



The BMW R100S. Created for those who want to own the road, and let the whole world know it.

From its rich, deep-red paint, highlighted by fine gold striping—to its torquey, take-on-anything engine, the R100S says you ride the best.

This is the machine that won the U.S. Superbike Championship. It's also the machine that can carry you all across the U.S., from Portland to Portland, in comfort and confidence.

For 1978, the BMW has been honed even finer. A new gearshift mechanism puts your foot and shift lever in the same arc, for smoother, more precise shifting. The instruments are redesigned for better readability. A safety padding module covers the handlebars, for better rider protection. There's more: quartz clock, electronic tach, integral anti-theft device in main frame tube.

The BMW. Make 1978 the year when you finally move onto one. You won't regret it. You'll just wonder what took you so long.



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., Dept. M811, Norwood, NJ 07648/Compton, CA 90224. Canada: BMW Motorcycle Distributors, Ontario.