



MEN LOOKBOOK

THE BAJA 1000 ADVENTURE
COLLECTION STOPS

Spring | Summer '26

THE BAJA 1000 ADVENTURE

At the heart of Petrol Industries is a commitment to creating denim-driven, masculine collections for every man. Whether navigating the open road or unwinding by the sea, the SS26 collection offers practical, stylish gear that empowers the modern adventurer.

Stop 1

BUILDING THE DREAM

The journey begins in San Diego. In a classic garage, where the trusted Ford pick-up is loaded, preparations for the Baja 1000 take shape.

Stop 2

INTO THE DESERT

Arriving in Ensenada, the Petrol man faces the thrill of the desert. Endless dunes, volcanic rocks, and tequila plantations line the route.

Stop 3

LOWER BAJA CALIFORNIA

The road stretches further, where vibrant flora, neon-lit motels and towering cati bring a unique vibe and energy to the adventure.

Stop 4

COASTAL ESCAPE

The journey culminates in La Paz, where the ocean meets the desert. Time to unwind and celebrate the freedom of the road.



Drive your style:

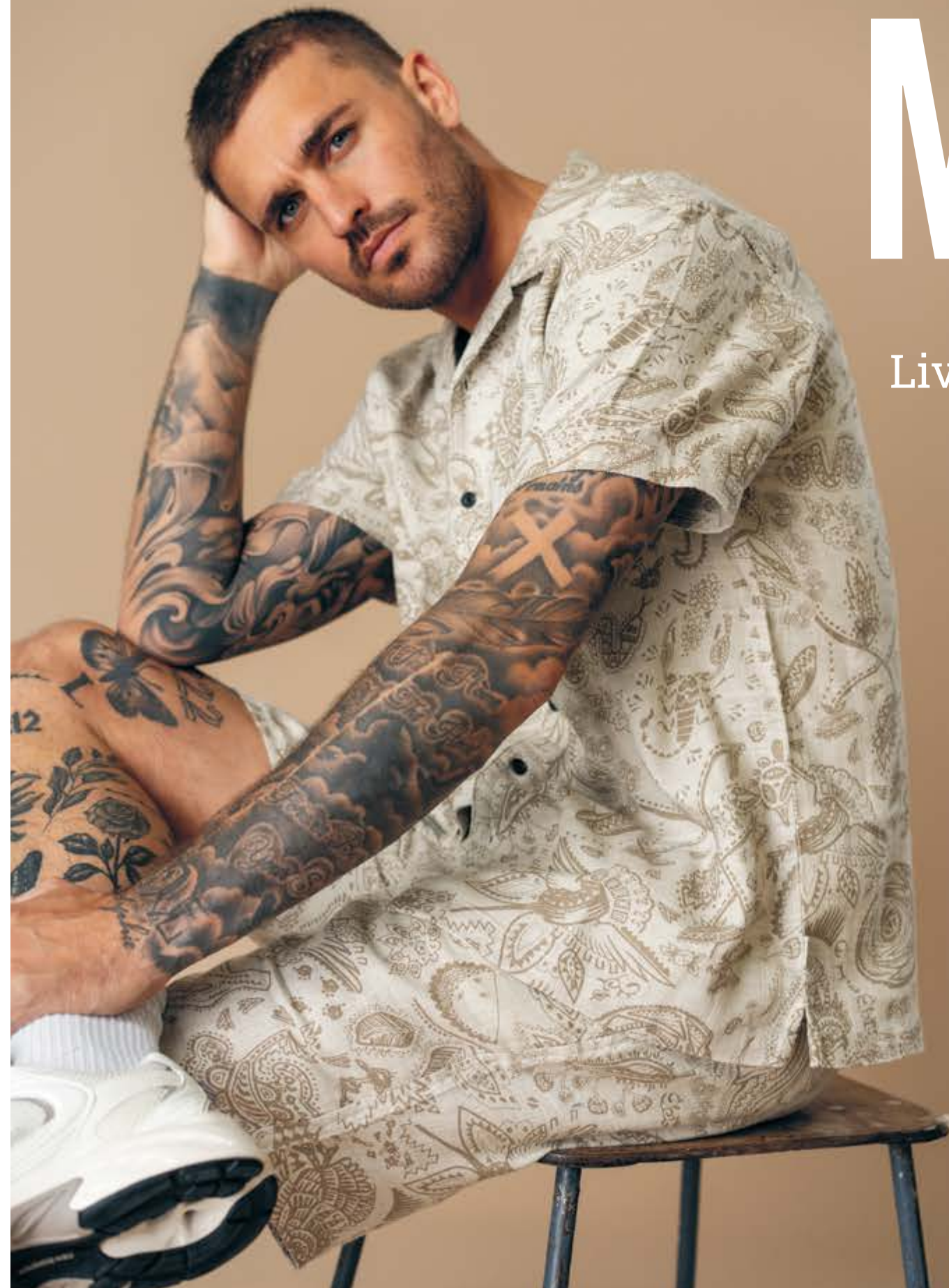
THE BAJA ADVENTURE

In the vast landscapes where the open road meets the untamed horizon, the Petrol man embarks on a journey that embodies freedom, adventure, and rugged authenticity. Rooted in American heritage and craftsmanship, Petrol Industries presents its SS26 collection – a tribute to the legendary Baja 1000 and the spirit of the modern adventurer.

