

**“Why, when most companies are selling you multi-cylinder complexities, does BMW still rely on a flat-twin, push-rod engine? The answer is simple.”**

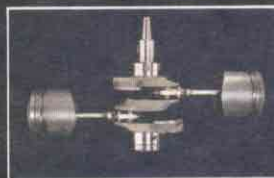
Simple, to be sure. The engineers who have been polishing and perfecting the BMW concept are committed to making the motorcycle as simple as possible. Their philosophy is: the less there is to have trouble with, the less you're likely to have trouble.

The BMW design has worked well for over 50 years. That's why we continue to use it. Not because we can't change. But because we can't see any intelligent engineering reason to change.

In fact, we use our opposed-twin design for three reasons. First, it runs cool, out in the breeze. Second,

because both pistons move simultaneously, in-out-in-out, the flat twin is inherently smooth.

And third, it is an incredibly powerful design. The big pistons, pushing from opposite sides of the crank, give the BMW engine great torque: the crank is being pushed by great, big, heavyweight thrusts instead of lots of little ones. So you get immediate response, even at low revs. BMW feels this kind of





power makes the safest, most practical road bike. And no multi-cylinder arrangement can do it better.

Why not overhead camshafts? When you can comfortably get 55 ft. lbs. of torque and gobs of horsepower with push-rods, what on earth do you need overhead cams for? Besides, overhead cams would just make the machine heavier.



Talk about simplicity. The BMW has a large, dry, single-plate clutch. It won't slip. It won't stick like a multi-plate wet clutch can. And, face facts, one massive automotive-type plate is bound to be more reliable and more robust than a mess of tiny ones. Again, simplicity works.

Next time you see a BMW, go talk with the guy

who owns it. Ask him how simple it is to maintain. How easy it is to own. How much fun it is to know he can just get on and go, anytime, anywhere.

And then ask yourself what all that engineering complexity really does for you.

The BMW. It's designed to take you thousands of comfortable, trouble-free miles. With a speed and smoothness you won't believe until you try it.

See the entire line at your local BMW dealer.

You'll find him in the Yellow Pages.

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