



Look for your local BMW dealer in the Yellow Pages, or write for our fine brochure, U.S. Importer:
Butler & Smith, Inc., Dept. D-055, Norwood, NJ 07648/Compton, CA 90224. Canada: BMW Motorcycle Distributors, Ontario.



Freedom. You better believe that's what riding's all about. You pull into town from a long haul, drop your gear off, and next thing you know, you're back on your machine, just moseying around, looking the place over, breathing deep and feeling free.

Freedom. That's what owning a BMW is all about, too.

Freedom from worry. Not just because of our unique 12 month, unlimited mileage warranty. But also because of the engineering simplicity, exacting quality control and resulting legendary reliability that enables us to confidently offer that warranty in the first place.

Freedom from discomfort. Long-travel, sports-tuned suspension. Careful ergonomically-dictated placement of seat and controls. All designed to keep you comfortable for mile after mile. This care spent on comfort takes extra time and money. But it's necessary. We won't sacrifice comfort and quality for cost or marketing considerations.

Look. BMW has always insisted on the more reliable but more expensive shaft drive. BMW master craftsmen weld each and every frame by hand. BMW uses expensive lightweight alloys where others use heavy steel. BMW takes an extra step and shot peens every frame with a very costly quartz-steel mixture.

Why? Because all these steps guarantee every one of our machines, every model in our line, will be the ultimate.

You see, we who build the BMW won't settle for anything but the best. Those who buy a BMW won't either.

You own the road.