SPRING | SUMMER '26

DESIGNED FOR EVERY MAN

Drive Your Style.
Live Your Freedom.



THE EVERY MAN



At the heart of Petrol Industries is a commitment to creating denim-driven, masculine collections for every man. Whether navigating the open road or unwinding by the sea, the SS26 collection offers practical, stylish gear that empowers the modern adventurer.



The every man
M-1060-CAP821-7130
M-1060-SIS411-0112
M-1060-SHO547-0112



STOP 1 | ROAD TO ADVENTURE

BUILDING THE DREAM

San Diego

The journey begins in San Diego, where preparations for the Baja 1000 take shape. In a classic garage, the trusted Ford pick-up truck is loaded, and the adrenaline builds as the engine is tuned for the desert race. Nostalgia meets practicality as the map replaces the screen, evoking the romance of old-school exploration.

The collection reflects this rugged preparation with:

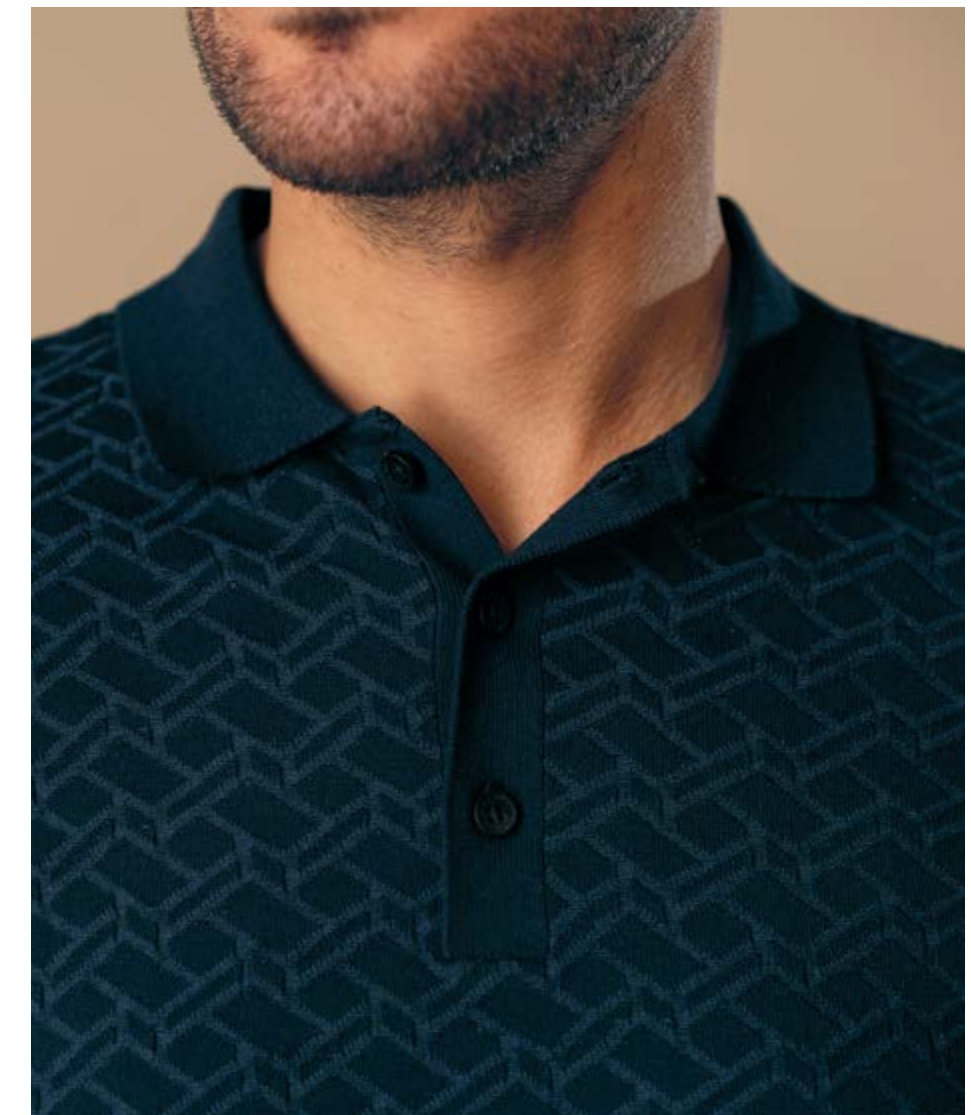
- **Denim jackets and jeans** that withstand the elements.
- **Utility wear with practical pockets and sturdy details.**
- **Layered pieces** for the cooler mornings, such as hoodies and overshirts.
- **Vintage-inspired graphics** referencing classic American road culture.

