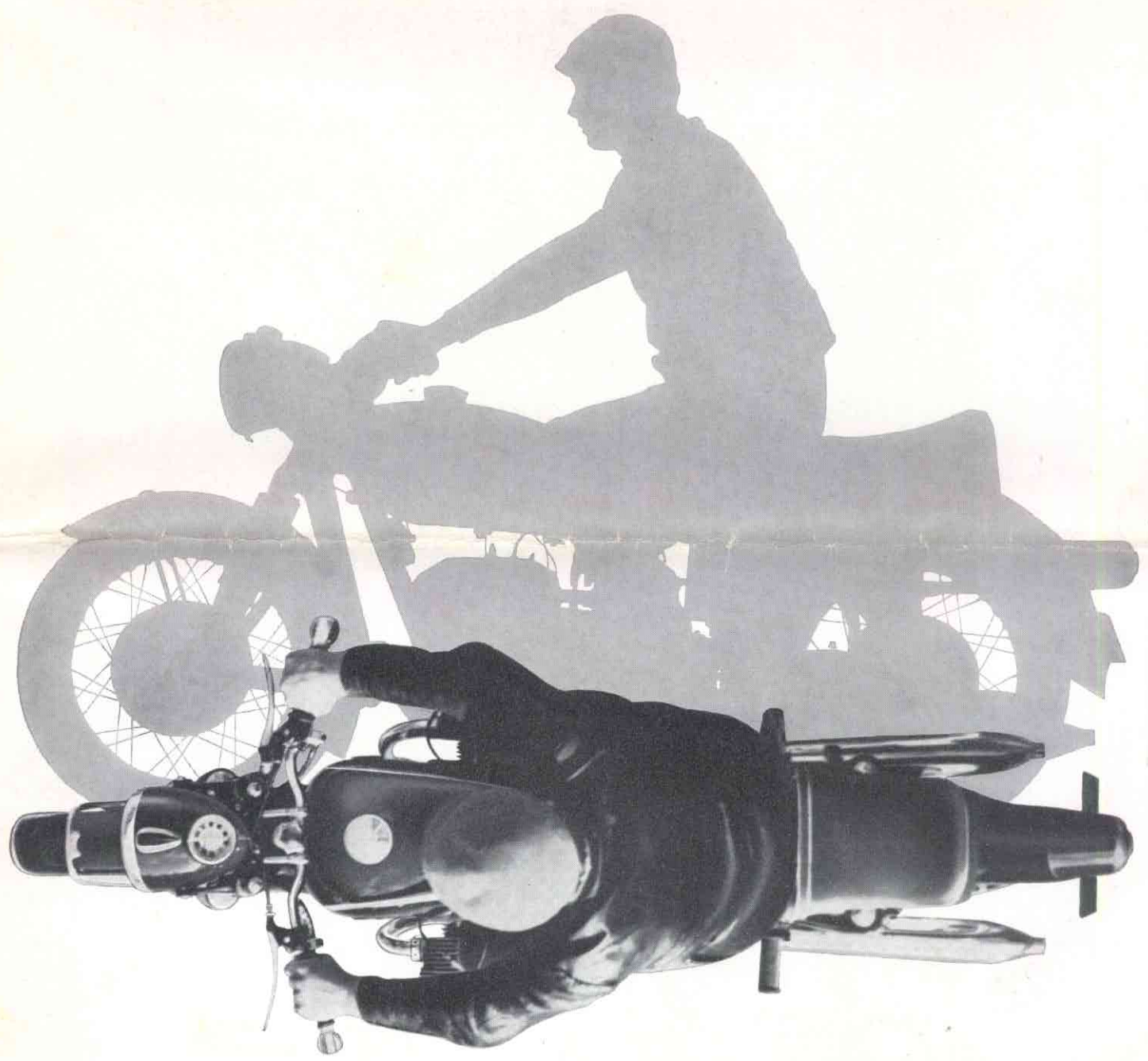


Graduate to a



BMW



It is now forty years since BMW laid the foundations of modern motorcycle construction by featuring the horizontally opposed twin-cylinder engine, unit-built with the transmission, as well as the shaft drive and the welded double-tube frame.

Since that time, the black machines with the white and blue insignia have



When the going gets rough

wherever motorcycles are subjected to tough endurance trials BMW's have shown their ruggedness and superiority.



