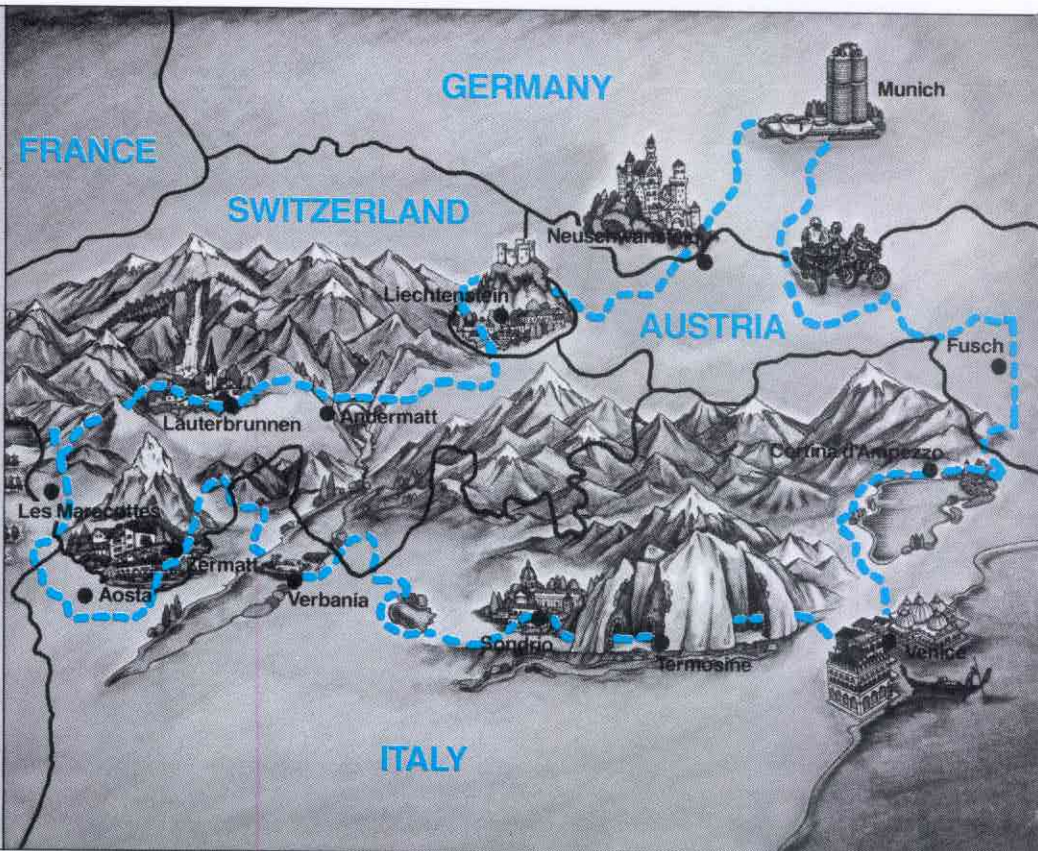


THE BMW "RIDE-THE-ALPS CONTEST" WIN A 23-DAY ALL-EXPENSES-PAID BIKE TOUR OF THE ALPS.

Just come in to the participating BMW Dealership nearest you and fill in the simple 4-question Entry Form (dealers are permitted to assist). You could be one of five winners drawn from correct entries. Then you could be on your way to a tour through some of the most exciting landscape and riding in the world. The tour is led by the well-known Bob Beach through the European Alpine passes and down the high-speed Autobahns where BMWs developed their reputation for Extra Margins of handling and reliability. The contest ends May 29, 1981, so enter this week.

THE ULTIMATE ALPINE TOUR. First Prize winners will leave for Munich, Germany on July 26, 1981. After an official greeting and visit to BMW's architecturally renowned Headquarters, BMW Museum and the beautiful city of Munich—they will head out on factory BMWs. This spectacular ride, which winds through 1,900 miles of Alpine passes and mountain lake vistas in 5 countries has been called "the ultimate Alpine ride" by Cycle Magazine. The tour is arranged through Beach's Motorcycle Adventures Ltd, Grand Island, N.Y. There will also be 65 runner-up winners drawn from the correct entries:

- SECOND PRIZE:** One of 5 BMW Leather Suits.
- THIRD PRIZE:** One of 5 BMW Touring Tank Bags.
- FOURTH PRIZE:** One of 5 BMW Magnetic Tank Bags.
- FIFTH PRIZE:** One of 50 Special BMW Optical Sunglasses.



