



BUTLER & SMITH, Inc.

160 WEST 83rd STREET

NEW YORK, N. Y. 10024

NEWS

January

1966



JANUARY 1966

DEALER BULLETIN

To our BMW Dealers:

The year just passed has been the most successful in the history of BMW motorcycles in the USA. Sales in all parts of the country have established new records. BMW owners have spread the word about BMW quality and service. Other factors contributing to the upswing were: the general increase of motorcycling in the USA, better availability of BMW machines, increased BMW advertising, intensified sales activity by our BMW dealers and establishment of many new dealerships throughout the USA.

Again, it is our pleasant duty to thank our faithful and loyal dealers for their splendid support.

* * * * *

NEW PRICE LIST FOR BMW MOTORCYCLES. Enclosed is our new dealer price list for 1966. Higher manufacturing and transportation costs have forced us to increase prices for BMW Twins. But we succeeded in holding this price rise within very moderate limits, keeping in mind that BMW sales should continue their big, steady upswing.

* * * * *

AVAILABILITY OF BMW MOTORCYCLES. Due to increased orders and higher production by the BMW factory there should be no shortages of machines, from now on.

All BMW models are available for immediate delivery in black color. While all models are presently also available in white color (including R-27 and R-50), the supply of white machines is limited.

We have in stock for immediate delivery a limited number of GREY R-50 machines (with white striping) equipped with standard dualseat and sidestand. There is no additional charge for the grey color. However, we will not stock grey parts. Each machine will have a quart of grey paint packed in the crate, free of charge.

* * * * *

BMW DEALER SCHOOL. A few days ago, we mailed to all our dealers the announcement regarding the Dealer School which will be conducted in New York City from Monday, February 14 through Wednesday, February 16, 1966. Please return the postcard and hotel reservation, where applicable, since we must know the number of participants by January 15th.

The Dealer School fills a long expressed desire and we sincerely hope that many of you can make it possible to attend.

* * * * *

DAYTONA BEACH EXHIBIT. We will have our usual exhibit at the Daytona Beach Armory from March 16 through 20, 1966. We hope that many of you will visit us there, and partake in the annual Dealers' Brunch. Information about place and time for the brunch will be available at our exhibit.

N.Y. INTERNATIONAL AUTO SHOW. We will again exhibit in this show from April 9, 1966 through April 17, 1966. This show is of great benefit especially to our dealers in the Northeast. 400,000 people visited the show last year. Contact our office for free dealer tickets.

* * * * *

BUTLER & SMITH, INC.



EXCLUSIVE U.S. IMPORTERS OF B M W MOTORCYCLES

160 WEST 83RD STREET, NEW YORK, N. Y. 10024 • TEL. (212) 787-6175

DEALER'S PRICE LIST CONFIDENTIAL

	Dealer's Net Price	Suggested Retail Price
BMW—250cc—Model R27, Single	579.00	772.00
BMW—500cc—Model R50, Twin, Magneto Ignition	853.50	1138.00
BMW—600cc—Model R60, Twin, Magneto Ignition	966.00	1288.00
BMW—600cc—Model R69S, Sport Twin, Magneto Ignition	1173.00	1564.00
Additional charge for sidestand, Twins	7.00	9.35
Additional charge for sidestand, R27	10.00	13.35
OPTIONAL EQUIPMENT:		
Large Sportstank on black Twins	29.00	38.75
White Color on R27	9.00	12.00
White Color and Large Sportstank on Twins	56.00	74.75
Standard Dualseat and Passenger Footrests on R27, R50, R60	20.00	26.75
Standard Dualseat and Passenger Footrests on R69S	12.50	16.75
Extra-wide Dualseat and Passenger Footrests on R50, R60	27.00	36.00
Extra-wide Dualseat and Passenger Footrests on R69S	19.50	26.00
Electric Turn-Signals	15.75	21.00
Sidecar Gearing and Sidecar Equipment on all Twins	26.25	35.00

All prices are F.O.B. New York.

A cash discount of 1% is allowed for payment with order, otherwise shipment will be made net, against sight-draft.

Shipping charges are collect.

BMW motorcycles are delivered assembled, in factory crates, including optional equipment.

A 6-month or 6000-mile Warranty is given to the first owner of the BMW motorcycle on material and workmanship in accordance with standard Warranty Conditions.

All BMW models have Enclosed Shaft-Drive, Earles-type Front fork, Rear Swing-Arm Suspension, High Handlebars, large Taillight-Stoplight.

