



BMW. THE EXTRA MARGIN.

THE DIFFERENCE BETWEEN A BIKE BUILT TO HANDLE ALPINE TURNS AND ONE BUILT TO STICK TO THE INTERSTATE.

"Excess weight or bulk is a fatal flaw in any athlete—or in any sporty machine."

With these words, an article in the 1980 Cycle Street and Touring Guide recently summed up one of this BMW R100RT's most telling margins. "The BMW is the only machine [of the 3 big tourers tested] which has had its weight consciously controlled by the factory."

In fact, this R100RT with its integrated fairing and its saddlebags, weighs less than other big bikes without fairings.

And it's that margin of "conscious control"—of weight, handling, aerodynamics and braking distance—that makes the vital difference for the serious tourer with maximum road conditions to cope with.

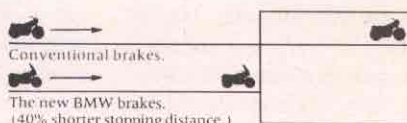
The first and only automatic load leveller. Nivomat is the name of BMW's exclusive, newly developed type of compressed air shocks that require no pumping stops whatsoever.

They automatically adjust your bike's suspension

the moment you add a passenger or other extra load—without the fuss of time-consuming detours to service stations along the way.

Safety and Pleasure. In that order. A glance at our chart will show you the remarkable difference that the 40 percent better "rain slick performance" of BMW's new brakes can mean.

The BMW Extra Margin in wet-condition braking.



The new, much-researched "SemiMetal" material of BMW's brake pads is the telling ingredient that allows you this kind of performance in the face of the unexpected.

A difference of well over a 100 pounds less weight than one big new heavy tourer means the difference of laboring around a series of snap turns or effortlessly enjoying the rolls.

The difference of an unsurpassed limited warranty. One full year, unlimited mileage on all models.

BMW's difference, in short, you can measure. The pleasure you cannot. Except by a ride.

FOR ONE LONG SHINING MOMENT, STOP COMPROMISING.



For a list of authorized BMW Dealers where you can see the 1981 BMWs and for a complete, illustrated guide to them, write Dept. A-2, BMW of North America Inc., Norwood, N.J. 07648.