Entry forms and full details available at participating BMW Dealers. No Purchase required. Open nationwide to U.S. residents aged 18 or over who possess a valid motorcycle operator's license. One entry per person. Void in the State of Washington and where prohibited by law. Chances of winning depend on number of correct entries received. Ohio residents only: You can also receive an entry form and full details by submitting a self-addressed, stamped envelope to BMW Contest Entry Form, P.O. Box 3015, Blair, Nebraska 68009; limit, one request per envelope and your request must be received by May 7, 1981. Contest ends May 29, 1981.

**FILL OUT YOUR ENTRY BLANK
AT YOUR DEALER NOW:**

ALABAMA

Birmingham German Auto
Mobile Mobile Cycle Ctr.

ALASKA

Anchorage The Motorcycle Shop
College George Rahn

ARIZONA

Glendale City Suzuki BMW
Scottsdale Motorcycle City
Tucson Iron Horse M/C

ARKANSAS

Ft. Smith Danny's Cycle

CALIFORNIA

Bakersfield Johnny's M/C
Burbank Honda of Burbank
Costa Mesa Champion Kawasaki BMW
Eureka Pacific BMW
Fresno Jack's M/C
Hollywood BMW of H'wood
La Habra Lebard & Underwood
Long Beach Joe Koons
Monterey Honda of Monterey
No. Hollywood Honda of No. H'wood
Oceanside Boe's Cycle Mart
Pasadena Mason Motors
Pleasanton Pleasanton Suzuki
Pomona Brown Motor Works
Redwood City Selby Motors
Richmond Karl's M/C
Sacramento Joe Sarkees M/C
San Bernardino Doug Douglas M/C
San Diego Brattin Mtrs.
San Diego Fun Bike Ctr.
San Jose BMW M/C Ctr.
San Luis Obispo Yamaha S.L.O.
San Rafael BMW of Marin
Santa Ana Irv Seaver M/C
Santa Barbara Suzuki of S. B.
Torrance Marty's Foreign Mtrs.

Ventura R.P.M.
Winnetka West Valley Cycle

COLORADO

Alamosa J & J Yamaha BMW
Aurora Aurora Honda BMW
Boulder Boulder Cycle
Colorado Springs BMW of C.S.
Denver BMW of Denver
Lakewood Golden M/C Ctr.
Longmont Longmont Cycle Ctr.
Meeker Jack's Automotive
Pueblo Pueblo Suzuki BMW

CONNECTICUT

Canton Canton Cycles
Ellington Frank De Gray M/C
New Canaan Lindner Cycle
New Haven Libby's Sales
Waterford Ralph Strong M/C

FLORIDA

Cocoa Diamond Back Cycle Ctr.
Ft. Lauderdale 441 Cycle Shop
Ft. Walton Beach Forte Cycle Ctr.
Orlando Schmidt Cycle
Ormond Beach Ormond Cycles
St. Petersburg Barney's M/C
Sarasota Haps Cycle

GEORGIA

Forest Park Airport Honda BMW
Lawrenceville Wright's Cycle Ctr.
Savannah Cycle World

HAWAII

Honolulu Wheels Hawaii

IDAHO

Boise BMW Cycle Ctr.

ILLINOIS

Barrington Cycle Werks
Chicago ABT Motor
Downers Grove Yamaha Downers Grove
Freeport C & D BMW
Rock Island Tri City M/C
St. Joseph Underwood M/C
S. Chicago Heights S. Suburban Triumph

INDIANA

Hammond Loomis Cycle
Indianapolis Cycle Werks
Linton T & B Motorcycle
Terre Haute M & R Motorcycles

IOWA

Burlington Cycle Specialty
Dubuque Pam Imports
Iowa City Cycle Industries
Iowa Falls Yamaha Sports Ctr.
Mason City Bennet Hulsing & Stricker
Muscatine Midtown Cycle
Riverside Ned's Auto & Cycle
Sigourney Sunrise Cycle Ctr.

