

POSSIBLY THE ONLY MOTORCYCLE COMPANY WITH A PAST WORTH BUILDING ON.

Each year, for more years than many motorcyclists care to remember, another wave of revolutionary motorcycles rolls into America.

Machines whose advanced

engines, it is purported, will propel a rider not merely down the road but into a whole new era of motorcycling.

An era which, with increasing predictability, lasts all of one model

year. When yet another wave of "new era" machines rolls ashore.

There is one motorcycle company, however, whose technology is not so transient. A company not so anxious to scrap its last year's work. Or even its last decade's.

The Bavarian Motor Works of Munich, Germany.

AN ENGINEERING
HERITAGE THAT DIDN'T
BEGIN THIS YEAR.

Before a motorcycle company can have a heritage, it must first find something worth building on.

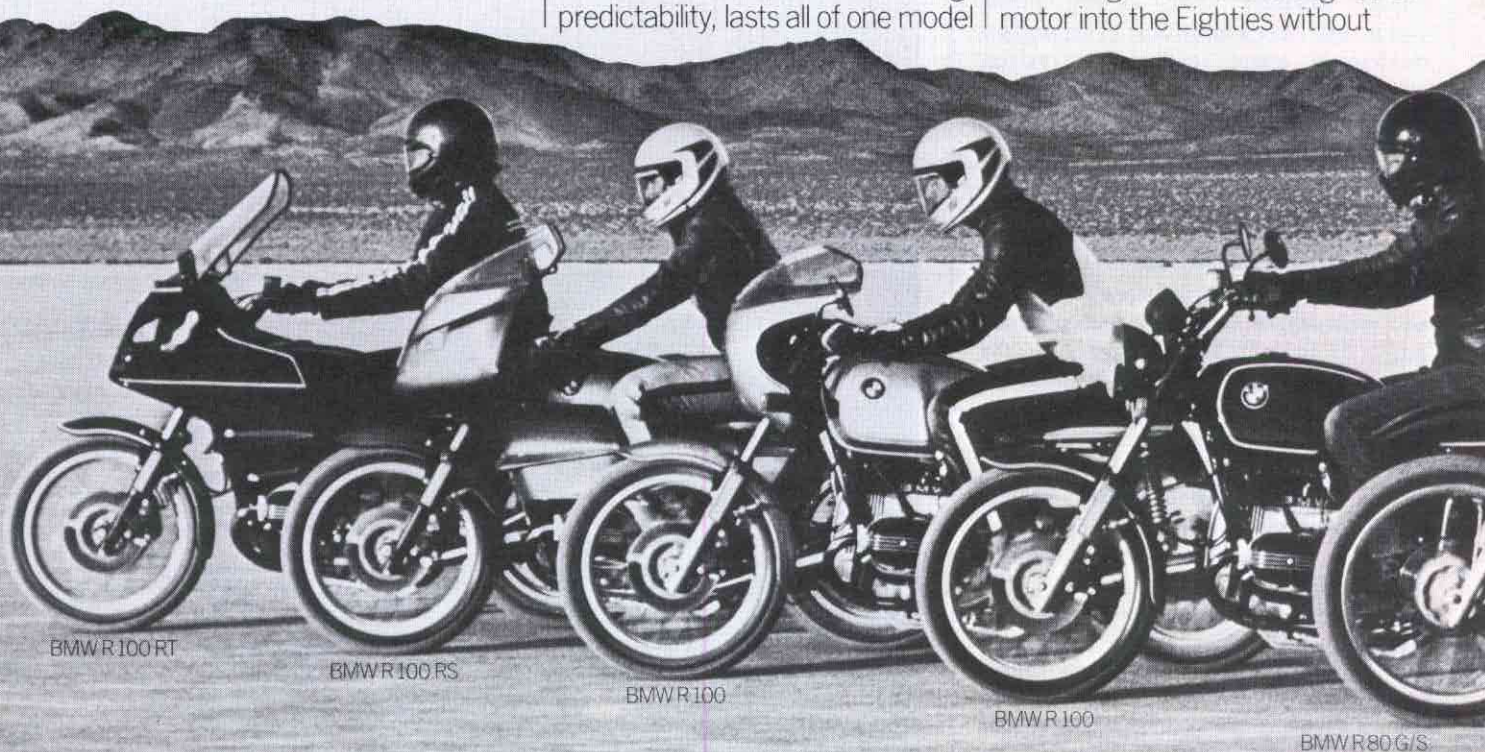
While there are any number of manufacturers still searching for this elusive building block, BMW introduced in 1923 what many aficionados consider to be the perfect mechanical foundation for a motorcycle.

The horizontally opposed twin-cylinder engine.

A springboard which placed the BMW engineers on a path of continuous refinement—as opposed to continuous revampment—ever since.

SIMPLICITY IN AN AGE
OF COMPLICATIONS.

"In typical BMW fashion," observed Cycle Guide recently, "the BMW engineers have brought their motor into the Eighties without



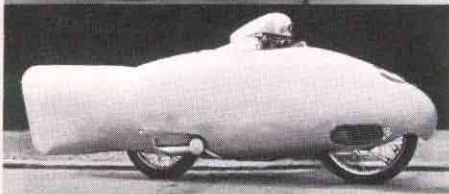
BMW R100 RT

BMW R100 RS

BMW R100

BMW R100

BMW R80 G/S



TOP: BMW is the rage of the 1930 Paris Motor Show.
CENTER: In 1937 BMW again builds the fastest motorcycle in the world, clocking 279.5 kph.
BOTTOM: BMW's set 9 world records in 1932.

resorting to needless complexity."

Indeed, the design of the BMW twin has grown not increasingly complex with the years but ingeniously simple—the hallmark of a brilliantly engineered machine.

It is the simple genius of the opposed twin which makes a BMW significantly less expensive to maintain and repair than most motorcycles. And for that matter, far less likely to

need repair in the first place.

With the cost of a motorcycle mechanic now hovering at about \$24 an hour; with the price of a mere tune-up of certain multi-cylinder motors upward of \$100, the BMW twin is becoming more appreciated by the day.

Its rewards, however, are not purely financial.

THE JOYS OF BEING ONE OF THE FEW MOVING PARTS ON A BMW.

Cycle Guide flatly states that "no engine configuration known to man is better at aiding the low 'cg' required in a flick-left-flick-right bike than the opposed twin."

Small wonder then that BMW's are renowned as extraordinary handling machines.

For, in contrast to motorcycles encumbered by the top-heaviness of their own engines, the BMW's cornering prowess is actually enhanced by its motor design.

Providing its rider with a control so exhilarating as to inspire the motorcycle editor of AutoWeek to write of one BMW:

"Long after a clumsy Japanese hyperbike would have wrestled you into exhaustion, the R 100 RS urges you to uncharted apexes; the only limit to your enthusiasm is the amount of gas in

the bike's 5.8-gallon fuel tank."
1982 MOTORCYCLES THAT WON'T BE DATED BY 1983.

There is an inescapable irony in how quickly so-called "motorcycles of the future" become things of the past.

While BMW's, machines whose basic engine design has remained unchanged for over a half-century, continue to endure.

It is this timelessness of design, of course, that marks the difference between a motorcycle that is perceived as a classic. And one which simply is not.

A perception which, on any given day, can be measured with the dollars-and-cents yardstick of the NADA's Used-Motorcycle Handbook. Where, over the past 3 years, BMW's have retained the astonishing average of 77.7% of their original purchase price.

Which provides additional proof that the best way to determine a motorcycle's future is to simply look at its past.

THE LEGENDARY MOTORCYCLES OF GERMANY.



BMW R65

BMW R65LS