

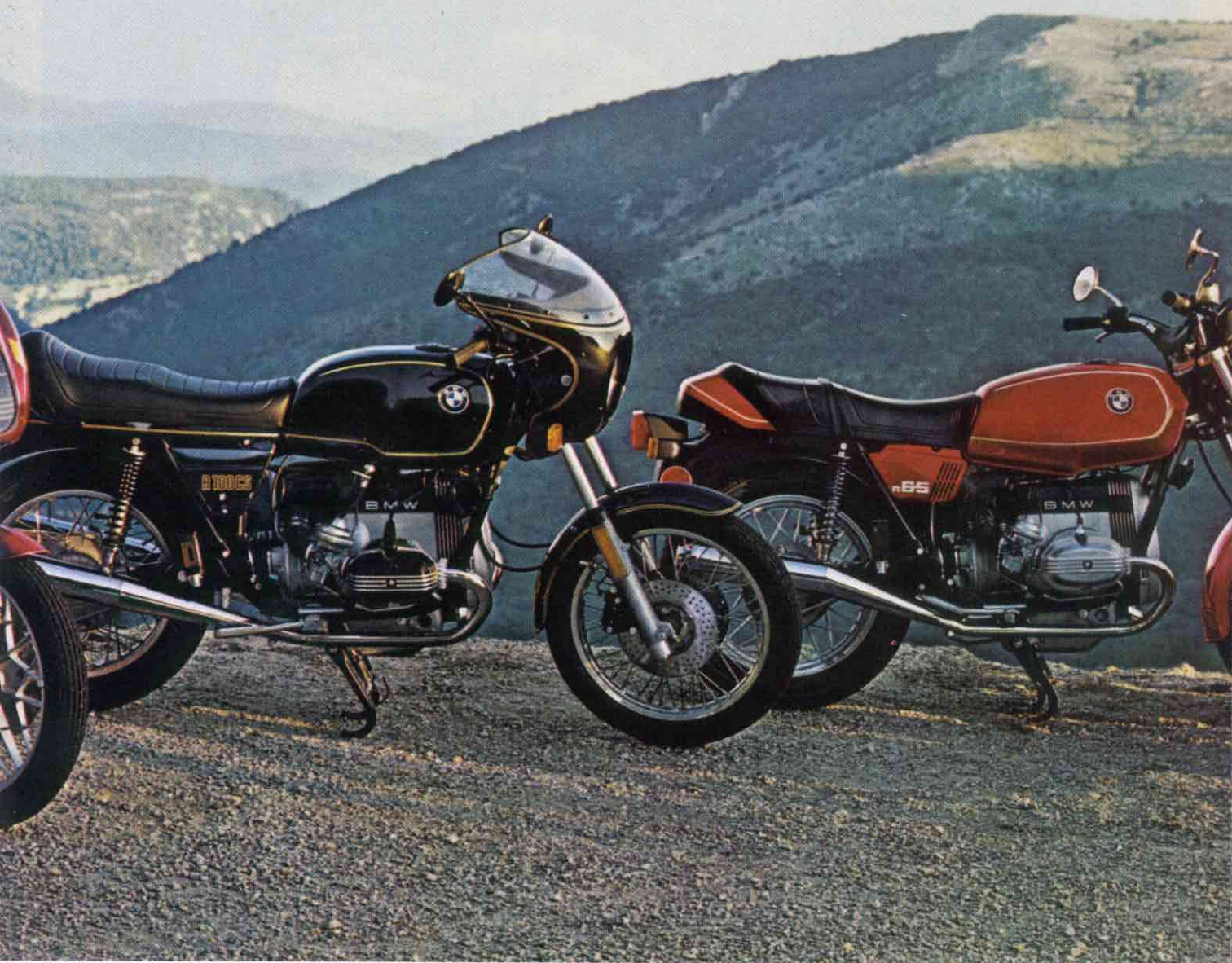


### **THE BMW R100RT.**

This ultimate of tourers is actually lighter—with its unique integrated fairing—than other leading “big tourers” without fairings. It’s also the only one delivered the way it is factory-tested, in one factory-assembled piece—instead of a boxful of parts requiring dealer assembly. New Nivomat load leveller is standard with this BMW.

