

# BMW Motorcycles

A Sweepstakes Offer Too  
Good to Resist.



## **BMW K1100 RS and R1100 RS which is better — Decisions, Decisions !!**

It's not every day you get the opportunity to test-ride two great BMW motorcycles, and have the opportunity to win one of them.

### **Choices! Choices!**

#### **Which Motorcycle do you prefer? Which lucky friend do you bring along?**

All you have to do is make an appointment with your local BMW motorcycle dealer. You can be a real pal and bring a friend along if you like. You'll be given a "K" to test-ride, and then a "R". Ride around the neighborhood and enjoy the unique feel of these two sports tourers. It's when you return to the dealer that the hard part begins.

You'll get a survey to fill out. Which motorcycle did you prefer? Both of these models are miles ahead of the competition. Just take a look at the great reviews they've gotten. The K 1100 RS and R 1100 RS have everything you want in a sports tourer.



Supreme power output, excellent ride comfort and the latest safety and environmental features.

So which one do you prefer? When you fill out the survey you'll automatically be entered in a prize drawing to do with your choice of the K 1100 RS or R 1100 RS. One will be awarded. (Due to high demand sufficient test-ride motorcycles may not be available at all times, so be sure to make your appointment well in advance).



## **You know what's in it for you, but what's in it for us?**

You know what's in it for you . . . a chance to enjoy driving two great motorcycles, give them a thoughtful review, and actually win one of them. We're curious to find out what you and other motorcycle enthusiasts think. We value your opinion. We want to know which bike will be chosen by the greatest number of riders. You can help us.

## **When you ride with BMW, you stay ahead with BMW.**

All BMW motorcycles feature state-of-the-art technology and electronics for safety, economy and environmental protection, are comfortable and suitable for touring.

The hardest part of this unique double test-ride sweepstakes will be deciding which fantastic motorcycle you like best. The BMW K 1100 RS or the BMW R 1100 RS?





## **BMW Dream Bike Sweepstakes**

### **Official Rules - No Test Ride or Purchase Necessary**

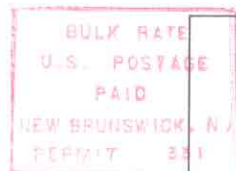
To enter, complete an Official Entry Survey Form or hand-print on a 3"x5" piece of paper, your name, address, home telephone number and date of birth. Mail your entry(limit one per envelope) via first class mail to: BMW Dream Bike Sweepstakes, P.O. Box 4326, Blair, NE 68009. For eligibility, entries must be received by November 15, 1994.

Winner will be selected in a random drawing, to be conducted no later than November 30, 1994, from amongst all eligible entries received, by D. L. Blair, Inc., an independent judging organization whose decisions are final. No responsibility is assumed for lost, late or misdirected entries. Mutilated or illegible entries will be disqualified.

Prize consists of winner's choice of either a BMW K 1100 RSA (MSRP: \$14,590) or a BMW R 1100 RSL (MSRP: \$13,990) motorcycle. No cash equivalent or substitution for prize will be permitted.

Sweepstakes open only to licensed motorcycle riders who are 18 years of age or older and are residents of the United States (except Puerto Rico). Employees of BMW of North America, Inc., their dealers, advertising, printing and promotion agencies and members of their immediate families are not eligible. Winner will be notified by mail. Odds of winning are determined by the number of entries received. Taxes, licensing and registration fees are the sole responsibility of the winner. Offer is subject to all federal, state, and local laws and regulations and is void wherever prohibited by law. Potential prize winner must sign and return an affidavit of Eligibility and Release of Liability within thirty (30) days of attempted notification. Noncompliance within that time period may result in disqualification and an alternate winner may be selected. Any prize notification returned as undeliverable may result in the awarding of the prize to an alternate winner. Entry and acceptance of prize offered constitutes permission to use winner's name, photograph or other likeness for the purpose of advertising, trade and promotion on behalf of BMW of North America, Inc. without further compensation to the winner, unless prohibited by law.

BMW of North America, Inc.  
Woodcliff Lake, New Jersey 07675



115 ...  
San Antonio, TX 78209-3702