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ARES REVEALS ITS LATEST LIMITED EDITION MOTORBIKE

- Italian coachbuilder ARES launches the all-new ARES Bullet
- Third interpretation of the BMW R NineT for the Modenese atelier
- Limited edition run of 25 bikes planned

Luxury Italian coachbuilder ARES Design has launched its latest iteration of the BMW R NineT, the ARES Bullet. It is the third motorbike model created by the Modenese atelier and a limited edition run of 25 bikes is planned.

Created to offer enhanced riding pleasure, the ARES Bullet for BMW R NineT has a smoother, yet more responsive riding experience, making the eye-catching bike ideal for short trips and long-distance journeys.

While the bike sports the standard suspension layout, ARES designers incorporated a fully adjustable shock absorber spring to the rear. This permits the rider to switch on, or off, the spring reload and release, allowing them to maximise the Bullet's engaging handling characteristics.

Drawing its style inspiration from past racers, the ARES Bullet for BMW R NineT sports a typically sharp fairing with an integrated LED headlight.



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The striking livery connects the front fairing with the tank and side fairing while, underneath the engine, a small carbon spoiler wraps around the exhaust manifolds. While acting as a heat shield, this also adds a final flourish of colour and detail to the underside of the bike. The tank sports black leather knee pads with yellow stitching detail, which is carried through onto the saddle.

The ARES Bullet is equipped with a custom-built 2-in-2 exhaust system, designed to accommodate the heat shields and finished in matt black.

To accommodate the new retro-styled tail, which houses the bike's ECU, the saddle housing sits 4cm higher which, coupled with low-slung handlebars and newly positioned foot pegs, enables the rider to enjoy a sportier riding position.

The bike's powerhouse, the 1170cc twin-cylinder boxer engine, remains the same as the donor bike save for the air intake box, which has been removed. In its place are two open conical sport filters, which, along with the remapped ECU, gives the ARES Bullet an all-new and distinctive intake sound, differentiating it from the donor bike.

All new structures (fairing, tail, tank) have been designed by ARES Centro Stile and are made of carbon fibre. All leather components are handmade by the company's in-house craftsmen, while ARES' paint department applied the fully customisable and eye-catching livery.

The ARES Bullet for BMW R NineT will be made to order in a limited series of just 25 motorcycles. The order book is now open with delivery two months from order.

[For additional images please click here.](#)

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ARES, ENGINEERS OF EMOTIONS

ARES' unique facility delivers a new level of design, development, manufacture and sales of coach-built and unique cars in the heart of Italy and through an expanding global network of studios. The advanced 23,000 m² ARES facility in Modena opened in January 2018 and, in bringing all facets of coachbuilding under one roof, immediately set a new global standard for the design, development, production and handover of bespoke, personalised and unique cars.

ARES CEO Dany Bahar, along with his long-term Dubai-based business partner and ARES Executive Chairman, Waleed Al-Ghafari, founded ARES and spotted the opportunity to move the coachbuilding business to another level of service by developing the world's first 'concept-to-creation' coachbuilding facility. Together they attracted a group of experienced and passionate multinational shareholders.

For the first time, every aspect of bringing automotive dreams to reality take place under one roof in rapid time and to an extremely high level of quality. It is a unique combination of luxury car brand resources with artisan principles and skills. Merging traditional Italian craftsmanship values with the advanced ones, ARES realises the dreams and visions of enthusiasts creating one-off, unparalleled vehicles, impossible to obtain elsewhere. To this end, a shared creative experience that aims at providing a completely tailor-made product. This is the ultimate answer to the ongoing demand for customisation and the desire to stand out from the crowd of our own time.

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