STOP 1 | ROAD TO ADVENTURE

BUILDING THE DREAM

San Diego

ENGINEERED FOR WORK



Engineered for work
M-1060-KWC206-5178
M-1060-TRO586-6134



STOP 1.1

Stop 1.1
M-ROS-TRO581-7140
M-1060-JAC101-7128
M-1060-KWC206-0112



Advertisement



Regular waist with a slim thigh,
tapered down to a fashionable slim leg opening.



Seaham
SLIM FIT



STOP 1.2



Stop 1.2
SEAHAM-VTG-5700
M-1060-TSR611-0000
M-1060-JAC110-5178



STOP 1.3



Stop 1.3
M-1060-KWC208-5178
M-1060-DNM099-5707
M-1060-JAC103-5178



STOP 1.4



Stop 1.4
M-1060-CAP824-5178
M-1060-TSR747-5195
M-1060-TRO590-0112

Advertisement



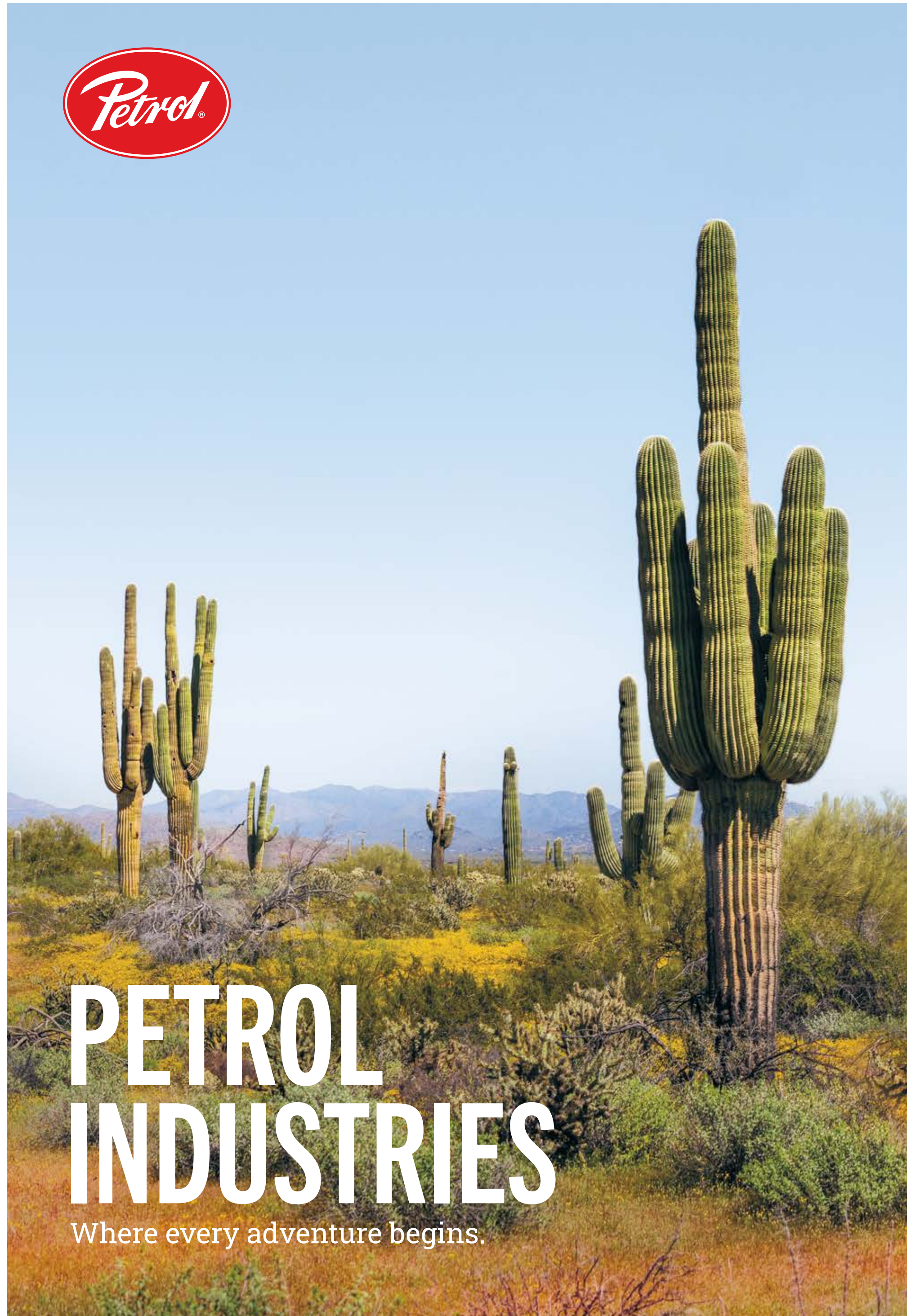


Stopp 1.5
M-1060-TSR615-0000
M-1060-SWC323-6180
M-ROS-SHO005-9999



Stop 1.6
M-1060-TSR674-6180
M-1060-TR0595-0000





PETROL INDUSTRIES

Where every adventure begins.





STOP 2 | DESERT CHALLENGE

INTO THE DESERT

Ensenada to La Paz

