



The inspiration for the On The Road Edition Classic Color Palettes hail from our time enjoying what Malibu has to offer. The fabled Pacific Coast Highway starts just minutes from our factory in Oxnard, so hitting up the surf or a trail after work is one of our favorite things to do; it's no surprise we find ourselves blending two of our favorite things—Bowlus Road Chiefs and Californian nature.

Each Classic Color Palette complements the beauty of honest materials like anodized aluminum and birch. In 2018 we offer Paradise Cove (beach sand), Surfrider (ocean blue), and Big Rock (brick red), all coordinated with the luxurious bedding from Libeco in a gorgeous, natural way that says “yes” to dogs, cats, children and breakfast in bed.

Hit up your favorite trail this weekend,
Geneva Long
Bowlus Road Chief