### **THE BMW R100RS.**

The true Sports Touring statement for the graduate sports rider. From its maximal European sports stance to its minimal wind resistant integral fairing. The one sports bike on the road as totally individual as its rider. Note: Both the RS and RT now feature an oil cooler, fully integrated into the lower fairing.



### **THE BMW R100CS.**

This new lightweight European Sports Classic possesses incredible sprint qualities. Every millimeter of its hand-painted body, custom-crafted spoke wheels and classically efficient engine is detailed for maximum performance. But it's the sum total of this classic black beauty that really turns heads when it rides into town.

### **THE BMW R65.**

This most popular BMW midsize bike has retained its renowned low weight and agile handling advantages. Yet added nearly ten percent more power as well as a new double disc front braking system to ensure even smoother stops for this BMW whose looks are well recognized for "stopping power."



### **THE BMW R100.**

This newest edition in large displacement BMWs offers the opportunity to customize to your particular riding taste with a whole range of factory-designed, tested—and therefore factory-warranted options (unlike mass-produced bike accessories).

### **THE BMW R80 G/S.**

The most startling—and complete—two-wheel sports touring concept ever introduced under the sport conscious BMW marque. With 800cc.'s, this most powerful of all dual purpose bikes was designed to be the ideal of two-up touring and trail-blazing alike.

# BMW. THE EXTRA MARGIN FOR 1981.

## 6 DISTINCT WAYS OF RIDING. EACH OF THEM INSPIRED BY THE DEMANDS OF THE ALPS AND THE AUTOBAHN.

Name a terrain with more hairpins than the Alps. An endurance run more gruelling than the speed limitless Autobahn.

There is one motorcycle marque, BMW, with the extra margins of engineering, road response, long life and value built in to meet those demands. Margins that make it the standard by which the other bikes are judged.

Unlike the mass-produced imported bikes, these BMWs are bred, tested and improved where they're ridden—under the world's most relentless conditions.

Each test bike is ridden an average of 1,000 kilometers per day for a month by BMW's Alpine Team.

Each test engine is also subjected to 300 continuous hours at maximum torque and maximum speed. Then studied minutely.

### 3 BMW Extra Margins for 1981.

Three unique forward strides in motorcycle engineering that were direct results of this kind of exhaustive testing:

**25 engineering refinements**

**added. 7.5 kilograms unnecessary weight subtracted.**

For example, new cylinders made with even lighter, uncommonly abrasion-proof and heat-dissipating Nikasil alloy. A new, lighter clutch system that actually requires

30 percent less hand exertion to operate. Each BMW engineer-

ing advance is consistent with the BMW philosophy of trimming down weight for the most agile ride—as opposed to the old “add-on philosophy” of the mass-produced bikes.

**40% better braking under rain-slick conditions.**

20 different materials were tested before developing BMW's new patented “SemiMetal” brake pads which have been tested to be 40 percent more effective than conventional brakes in wet weather.

**The first and only Automatic Load Leveller.**

One of the most significant advances in comfort and convenience for the serious tourer in years—BMW's new Nivomat operates on a unique patented compressed air principle. The Nivomat automatically and continuously fine tunes the rear suspension to additional loads and different terrains without inconvenient adjustment stops.

**The BMW Margin of Value.** BMW's famed ease of maintenance, its unsurpassed factory warranty, its proven endurance and resale value are the logical result of every detail of its painstaking design.

And—as a recent survey confirms—there is no more experienced, hence demanding, rider on the road than the one who chooses the individual qual-

ities of BMW to complement his equally individual lifestyle.

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



For a list of authorized BMW Dealers where you can see the 1981 BMWs, please write Dept. B-11, BMW of North America Inc., Motorcycle Division, Norwood, N.J. 07648.