



## THE HIGH PRICE OF BALANCED POWER. BMW.

Balance. It is, after all, what everyone ultimately seeks to attain—one way or another—both in life and on the road.

It is the singleminded philosophy behind the most elegantly engineered and expensive bike on the road:

To achieve the lightest weight and the most usable power for the sanest, most

comfortable possible ride.

If you are willing to sacrifice one of these qualities for any of the others, BMW is probably not yet for you.

**The BMW Balance of Weight to Power.** A balance of handling ease that commences with the lightweight, costly virgin aluminum alloy of its engine block and proves

itself—through the optimum placement of its center of gravity—in maximal turn patterns.

**Exceptional touring range.** Plus a balance of road advantages that includes an unusually large fuel tank, high m.p.g.—and a resulting touring range up to twenty percent greater than that of comparably

powered motorcycles.

In the summing up words of a recent exhaustive independent test drive article, the BMW R65 pictured here offers "... a unique combination of features—and ultra-sporting handling—that has carved the BMW 650 its own niche. No other bike combines these qualities for any price."

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



See the full line of BMW's at your local BMW Dealer—listed in Yellow Pages. Ask about our special European Delivery Plan. For the complete BMW brochure, write: Butler & Smith, Inc., Dept. W-0, Norwood, N.J. 07648. Canada: BMW Motorcycle Distributors, P.O. Box 3450, Don Mills, Ontario.