Complete Parts Stock Available.

Fast Parts Service.

Effective January 1, 1966

NEW LEATHER ACCESSORIES. We have added the following leather accessories to the items available for BMW riders:

Leather top for gas tank (fits BMW std. tank)	Order No.	M-CRSN	Price	M	\$9.50
same with red decoration	"	"	"	M	10.00
Leather top for gas tank (fits BMW sport tank)	"	"	"	M	16.90
same with red decoration	"	"	"	M	18.00
Leather case for top of gas tank	"	"	"	M	19.50
same with red decoration	"	"	"	M	21.00
Leather handmuffs without fur lining	"	"	"	M	13.60
Leather handmuffs with sheep fur lining	"	"	"	M	18.00

BMW TIE CLIPS. The BMW tie clip that you saw in your Christmas gift set is now available from our accessory department:

Tie clip with BMW insignia	Order No.	M-BTC	Price	M	\$1.00
----------------------------	-----------	-------	-------	---	--------

* * * * *

BMW CRASHBARS FOR TWINS. You will have noticed that the late model twins have a small, triangular plate which is bolted to the timing gear housing, just below the generator cover. This structural change prohibits the installation of the BMW safety bar (part number L-9024025), as shown in the accessory catalog on top of page 10.

We have not as yet received new crashbars of the type which will fit the machines with the changed housing. As soon as we have these, the back orders for new BMW crashbars will be filled and an announcement of the availability of the new bars will be made. In the meantime, we recommend that dealers sell, wherever possible, the loop-type bars, as shown on the bottom of page 10 in the accessory catalog. Loop-type bars are available for immediate delivery.

* * * * *

STORAGE OF SHOCK ABSORBERS. To those dealers who store shock absorber units we recommend that these units be stored vertically (in the same direction as installed in the machine). If shock absorbers are stored lying down, the hydraulic fluid will leak out.

* * * * *

THEFTS OF BMW MOTORCYCLES. A number of BMW machines have shown up in the Northeast area with "changed" numbers. These changes are carefully made and we have seen registration certificates from the States of New Hampshire and Vermont which were issued for machines where the numbers had obviously and fraudulently been changed. If the ownership of a machine offered for sale is in doubt, dealers have the opportunity to check the number with us, giving us model and year wherever this information is available. The following list of engine numbers is from BMW machines that have been reported stolen:

634 873 (R 50)	620 363 (R 60)	653 629 (R 69)
630 529 (R 50)	625 485 (R 60)	660 065 (R 69S)
634 852 (R 50)		656 950 (R 69S)

* * * * *

APPROVAL OF BMW LIGHTS. It may interest our dealers that the State of Pennsylvania has approved the Bosch headlight and taillight, as installed on current BMW models.

* * * * *

BMW PERSONALITIES.

Our front page picture shows America's most successful BMW competition rider, JOHN PENTON of Amherst, Ohio. For the second consecutive year, John won the toughest enduro held in this hemisphere. Two days and over 300 miles of the roughest terrain face the competitors in the Canadian Championship Corduroy Enduro. Actually, this was the fifth Corduroy victory in six starts for indefatigable John, our popular and prosperous BMW dealer at Amherst, Ohio.

DANNY LISKA, adventurer, Nebraska rancher, and inveterate motorcyclist will be featured in a series of magazine ads in 1966. A couple of years ago, Danny conquered the American continent from Alaska to Tierra del Fuego on his BMW R 60, an exploit which has yet to be matched by anyone.

His latest achievement was a 40,000-mile honeymoon trip from the North Cape (Norway) through Europe and Africa to the southernmost tip of South Africa, again on his trusty BMW R 60. We are certain that the fascinating photos and interesting excerpts from his travel diary will find a wide readership.

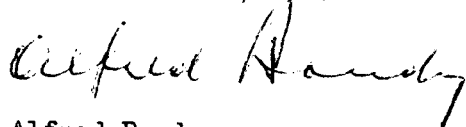
* * * * *

ON TO 1966!

As we enter the new season, we feel confident that 1966 will bring you increased BMW business. We will support you with expanded advertising and continuation of our fast parts service for which we receive so many compliments during the year. While our machine inventory will make it possible to service your needs better and better, we still say: "Place your firm orders early."

Sincerely,

BUTLER & SMITH, INC.


Alfred Bondy
President