Arriving in Ensenada, the starting line of the Baja 1000, the Petrol man faces the thrill of the desert. Endless dunes, volcanic rocks, and tequila plantations line the route, creating a sensory overload of adrenaline and awe. Tequila, named after volcanic rock, embodies the rugged essence of Petrol and inspires bold designs in the collectables line.

Key styles in this stop include:

- **Breathable cotton shirts and lightweight cargo pants** for navigating the desert heat.
- **Desert-inspired artworks** featuring agave plants and rugged textures.
- **Functional vests and accessories** like caps and sunglasses for practical style.

STOP 2 | DESERT CHALLENGE

INTO THE DESERT

Ensenada to La Paz

DESERT CHALLENGE



Desert challenge
M-1060-SH0507 7130
M-1060-TSR743-0112
M-1060-SIS421-5001



Stop 2.1
M-ROS-SHO005-5195
M-1060-SIS412-7130
M-1060-TSR627-0112



STOP 2.1



Stop 2.2
M-1060-CAP822-6180
M-ROS-SHO005-6180
M-1060-SIS409-6180



STOP 2.2



Advertisement





STOP 2.3



STOP 2.4

Stop 2.4
LEWIS-9705
M-1060-TSR623-7130
M-1060-JAC111-6179



STOP 2.5

Stop 2.5
M-1060-TRO585-5178
M-1060-POL920-0112

Advertisement



“MOTOCENTRIC THINKING
DRIVES OUR DIRECTION.”



