



The addiction of riding. Finding a crop duster to race. A mountain road to whip. Lakes, woods, cities, all of America. And once you start riding, you're hooked.

Once you ride a BMW, you're hooked, too. Because a BMW gives you value, reliability, performance, quality, and a pride you won't find riding any other bike. It is the finest. And it is unique.

Yes, unique. We perfected shaft drive because it's quieter, more reliable, more positive. We work hard to achieve engineering simplicity. Because simple means reliable. Who needs complexity out on the road?

Special alloys make a BMW 50 to 150 pounds lighter than other big bikes. This makes the price tag heavier. But one ride will show you it's worth every penny.

Look, the best doesn't come cheap. Never has. But when you ride BMW, you know you can just get on and ride anywhere, anytime. You know you own the road.



***You own the road.***

Look for your local BMW dealer in the Yellow Pages. Or write for our fine brochure. U.S. Importer: Butler & Smith, Inc., P.O. Box D34, Norwood, NJ 07648/Compton, CA 90224. Canada: BMW Motorcycle Distributors, Ontario.