



**BMW. THE EXTRA MARGIN.
MORE THAN YOU EXPECTED. AND EXACTLY
WHAT YOU WOULDN'T WANT
TO BE WITHOUT.**

BMW believes in building motorcycles that you pay for once. And not forever after.

This BMW philosophy applies to the all-important qualities of safety, ease of handling as well as maintenance, durability and riding pleasure.

It's part of an engineering philosophy that's built into every BMW regardless

of its displacement category or road usage. The new BMW R65 and R100, shown here, are two recent examples.

Two R65 Extra Margins for 1981: More power, new front brakes.

This year's BMW R65, above left, is actually ten percent more powerful than last year's. It has also added

double front disc brakes for smoother stopping power.

Yet it retains its singular advantages of low weight, easy maneuverability. Plus a 6.2 gallon tank for the longest range in its category.

The newest big BMW and its virtues. The new BMW R100, above right, offers an almost limitless opportunity to customize to your own particular riding tastes with a whole range of factory-designed, and tested options. Options that are also factory-warrantied—unlike those of the usual mass-produced bikes.



The Alps first. Then the drawing board. These are not theoretical bikes.

Unlike the multitude of well-made but mass-produced bikes that swarm



The new 1981 R65.

New transistorized electronic ignition.

New double disc front brakes.

New clutch design—smoother, easier.

Improved seat position: lower for rider, higher for passenger.

America's shores, BMWs very deliberate limited production concept starts with a rigorous 1000 kilometer-per-day testing schedule on some of the most demanding roads on earth.

Out of this road experience, BMW builds an extra margin of response and dependability into each of its

bikes that is far beyond the usual.

But, as our Alpine Team—as well as numerous BMW owners across America will readily agree—reading about a BMW and riding one are two totally different experiences.

We heartily recommend the latter course to you.

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

For a list of authorized BMW Dealers where you can see the 1981 BMWs and for a complete, illustrated guide to them, write Dept. A-4, BMW of North America Inc., Motorcycle Group, Norwood, NJ 07648.

