

BMW'S "BALANCED PERFORMANCE" PART TWO:



You know how good you are. And how good you feel, up before the sun, pulling on your boots in the cold morning mist, looking for a great new piece of road to challenge, alone.

That's the kind of challenge you find with BMW's "balanced performance." So subtle, so well-created, it isn't obvious to the unskilled rider. So harmonious, it takes more than a few miles to reveal itself even to the best.

But spend a few hundred miles on a BMW, a few thousand, and you develop a deep-seated respect for the way the machine works, the way it reacts and responds to your inputs, the way it does its job.

Respect? Next time a hardline BMW owner starts to

Our engineers and highly skilled test riders design great performance into every BMW. You have to be a top-notch rider to get it all out.



Right: The new R100RS in red smoke metallic.
Left: The new R100RS in "Motorsport" colors.

preach to you about his machine, bite your tongue and listen carefully. He's not talking about the prestige of riding the best, nor the pleasure of knowing the finish on his bike is so elegant and superior. No, chances are he's talking performance. BMW performance. "Balanced performance."

What it actually is, is a unique combination of lightness, low weight concentrations, soft, long-travel suspension, and low-end torque. And what it creates is exceptionally civilized performance.

Crank a BMW on at 45 mph. WVoomm! Not outrageous jolting power, but persistent, controllable, locomotive-like torque. That's BMW power. Lightness? There are probably more cast alloy parts in a BMW than any other 1000cc machine. Not surprisingly, BMW is also far

and away the lightest 1000cc machine you can buy. The BMW suspension soaks up ripples, potholes, bumps. Yet the motorcycle always stays stable. So what seems like a soft suspension is better named a safe suspension.

But performance is also our limited warranty. We're so confident our machine will live up to everything you ask of it, we give you 12 months and unlimited mileage on our warranty. That's a full year of mountain roads and desert highways without a worry in the world.

So visit your local BMW dealer today. Listen to his words on balanced performance. Ask to see all the special new models he has to offer. And then tell us you don't have a real hankering to know what it's like to ride a BMW and "own the road."

Bavarian Motor Works

