

THE PASSION OF MOTORCYCLING



A subsidiary
of BMW AG

BMW of North America, Inc.



Dear Motorcycle Enthusiast:

The passion of motorcycling has attracted millions of motorcycle enthusiasts worldwide. It's the ultimate way to cruise city streets, tour the countryside, or ride off-road lanes.

BMW created the passion of motorcycling when we introduced our first model to the world in 1923. In the decades that followed, the motorcycle's metamorphosis has been dramatic, and the number of outdoor enthusiasts who have taken to the BMW Road are in the hundreds of thousands.

An optimum balance of engineering virtues has maintained our longtime leadership role throughout the world. BMW Motorcycles are now adding growing numbers of performance-conscious riders here in the United States.

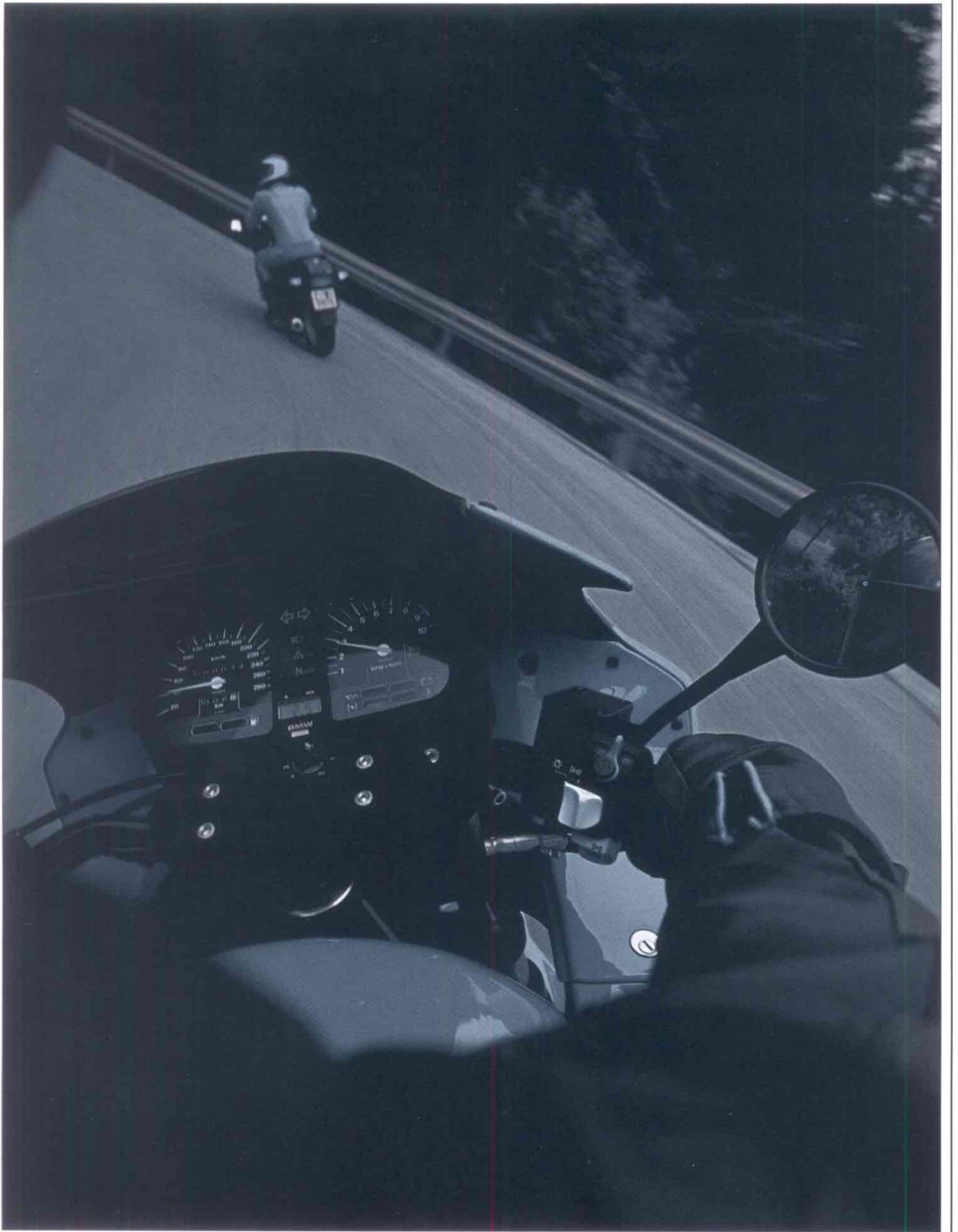
This brochure is intended to acquaint you with some basic guidelines and general information to start you on the BMW Road.