KANSAS

Manhattan Manhattan Kawasaki BMW

MAINE

Falmouth Street Cycles
Skowhegan Whittemore's Sporting

MARYLAND

Baltimore Motor Sport Ctr.
Edgewood Edgewood Cycle
Frederick Two Wheels
Suitland Terrex Cycle

MASSACHUSETTS

Arlington BMW of Cambridge
Beverly Freeman Cycle

Brockton George Dunbar M/C
Greenfield Green River Honda BMW
Springfield Wolfe's Cycle

MICHIGAN

Clifford Symco Products
Detroit Don Henderson M/C
Grand Rapids McGovern Cycle
Howell Howell Cycle
Michigan Center Mid-Michigan Cycle
Owosso Cycle Ctr.
Port Huron Cycle Land
Sebewaing Jahr Cycle
Southgate Andrew Pelc M/C

MINNESOTA

Lake Crystal Judson Cycle
Lakeville Leo's Cycle
Minneapolis Karl's Cycle
Monticello Moon Motor
Waite Park Skuza Equipment

MISSOURI

Kansas City Engle Motors
Mexico Bill's Hodaka BMW
St. Louis BMW Motorrad

MONTANA

Great Falls Champion Auto Stores
Missoula Smith & Jones Coachworks

NEBRASKA

North Platte Mid AM Motorsports
Ravenna Lockhorn Cycle

NEVADA

Las Vegas Al's Cycle
Sparks Cycle Fun

NEW HAMPSHIRE

Manchester Cycle World
Milford Gil's Yamaha BMW

NEW JERSEY

Deptford Fletcher Cycle
Dumont Amol M/C
Hasbrouck Heights House of Suzuki BMW
Kinnelon The Sport Spot
Long Branch Freedom Cycle
Stewartsville Touch of Class BMW

NEW MEXICO

Albuquerque Motorsport

NEW YORK

Buffalo Imperial Cycle
East Syracuse Chittenango Cycles
Green Island Star Garage
Highland Al Knapp Cycle
Middleport Dickinson's Equipment
New York Action M/C
Schenectady No. Star Motorsports
Staten Island BMW of S.I.
Thornwood House of Triumph BMW
Tonawanda Boulevard Kawasaki BMW

NORTH CAROLINA

Fuquay Varina R. B. Johnson
Thomasville Ray's Cycle

NORTH DAKOTA

Mandan Midway Harley BMW

OHIO

Canton Park Honda BMW
Columbus Cycleworks East
Dayton S. Dayton Yamaha BMW
Eastlake H & H Cycle
Fremont Schiet's Motors
Mansfield United Motor
Marietta Ramsey Motor
Medina Four Seasons Yamaha BMW

Warren Alex Cycle Shop
Xenia Competition Access

OKLAHOMA

Enid BMW-USA
Oklahoma City BMW Triumph O.C.
Tulsa Atlas Cycle
Tulsa Honda of Tulsa

OREGON

Medford Hansen BMW M/C
Portland Rose City M/C
Salem Salem Honda BMW
Springfield Brimberry's Cycle

PENNSYLVANIA

Ambridge Corsetti's Cycle
Camp Hill Sholly Cycle
Doylestown Stan's Cycle
Greensburg Dan's BMW
Montoursville Country Cycle
Mountville Frank's Honda BMW
Malmerton Miller's BMW Honda
Port Clinton Hermy's Cycle
Sellersville Kawasaki of S'ville
Windber Matco RV

RHODE ISLAND

N. Kingstown Razez M/C Ctr.
Tiverton Berdic M/C

SOUTH CAROLINA

West Columbia Southern Cycles

SOUTH DAKOTA

Rapid City Warren's Kawasaki BMW

TENNESSEE

Hixson Sport Cycle Ctr.
Shelbyville Rees Motors

TEXAS

Amarillo Dirt Rider
Austin Austin Suzuki
Fort Worth BMW of FW.
Grand Prairie Storm's Cycle
Houston Cycle Shack
Houston Edwards Motor
Lewisville Lewisville Cycle Ctr.
Lubbock Lubbock BMW M/C
McAllen The Cycle Ctr.
No. San Angelo Angelo Harley
Plano Plano Honda BMW
San Antonio Joe Harrison Honda
Wichita Falls Miller's AMF/Harley

UTAH

Salt Lake City Reynolds M/C

VERMONT

East Thetford BMW Wheel Shop Inc.
Essex Center Frank's M/C
Plainfield Just Imports

VIRGINIA

Arlington Cycles, Inc.
Fairfax Cycles Fairfax
Lydia The Cycleworks
Lynchburg Honda of L'burg
Newport News Mars M/C
Richmond Old Dominion M/C
Spotsylvania Morton-Massey

WASHINGTON

Clarkston Mac's Cycle
Seattle Greggs Greenlake Kawasaki BMW
Spokane Empire Cycle

WISCONSIN

Beaver Dam Mischler's Cycle
Green Bay Harley of G.B.
Madison Madison Suzuki
Milwaukee Southeast Sales

WYOMING

Casper J.L. Enterprises

The list of authorized BMW of
North America Motorcycle
Dealers changes from time to
time but is believed to be
accurate as of March 1, 1981.



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