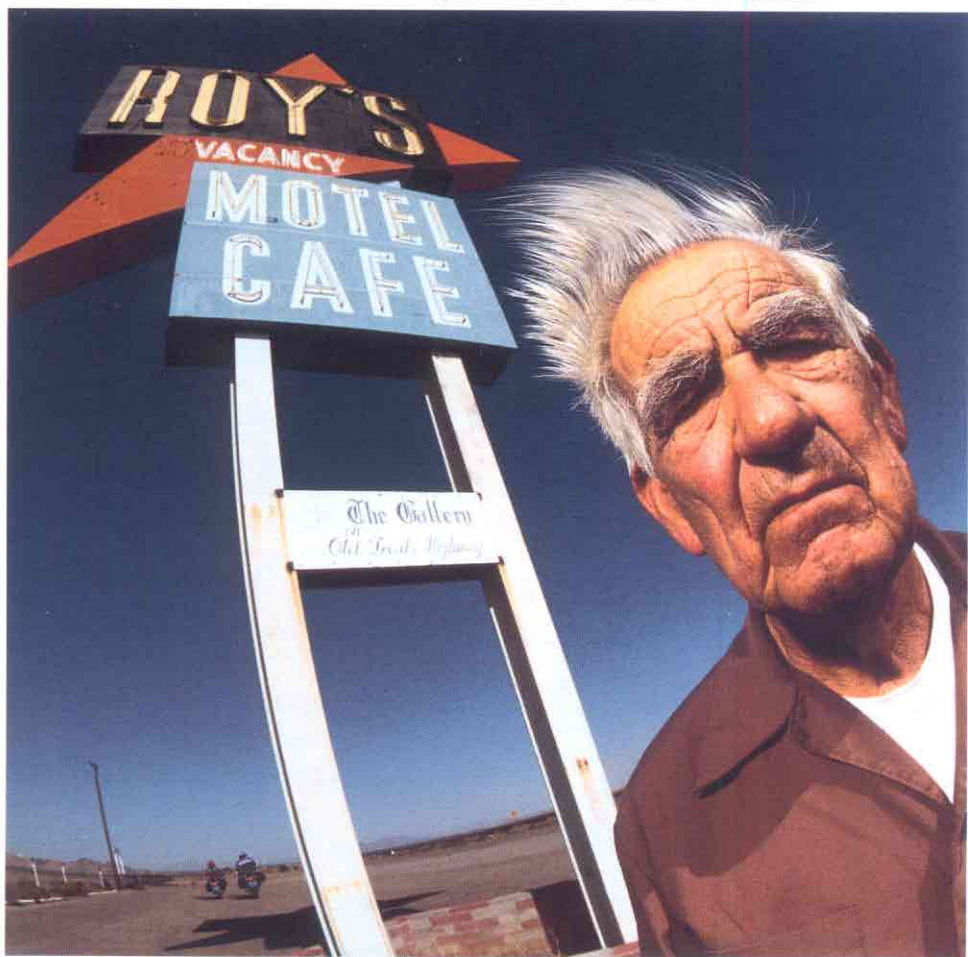


IT WAS THE NEW BMW R 1100 RT.



I THINK.

THE NEW R 1100 RT. IT WILL BE UNLIKE ANY TOURER YOU'VE EVER SEEN.

The trees and cities and rivers and intersections and street signs and traffic lights and all the people you pass on the road won't change.

But the way you feel will.

Because the new BMW R 1100 RT Tourer is coming this September. And it will be the most advanced touring bike in the world.

But make no mistake. It will be, first and foremost, a motorcycle. In the truest sense of the word.

Take the R 1100 RT on the road and you'll suddenly recapture the full sensation of motorcycling. Back to the roots of what BMW invented in 1923 with the first touring bike. Only intensified and perfected. With 1100cc's of



German-engineered, shaft-driven power translated into fluid maneuverability and

handling through BMW's patented Paralever and Telelever suspension systems and optional ABS II, first incorporated on a motorcycle by BMW.

On the road, bike and rider nearly become one.

The R 1100 RT is so stirring, so comfortable—so much sheer riding pleasure—that not only will it take you back to the feeling of a true motorcycle, it will put you on the road to adventure.

To be one of the first to own an R 1100 RT, the Incarnation of the Modern Tourer, see the authorized BMW motorcycle dealer nearest you. And become a part of our Advanced Purchase Program today. But hurry. You aren't the only one who remembers how much fun touring is supposed to be.



FOR THE WORLD AHEAD.





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