



“Suddenly an awful lot of bikes look awfully old-fashioned.”

This, riders, is the new BMW R100RS. And if you think it looks great in this picture, picture yourself pulling up to a light on it next to a group of ordinary bikes.

Of course, BMW doesn't just design a motorcycle to look great. We design a motorcycle to work great, too.

Our unique, frame-mounted Integral Cockpit Fairing, for example, was designed in the wind-tunnel to be a functioning part of the total motorcycle. Not an afterthought. What results is a kind of streamlining that does more.

You'll notice the spoilers in the mid-section. And a smooth, flowing surface that starts below the covered headlight and continues up over

the parking light and windscreen. These surfaces combine to create downforce. And that downforce gives the rider better roadholding and stability. Not just at high speeds, but at all speeds.

At the same time, the Integral Cockpit Fairing makes the RS very "slippery," aerodynamically-speaking. So it doesn't have to work as hard to give you top performance.

And performance is something the RS has plenty of. The major reason, of course, is our new 1000cc engine. But to make that engine even stronger, we've given it





larger valves. Brand new, super-efficient 40mm Bing carburetors. A new crankcase housing. New cylinder head design. The result? Mind-boggling low and mid-range torque. And an indecent top end.

The R100RS is as unique inside its Integral Cockpit Fairing as it is outside. The top of the steering head is carefully padded for safety. All instruments are matte black so reflections won't break your concentration.

On the RS, it's your choice. Our new 3/4 racing-type seat. Or the "S" dual seat.

The RS comes with color-coordinated rims individually pin-stripped to match the distinctive blue trim on the bike itself.

Standard on every 1977 BMW motorcycle is

a new 12-month, unlimited mileage guarantee. And also standard is that special attention to quality and detail that has always put the BMW motorcycle one large cut above the competition.

Go to your local dealer and see the new R100RS. Look over our R100S, R100/7, R75/7, and R60/7 bikes, too. With their new colors and many new features, there's nothing like them. And there won't suddenly be anything like them in the future either. Because BMW stands alone. U.S. Importer: Butler & Smith, Inc., Norwood NJ 07648/ Compton CA 90224. Canada: BMW Motorcycle Distributors, Ontario. Write for our colorful free brochure.



Bavarian Motor Works

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