

CLASSIC DRIVER

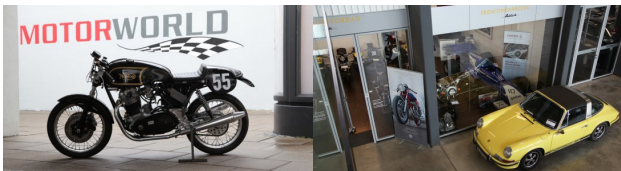
Premium Motorrad: A successful statement

Lead

In just one year, Premium Motorrad has managed to make its name in the world of top-end classic machines and custom bikes. It all started with an unusual appearance at Retro Classics 2013...

On a historic 1970s Mercedes racing transporter, the motorcycle specialist displayed a very special duo: the rare Honda CB 1100R alongside the ultra-rare Egli 1100 R 'Red Baron'. It was a dramatic statement by premium motorcycle enthusiast Tobias Aichele (pictured right, next to racer [Guy Martin](#)). A year later, in 2014, Aichele presented another [special pairing](#) in the form of a 1977 BMW R 100/7 and the unique MV Agusta 350 Corsa from 1975.

Premium bikes of the 70s and 80s



For a truly awe-inspiring selection of dream bikes from the 1970s and 80s, see the Motorworld Region Stuttgart (and of course in the [Classic Driver Market](#)), where Aichele operates his business premises. The collection consistently includes some 25 highly desirable machines, including such icons as MV Agusta 750 motorbikes from premium Swiss tuner Egli, along with café racer and high-quality conversions based on the best of the 80s-built BMW 2V Boxer. "We are looking for customers who dream of building an exclusive collection, perhaps as an investment. In partnership with a furniture manufacturer, we also suggest creative ways in which a motorcycle might be integrated into a living room - as a piece of art," says Aichele. "Plus we run our own events for premium motorcycles: for the last 10 years, event management has been one of the core competencies of our parent company Solitude GmbH."

Early two-wheeled love



When he came to set up his present business, Tobias Aichele had already paved the way with 18 years' experience of racing a Moto Parilla 175 Competizione motorcycle, and driving classic cars on the circuits of Europe. During his studies in the 1980s, he was a test and photographic driver for the motorcycle publication 'PS'. The magazine 'Motorrad' was an important step for him during his apprenticeship at Motor-Press Stuttgart. It was then that he learnt about virtually every dream bike of the era. Aichele's passion for motorcycles and their history also led to his friendship with the World Champions and legends of that era - riders such as Giacomo Agostini, Phil Read, Jim Redman and Freddie Spencer.

Photos: Premium Motorrad

Gallery