We appreciate your interest in BMW Motorcycles and we invite you to take a closer look, and take a demonstration ride on one of our exciting 1990 models. Then you'll understand the meaning of "Worth The Obsession."

Yours truly,

A handwritten signature in black ink that reads "Hans Koudella". The signature is written in a cursive, flowing style.

Hans Koudella
Vice President
BMW Motorcycles of North America



THE BMW ROAD EXPERIENCE

Riding the BMW Road is a sublime experience that engages the body, mind and emotions. But before you can achieve this experience, you need a secure foundation based on knowledge and confidence. We urge you to take advantage of the C.L.A.S.S.* or MSF** courses that are available to you as the owner of a new BMW motorcycle.

Your motorcycle must perform like an extension of yourself. Classroom instruction and hands-on training will rapidly help you develop the necessary balance of skills, in addition to building a responsible attitude, to get you started on the BMW Road.

You'll develop and practice basic skills like straight-line riding, turning, shifting and stopping. Then you'll

expand these fundamentals into street riding skills where you'll learn advanced turning and maximum braking techniques, as well as maneuvers that help you avoid sudden obstacles. While learning all these basic skills, you'll also develop strategies that will increase your ability to handle special situations, such as a road-leaping deer, a sudden tire problem or gusting winds.

* California's Leading Advanced Safety School

** Motorcycle Safety Foundation



SAFETY ON THE ROAD IN STYLE AND COMFORT

Proper riding gear is required for your riding safety and comfort. And riding the BMW Road means determining the correct fit, degree of weather resistance, style and, of course, how you ride. For sport, touring or off-road riding, the right helmet, eye protection, gloves, jacket, pants, one-piece suit and boots will add immeasurably to the experience.

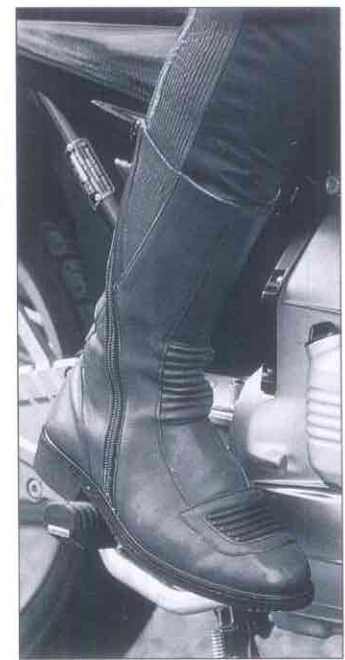
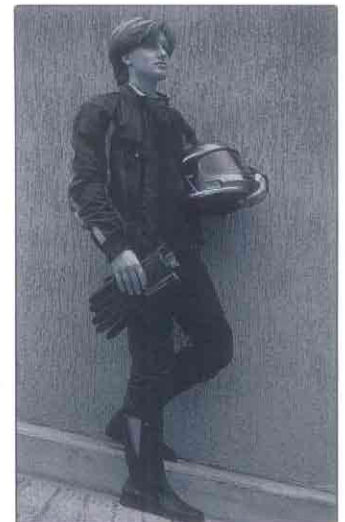
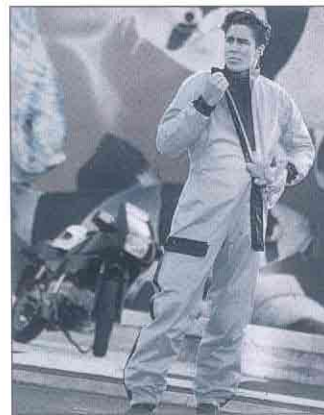
The helmet is absolutely the most important consideration since it protects your head. So wearing one should become an automatic reflex whenever you reach for your ignition key.