STOP 2.6



Stop 2.6
M-1060-SHO546-5178
M-1060-TSR740-0112
M-1060-SIS418-5178

1 BLUE AGAVE B

O

REF NO:

92108



CALIFORNIA

BAJA SUR

A

O

‘MEZCAL^{DE}PIÑA’

J

% PETROL^{IND}-&-CO[®] A



STOP 3 | FREEDOM RIDE

DESERT DREAMS

Lower Baja California

The road stretches further into Baja California, where vibrant flora, towering cacti, and neon-lit motels bring a unique energy to the adventure. The journey shifts to exploration, blending the ruggedness of the road with the vivid beauty of the surroundings.

This collection introduces:

- **Relaxed-fit T-shirts** with bold graphic prints inspired by desert cacti and landscapes.
- **Denim shorts and lightweight overshirts** for the warm, sunny days.
- **Bright accents and neon details** echoing the retro charm of roadside motels.



STOP 3 | FREEDOM RIDE

DESERT DREAMS

Lower Baja California



FREEDOM RIDE



Freedom ride
M-1060-SHO530-0112
M-1060-TSR740-9999

FREEDOM RIDE

After conquering the desert
and celebrate the big win,
it's time to relax by the coast.



STOP 3.1



Stop 3.1
M-1060-KWC207-0112
M-1060-SHO505-5178



STOP 3.2



Stop 3.2
M-1060-TSR744-6180
M-1060-SHO507-9999



Stop 3.3
M-1060-SHO517-5195
M-1060-SIS416-5195



Stop 3.4
M-2060-TSR644-6182
M-1060-SWS959-9999



Stop 3.5
M-2060-SIS423-5178
M-1060-SWS950-6182



STOP 3.5



Stop 3.6
M-2060-TSR647-0000
M-ROS-SHO001-5752



STOP 3.6



TIJUANA TACOS

Mexican Delight



Top Notch Recipe
FULL BELLY - HAPPY HEART

LA PAZ . BAJA CALIFORNIA SUR . MX - PETROL IND.CO.®



STOP 4 | UNWIND AND CELEBRATE

COASTAL ESCAPE

La Paz

The journey culminates in La Paz, where the ocean meets the desert. Here, the Petrol man unwinds and celebrates the freedom of the road. The collection embraces a laid-back vibe while staying true to the rugged, masculine aesthetic.

Key pieces include:

- **Lightweight denim shirts and casual chinos**, perfect for the beach.
- **Comfortable summer sandals** paired with versatile T-shirts.
- **Beach-inspired prints and textures** that reflect the tranquility of the coast.





COASTAL ESCAPE

UNWIND AND CELEBRATE



MEN | SPRING SUMMER 2026



STOP 4.1



Stop 4.1
M-1060-SHO538-5196
M-2060-SLR751-0000
M-1060-SIS414-5196



STOP 4.2



Stop 4.2
M-1060-CAP821-9999
M-1060-SIS413-9999
M-ROS-SH0005-6181



“Petrol is the call of the open road,
an adventure waiting to unfold.
Freedom is not just a destination;
it’s the journey with Petrol.”

