



WHEN THE PRODUCTION OF A MOTORCYCLE IS LIMITED, THE ATTENTION TO DETAIL ISN'T.

This year, fewer than 5,000 BMW motorcycles were produced for the entire continent of North America. Honda, Yamaha and Suzuki, in comparison, created a swarm of over a million machines.

Yet, what makes a BMW motorcycle truly rare goes far beyond its limited numbers.

Unlike their cranked-out counterparts all BMW frames, for example, are welded almost entirely by human hand instead of machine.

Upon this steady foundation are mounted critical components individually X-rayed to determine their stress value.

Each screw, each nut used to secure these components is, whenever necessary, coated with cadmium to resist corrosion.

As it inches along the assembly line, a BMW is inspected an average of once every 72 seconds. Single-part components receive 22 separate inspections. Even the inspectors are inspected.

And then each and every completed machine is individually test ridden at speeds of over 85mph. A crucial trial run for which mass-producers simply do not have time.

The result? While the average motorcycle will rattle to the scrap pile

before reaching 14,000 miles, the workmanship and materials on every BMW are confidently covered by a limited warranty for 3 years. And an unlimited number of miles.*

The end, it would seem, more than justifies the means. And helps a machine like the \$3,990 R65LS above to more than justify its price.**

**THE LEGENDARY
MOTORCYCLES OF
GERMANY.**



*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. **Manufacturer's suggested retail price. Actual price will depend upon dealer. Price excludes applicable state and local taxes, shipping and destination charges. © 1983 BMW of North America, Inc. The BMW trademark and logo are registered.