For eye protection and comfort alone, a face shield, either clear or tinted, protects your eyes and face from wind, dust, insects and other flying objects. And you can still wear

sunglasses underneath to avoid eye fatigue during daylight hours.

Gloves will protect your hands from wind, sun and cold. Wearing a jacket, pants or one-piece suit specifically designed for riding also protects your body from the elements. Last, but not least, is a good pair of over-the-ankle boots that offers additional protection against weather and flying debris.

Whether you're riding around the block or across the country, we recommend wearing proper gear at all times. The right combination of attire and accessories protects you and allows you to enjoy the sport in maximum comfort.



NIGHT RIDING

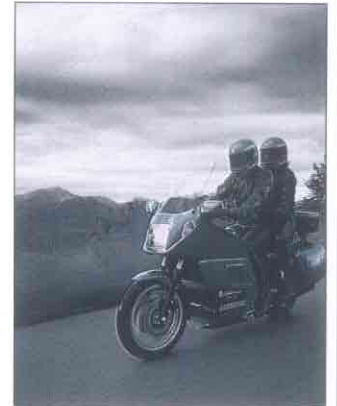
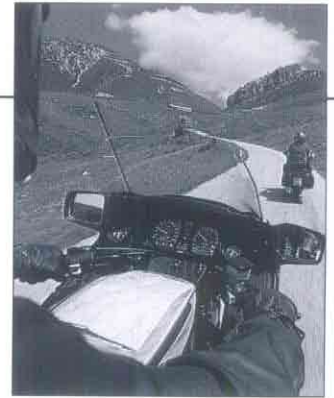
In addition to a well-maintained motorcycle, proper attire and a physically fit rider, high visibility is always a motorcyclist's best defense. Especially at night. Special reflective vests and other specially designed safety clothing are available expressly for this purpose.

RIDING IN THE RAIN

At some time in your travels on the BMW Road, you're bound to be caught riding in the rain. You can be prepared for inclement weather by having a good motorcycle rain-suit along. Otherwise, your journey could be interrupted as you wait hours for the weather to clear.

ON THE HIGHWAY

The open road can be paradise. Highways, country roads and twisty S's are the places to fully appreciate the prowess of your BMW motorcycle. This is where the rider and motorcycle really become one and the same. The open road is where the experience of riding comes together.



RIDING THE BMW ROAD

Whether your goal is sport or touring, or a combination, each time you ride you'll experience the freedom, control, and fantastic feeling that comes from riding a completely balanced, state-of-the-art machine on the open road.

Whether you're making your way solo through city streets, or cruising country lanes with companions or fellow riders, each time you ride you'll discover something new about your motorcycle and yourself. At the same time, you will discover all of nature's wonders.

The formula is simple. Once you know how to ride and are properly outfitted, the BMW Road becomes totally accessible to you. The more you ride, the better you become. The better you become, the more you'll want to ride. And the more you ride, the better you'll feel.

As your passion deepens, your obsession to ride your BMW motorcycle grows. Your BMW motorcycle and you will become one, and suddenly, without notice, you will know the meaning of "Worth The Obsession."



BENEFITS INCLUDE:

BMW Motorcycles has a dealership network of nearly 180 dealers. From the moment you join our family and decide to "Ride the BMW Road," your authorized BMW Motorcycles dealer will provide you with all the support you'll need to get started safely and confidently.

- Automatic Enrollment in Roadside Assistance Program
- Owner Satisfaction Kit
- Motorcycle Riding & Safety Schools
- 3-Year Unlimited Mileage Limited Warranty
- Availability of a complete collection of motorcycle and rider's equipment and accessories
- Retail Financing and Leasing Availability



**Call 1-800-345-4BMW
for the BMW
Motorcycle dealer
nearest you.**



**MOTORCYCLES
WORTH THE OBSESSION**