

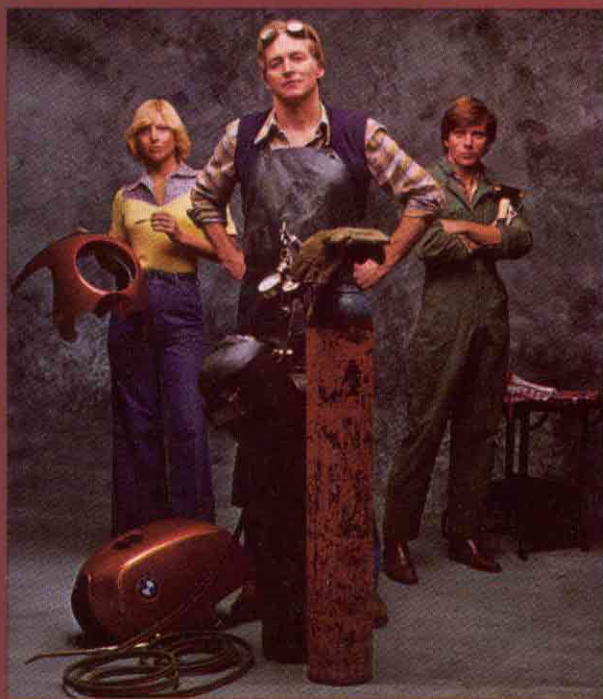


Our country is Germany, of course. Where we've built quiet, responsive, civilized, shaft-driven motorcycles for over 50 years. (In a country where engineering excellence is considered an end in itself, it's noteworthy that BMW is still looked upon as the best you can buy.)

And for all those years, our engineers have held true to the concept we call "balanced performance." Define it, you say? Well, you can't really know what it means until you've gotten used to another make of big bike and then spend a few days on a BMW. But probably the best way to describe it is to say it's a unique combination of lightness, low weight concentrations, soft suspension, and low-end torque: all combined to allow a BMW rider to blast through

BMW'S "BALANCED PERFORMANCE" PART ONE:

**A handful of master craftsmen
take the time to build
each machine right in our country.
So it will work
just right in your country.**



Look for your local BMW dealer in the Yellow Pages, or write for our fine brochure. U.S. Importer: Harley & Smith, Inc., Norwood, NJ 07648/Compton, CA 90224. Canada: BMW Motorcycle Distributors, Ontario.

mountain passes with the best of them, and yet turn around the next day, load it up, and take off from Portland to Portland, or wherever he feels like going. With no trouble. And no fuss.

Balanced performance isn't just how fast in the quarter—it's a much more civilized concept than that. There are faster bikes out there, there are even bikes with similar sounding engineering features. But there's no motorcycle you can buy today that combines speed, quickness, engineering simplicity, comfort, and rock-like reliability the way BMW does. And that is what our balanced performance is all about.

Of course, BMW didn't get its reputation of being the best made without being made that way, either. Ask our 22 master frame welders why BMWs are so solid and sturdy

—or look at their artistry in a BMW dealership yourself. Time was when all manufacturers had artists to hand stripe their fenders—BMW still does. Because it's the best way.

Never forget that the BMW has held more speed records than any other make of motorcycle. Never forget that it is designed to cruise, at really high speeds down the Autobahns and through the Alpine passes of Germany.

Visit your BMW dealer today. Look at the R60/7, the R80/7, the R100/7, the R100S and the R100RS. You'll see the finest motorcycle money can make. What you won't be able to see is what it's like to own one; to know how true our "balanced performance" concept really is; to know that you can go anywhere without worry, anytime; to know that you own the road.

Bavarian Motor Works

The special 1978 R100/7 as shown comes with exclusive mag wheels with rear drum brake, luggage rack with integral saddlebag mounts, safety bars, dual horns, black valve covers, available in limited quantities in black or red metallic.