Every year BMW riders earn hundreds of trophies and gold medals in competition events throughout the world.

become a symbol of progress and experience all over the world, of ingenious engineering and top-grade workmanship, of ruggedness and unmatched riding comfort. Innumerable trophies are promise and proof that BMW will stand any test in rough day-to-day service and in long-distance touring.

What the Experts Say...

"Cycle" Magazine, Los Angeles, Cal. ... "A Remarkable Bike"

"Motorcyclist", Pasadena, Cal. ... "King of Endurance"

"The Motor Cycle", England ... "A Real Eyeful"

"Popular Science", USA ... "Rolls Royce of Motorcycles"

"Cycle World", Long Beach, Cal. ...

"the smoothest, best finished, quietest and cleanest motorcycle" ...



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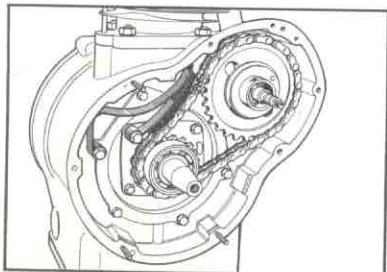
Powerful twin-cy
foot-change. Race-
and rear
hydraulic shock a
Light-alloy full-hub



BMW R 27 with "floating engine" suspension. Powerful single-cylinder four-stroke engine. Four-speed gearbox, foot-operated front and rear wheel swing arms with adjustable hydraulic shock absorbers. Light-alloy full-hub brakes. Extensive toolkit. Swing saddle or dual seat.

Horsepower: 18
 Displacement: 245 cc
 Bore and Stroke: 68 x 68 mm
 Revolutions p.min.: 7 400
 Compression Ratio: 8.2:1
 Tank Capacity: 4 gals.
 Tires and Wheels: 3.25 x 18
 Weight: 345 lbs.
 Handlebar Width: 29"
 Overall Length: 86"
 Saddle Height: 30"

A high-performance single-cylinder machine with "floating engine". This new BMW single has its 18 HP, OHV engine mounted in rubber blocks with the result that vibration is practically eliminated. All BMW motorcycles have adjustable rear shock absorbers, are built to take extra passenger and luggage loads and are shaft-driven. BMW wheels have 18" polished rims and large, safe, full-hub brakes. Bosch 6 V/60-90 Watt lighting system is used throughout.



The new timing chain tightener of the R 27

**BMW
R 27**

**250 ccm
18 HP**

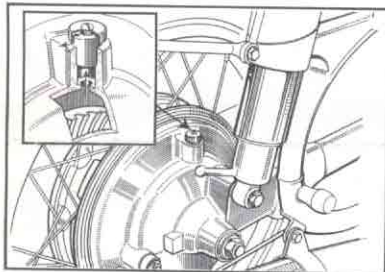
under engine. Four-speed gearbox, foot-operated full swing suspension. Front wheel swing arms with adjustable shock absorbers. Polished 18" wheel rims. Light-alloy full-hub brakes. Swing saddle or dual seat.

Horsepower: 26
 Displacement: 490 cc
 Bore and Stroke: 68 x 68 mm
 Revolutions p.min.: 5 800
 Compression Ratio: 6.8:1
 Tank Capacity: 4.4 gals.
 Tires and Wheels: 3.50 x 18
 Weight: 425 lbs.
 Handlebar Width: 29"
 Overall Length: 86"
 Saddle Height: 30 1/2"

The popular, medium priced touring and sports motorcycle with the horizontally opposed, two-cylinder, OHV engine. This same engine layout is used in all BMW Twins and all have magneto ignition, dual carburetors and dual exhaust system. The Bosch ignition system is waterproof and has automatic spark advance. All BMW motorcycles have the four-speed footshift transmission flanged directly to the engine. The drive is directly off the crankshaft via the singleplate automobile-type clutch. All BMW Twins can be equipped with dual seat, standard width, or extra-wide with handgrips.

**BMW
R 50**

**500 ccm
26 HP**



New ventilating system of rear drive used with all BMW twin-cylinder machines.



