



RIDE A MOTORCYCLE THAT DIDN'T BREAK ANY SPEED RECORDS ON THE ASSEMBLY LINE.

Today, there are any number of motorcycles that will rocket through the quarter-mile straightaway in 13 seconds. Or less.

All the more reason to consider how fast these same machines are rocketing through the factory. A statistic not furnished by virtually any motorcycle manufacturer except BMW, and for good reason:

For each motorcycle BMW carefully builds, Suzuki, for example, whisks out 48. Yamaha, 70. And Honda, an eyebrow-raising 96.

Eyebrow-raising, at least, to the BMW engineers. Who have long

believed that mass production leads to mass compromise.

And whose predilection for hand craftsmanship and meticulous engineering has led to machines that "retain their taut, solid feel when lesser motorcycles have long since gotten loose and rattly" (Cycle).

Machines like the \$6,590 R100RS.* A sport tourer that holds virtually every long-distance speed record in the 1000cc class.

But one which is far less likely to speed into disrepair.

So unlikely, in fact, that BMW's limited warranty against defects in

workmanship and materials covers our machines for 3 years and an unlimited number of miles.**

Or, in other words, for 3 times longer than that of almost any other motorcycle on the road today.

**THE LEGENDARY
MOTORCYCLES OF
GERMANY.**



*Manufacturer's suggested retail price. Actual price will depend upon dealer. Price excludes applicable state and local taxes, shipping and destination charges. **Warranty applies to motorcycles purchased from authorized U.S. dealers and BMW European Delivery only and is transferable within the period specified. See your BMW dealer for details. ©1983 BMW of North America, Inc. The BMW trademark and logo are registered.