



**THE HIGH PRICE THAT PAYS FOR ITSELF.  
BMW.**

The decade of the Lasting Value is here. The thoroughly custom-built product you pay more for because of the money it can save you from that moment on.

That supreme tourer, the BMW R100RT, above, and the agile BMW R65 next to it are built to stay valuable for a long time to come.

**Endurance.** Roadability and longevity are imperatives for riders who are as demanding as BMW's. These are

qualities that are part of a carefully calculated chain of events built into every BMW.

In fact, a total of 3,453 separate steps go into the casting, welding, shaping and assembly of a BMW.

Unlike the machine-welding of the mass-produced bikes, every critical weld on every BMW frame is accomplished by hand—since that technique allows more control over the strength of

these all-important stress points.

**Economy.** In an independent road test, the BMW R100RT, above left, delivered between 7 to 10 mpg's more than its two leading competitors.

Its touring range in the same test came out more than 100 miles greater than either of them.

A 1980 bonus: All the new BMW's now use unleaded regular gasoline.

**Appreciation.** As an investment, it's difficult to overestimate the worth—measured by resale value and an unsurpassed warranty—of a marque that retains, year after year, model by model, as high a proportion of its original purchase price as BMW.

A 1980 Cycle World survey shows a phenomenal 91 percent of the owners interviewed have confirmed they would buy another BMW. One ride and we think you'll appreciate their decision.

**FOR ONE LONG SHINING MOMENT,  
STOP COMPROMISING.**