STOP 4.3

STOP 4.4

Stop 4.4
M-1060-SWS959-5196
M-2060-POL927-0000

Stop 4.3
M-1060-CAP820-6180
M-1060-SIS408-7130
M-ROS-SHO005-0112



Stop 4.5
M-1060-SIS417-7130
M-1060-SHO504-7130



STOP 4.5



STOP 4.6

Stop 4.6
M-1060-CAP821-7130
M-1060-SIS411-0112
M-1060-SHO547-0112



Advertisement





Stop 4.7
M-1060-SHO540-3174
M-1060-TSR625-0112
M-1060-SIL401-3174



Stop 4.8
M-1060-SIS427-0112
M-1060-SHO510-7130



THE BAJA 1000 ADVENTURE

Spring | Summer '26



ENGINEERED FOR WORK



DESERT CHALLENGE



FREEDOM RIDE



UNWIND AND CELEBRATE



STOP 1.1



STOP 1.2



STOP 1.3



STOP 1.4



STOP 1.5



STOP 1.6



STOP 2.1



STOP 2.2



STOP 2.3



STOP 2.4



STOP 2.5



STOP 2.6



STOP 3.1



STOP 3.2



STOP 3.3



STOP 3.4



STOP 3.5



STOP 3.6



STOP 4.1



STOP 4.2



STOP 4.3



STOP 4.4



STOP 4.5



STOP 4.6



STOP 4.7



STOP 4.8

Engineered for work
M-1060-KWC206-5178
M-1060-TRO586-6134

Desert Challenge
M-1060-SHO507-7130
M-1060-TSR743-0112
M-1060-SIS421-5001

Freedom ride
M-1060-SHO530-0112
M-1060-TSR740-9999

Unwind and celebrate
M-1060-SIS426-0112
M-1060-SHO515-0112

Stop 1.1
M-ROS-TRO581-7140
M-1060-JAC101-7128
M-1060-KWC206-0112

Stop 1.2
M-1060-SHO538-0000
M-1060-TSR674-6180
M-1060-TRO595-0000

Stop 1.3
M-1060-KWC208-5178
M-1060-DNM099-5707
M-1060-JAC103-5178

Stop 1.4
M-1060-CAP824-5178
M-1060-TSR747-5195
M-1060-TRO590-0112

Stop 1.5
M-1060-TSR615-0000
M-1060-SWC323-6180
M-ROS-SHO005-9999

Stop 1.6
M-1060-TSR674-6180
M-1060-TRO595-0000

Stop 2.1
M-ROS-SHO005-5195
M-1060-SIS412-7130
M-1060-TSR627-0112

Stop 2.2
M-1060-CAP822-6180
M-ROS-SHO005-6180
M-1060-SIS409-6180

Stop 2.3
M-1060-CAP822-5178
M-ROS-SHO005-0000
M-1060-SIL400-5178

Stop 2.4
LEWIS-9705
M-1060-TSR623-7130
M-1060-JAC111-6179

Stop 2.5
M-1060-TRO585-5178
M-1060-POL920-0112

Stop 2.6
M-1060-SHO546-5178
M-1060-TSR740-0112
M-1060-SIS418-5178

Stop 3.1
M-1060-POL920-0112
M-1060-SHO505-5178

Stop 3.2
M-1060-TSR744-6180
M-1060-SHO507-9999

Stop 3.3
M-1060-SHO517-5195
M-1060-SIS416-5195

Stop 3.4
M-2060-TSR644-6182
M-1060-SWS959-9999

Stop 3.5
M-2060-SIS423-5178
M-1060-SWS950-6182

Stop 3.6
M-2060-TSR647-0000
M-ROS-SHO001-5752

Stop 4.1
M-1060-SHO538-5196
M-2060-SLR751-0000
M-1060-SIS414-5196

Stop 4.2
M-1060-CAP821-9999
M-1060-SIS413-9999
M-ROS-SHO005-6181

Stop 4.3
M-1060-CAP820-6180
M-1060-SIS408-7130
M-ROS-SHO005-0112

Stop 4.4
M-1060-SWS959-5196
M-2060-POL927-0000

Stop 4.5
M-1060-SIS417-7130
M-1060-SHO504-7130

Stop 4.6
M-1060-CAP821-7130
M-1060-SIS411-0112
M-1060-SHO547-0112

Stop 4.7
M-1060-SHO540-3174
M-1060-TSR625-0112
M-1060-SIL401-3174

Stop 4.8
M-1060-SIS427-0112
M-1060-SHO510-7130

PETROL[®] INDUSTRIES



CUSTOM^{A_ND} REPAIR U.S.A.

SAN DIEGO CALIFORNIA 92108 COUNTY

Advertisement



FREE BEACHTOWEL

Receive a free Petrol beachtowel*
with purchase of € 129 Petrol items.



* Worth € 39,95

DENIM DRIVEN

Define the road.



PETROL INDUSTRIES • SINCE 1989
Austria, Belgium, Croatia, Cyprus, Denmark, Finland, France, Germany, Greece, Ireland, Israel, Italy,
Luxembourg, Norway, Poland, Portugal, Serbia, Spain, Sweden, Switzerland, The Netherlands, United Kingdom

WWW.PETROLINDUSTRIES.COM