

“If you think the BMW is only built for touring, you ought to try a little tearing.”

When most Americans climb on a BMW, they're surprised. Read the magazine road tests. They're full of editors saying "I never realized..."

What they never realized, of course, is that the BMW is both an exceptionally comfortable and reliable touring machine, *and* a very slick, agile machine you can really rip on.

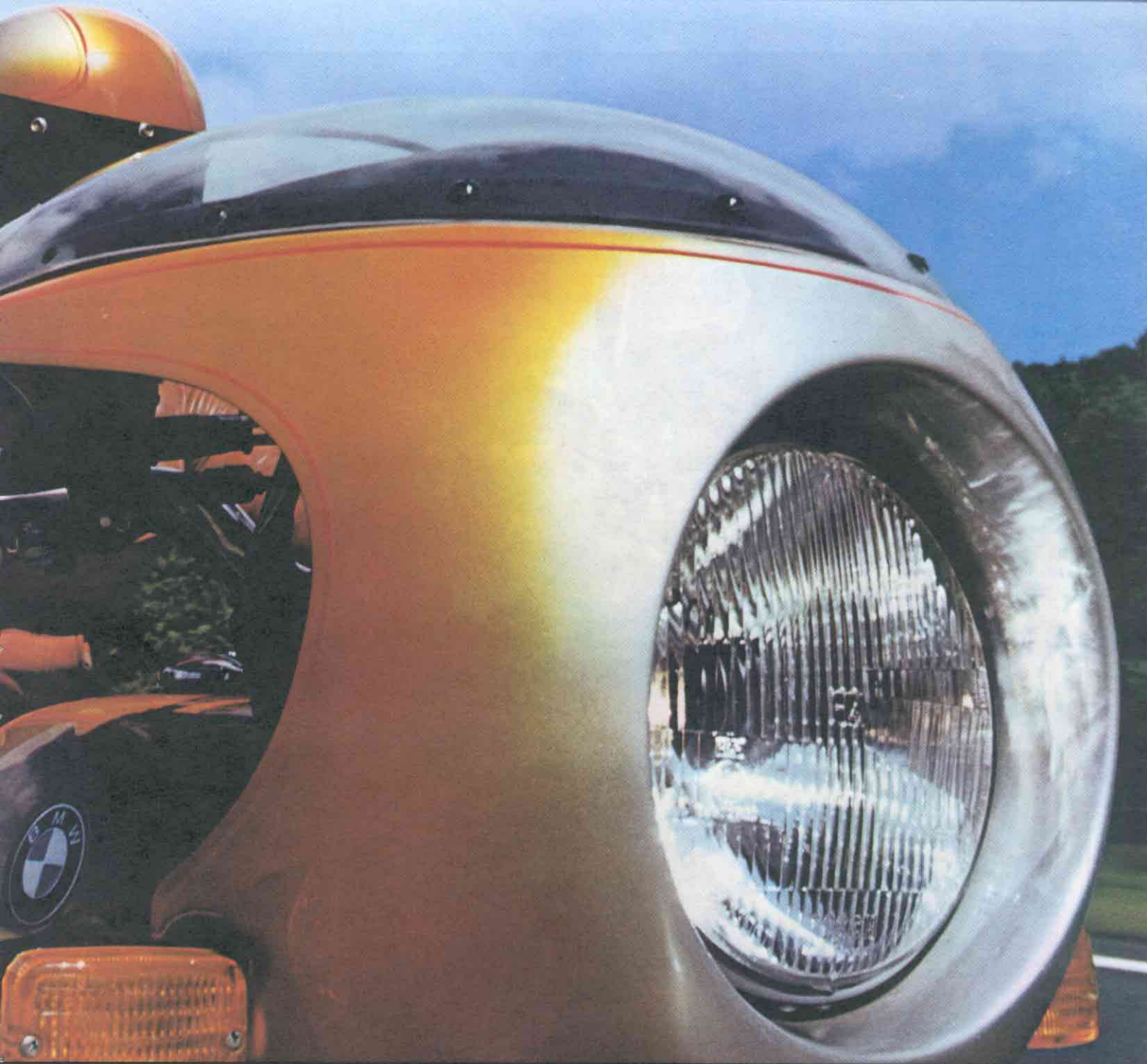
How on earth can the BMW be both? Examine what makes a bike work. Weight. Balance. Suspension. Power. And get ready to say "I never realized..."

Weight. Of our 4 models, 3 are the lightest in

their class! And the fourth only misses by a few pounds. Our R90/6 is fully 30 percent lighter than its newest big competitor. 30! Check our levers. Brake pedal. Wheels. All made of lighter alloys to make the bike more nimble.

Balance. Notice that the major mechanical parts, the heavy items, are kept low on a BMW. So it feels a lot lighter than it already is. Notice also that the BMW front fork leg is located *behind* the front axle. This helps avoid "pendulum effect." And gives the





BMW decisive, effortless tracking, and a balanced feel.

Suspension. Most riders think that because the BMW has soft, long travel suspension, it can't corner hard. "You even put harder shocks on your own racing machines," they say. True, we do. But racing is racing, and road is road. And for 99 percent of the riders, 99 percent of the time, the BMW suspension is smooth, compliant, responsive, and right. To BMW engineers, riding harsh all year is too big a price to pay for the one day you play racer.

Power. BMW has plenty. Where it counts. For practical, highway use. Few machines can stay with



any BMW in a high gear roll-on. It's the kind of power you need for a quick pass. Or to get out of trouble.

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. U.S. Importer: Butler & Smith Inc., Norwood NJ 07648/Compton CA 90224. Canada: BMW Motorcycle Distributors, Ontario. Write for free brochure.



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Over 50 years of building the world's finest motorcycles.