BMW motorcycles have been admired throughout the world ever since they were first built. Their reputation is well founded. BMW motorcycles are of lasting value. Developed over the course of many years, the range of models includes no short-lived designs. Today, just as 40 years ago, the progressive BMW machines feature the classic horizontally opposed twin-cylinder engine, built into an integral unit with the four-speed gearbox and the time-tested shaft drive. But the advance of technology cannot be halted. The



BMW R 69 S

**600 ccm
42 HP**

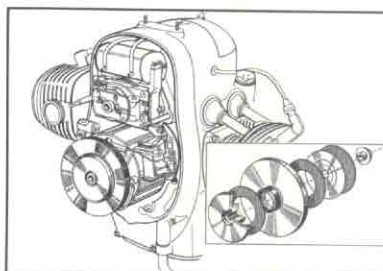
Those riders desiring the ultimate in performance will find it in this superb sports machine. The 9.5:1 compression ratio allows the use of high-octane gasolines to fullest advantage. The engine has the new high pressure lubrication, polished cylinder heads, extra strong clutch plate and vented transmission. The new R-69 S Sport is equipped with the easy to operate hydraulic steering damper. The R-69 S Sport is a true example of precision workmanship and it represents the best any machine can offer to the experienced motorcycle sportsman.

Horsepower: 42
Displacement: 590 cc
Bore and Stroke: 72 x 73 mm
Revolutions p.min.: 7 000
Compression Ratio: 9.5:1
Tank Capacity: 4.4 gals.
Tires and Wheels: 3.50 x 18
Weight: 445 lbs.
Handlebar Width: 29"
Overall Length: 86"
Saddle Height: 30 1/2"

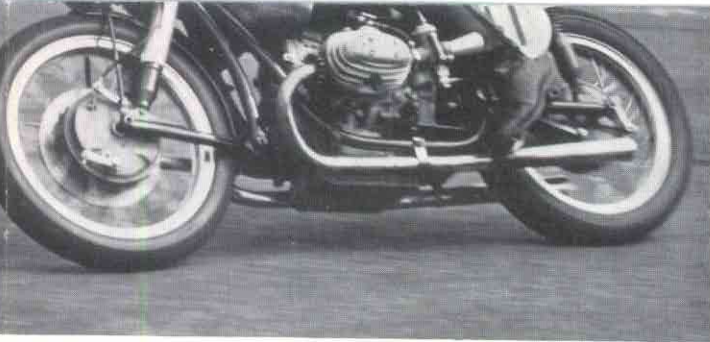
BMW R 69 S equipped with dual seat (as shown), or with solo saddle and sports pillion. Extra-wide dual seat with hand-grips also available for all Twins.



Steering damper of the BMW S-machines



The new vibration damper in S-machines



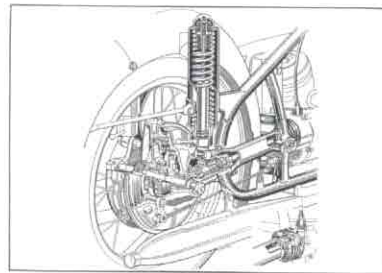
new BMW motorcycles have been further perfected by improvements in performance and riding comfort. BMW motorcycles are unsurpassed in elegance and top-grade workmanship. Hundreds of thousands of BMW motorcycles have proved their reliability in the remotest countries, on every continent, and under the most severe road and climatic conditions. BMW motorcycles are superior in sports. On the race track and in gruelling cross-country competition they have proved the top-flight quality of their design, technical maturity, and ideal roadability.

Horsepower: 30
Displacement: 590 cc
Bore and Stroke: 72 x 73 mm
Revolutions p.min.: 5 800
Compression Ratio: 7.5:1
Tank Capacity: 4.4 gals.
Tires and Wheels: 3.50 x 18
Weight: 430 lbs.
Handlebar Width: 29"
Overall Length: 86"
Saddle Height: 30 1/2"

A rugged two-cylinder motorcycle for high cruising speeds with abundant power to provide for heavy passenger and luggage load. Now with 30 HP, OHV engine and improved high-pressure lubrication. The robust rear-end ring and pinion gears and the enclosed shaft drive of BMW motorcycles are running in oil-bath and never need adjustment. The reliable magneto ignition of BMW Twins eliminates all worries about battery failure. All BMW motorcycles are equipped with the costly Earles-type front fork.

BMW
R 60

600 ccm
30 HP



Rear wheel drive and suspension of all BMW twin cylinder machines

Available at additional charge: large Sports-Tank (for Twins).
Electric Turn-Signals, White color & large Sports-Tank on R-69 S.





BMW endeavors to build the best motorcycle at the lowest price. Every BMW motorcycle is guaranteed against defective material or faulty workmanship for 6,000 miles or 6 months from date of sale, whichever occurs earlier. BMW motorcycles are sold throughout the U.S.A. by authorized dealers. They are supported by the fastest parts service in the motorcycle industry.

