



THE HIGH PRICE OF BEING INDIVIDUAL. BMW.

This is obviously not a machine for everyone.

It is, on the other hand, the only machine for one certain dynamic, yet sane, class of rider.

Less weight, more agility. The BMW R100 RS you see here is designed to our individual's nimblest needs.

It reflects BMW's philoso-

phy of handling with a dry weight nearly 100 pounds less than other motorcycles with a similar cubic capacity.

Instead of following the mad rush of the mass produced bikes to a cumbersome and overcomplicated sameness—its unique air-cooled twin opposed flat engine develops

a high degree of torque through an exceedingly wide range of r.p.m.

The unique BMW fairing.

The design, performance and unrivalled aerodynamic soundness of this BMW fairing is the result of hundreds of hours of

wind tunnel testing at simulated Autobahn

speeds in excess of 200 kilometers an hour.

Limited Production. Last year, less than five hundred new, individually constructed BMW R100 RS's were allotted to the American marketplace and took to the American road.

To the individual belong the spoils.

BMW.

FOR ONE LONG SHINING MOMENT, STOP COMPROMISING.

