GS-M as a whole remains a design study, and is not for sale. Thus, although some of its stylized elements are available to GS owners, not all are. For now, Andrew Serbinski continues to use the GS-M as a living, breathing design study, and as a platform extension that shows yet another possibility of the ever-versatile BMW GS. ■



Serbinski drew a series of sketches en route to finalizing the GS-M concept.

MachineArt Moto—17 Slacktown Rd., #3; Frenchtown, NJ 08825; [www.machineartmoto.com](http://www.machineartmoto.com); 908-996-7210.