



1923
The horizontally-opposed twin is the rage of the 1923 Paris Motor Show.

1939
Schorsch Meier rides a 54 HP flat twin to victory in Britain's Tourist Trophy Cup race.

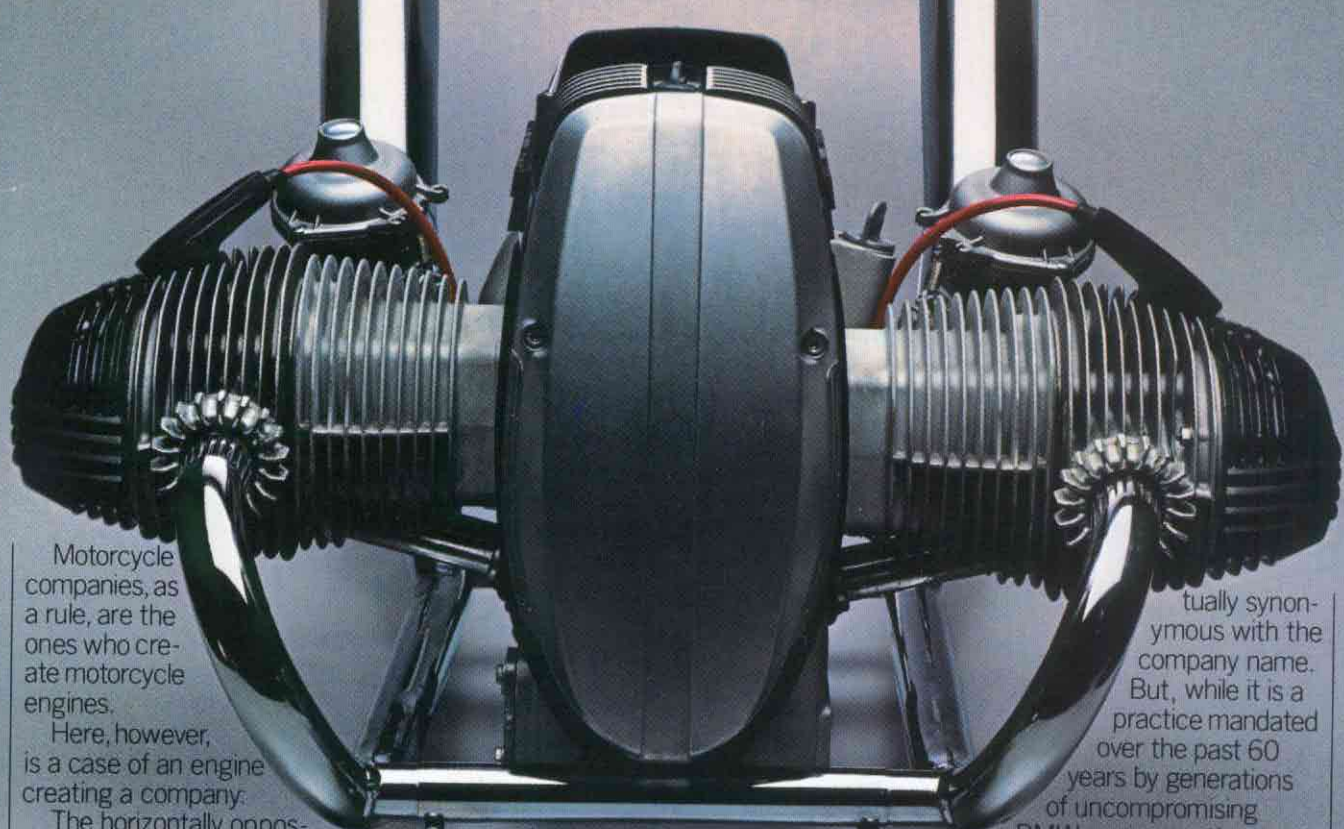
1954
Wilhelm Noll and Fritz Cron set 116 sidetar records between 1954-59.

1966
An airborne Fritz Scheidegger leads a BMW sweep of all five international classics.

1976
BMW scores a spectacular double victory in Daytona's Superbike Races.

1983
Stuart Beatson pilots a BMW to victory in the Battle of the Twins series.

THE ENGINE THAT POWERED AN ENTIRE MOTORCYCLE COMPANY FROM 0 TO 60 YEARS.



Motorcycle companies, as a rule, are the ones who create motorcycle engines.

Here, however, is a case of an engine creating a company.

The horizontally opposed twin, the motorcycle engine that propelled the Bavarian Motor Works into 6 decades of motorcycle manufacture. And, since then, literally dictated how the entire company would run.

Unveiled at the 1923 Paris Motor Show, the opposed twin had a limited number of moving parts

which provided it with an innate ability to keep on moving. Mile after mile. Year after year. And since then some 195 speed and endurance records attest to its unflagging reliability.

That sort of longevity places an additional demand on a motorcycle company: The rest of the machine

must be made equally durable. Inspiring, indeed, requiring BMW to shun all the high-speed assembly-line techniques in favor of extremely limited production.

Today BMW carefully builds just one motorcycle to, say, every 86 whisked out by Honda. "Limited production" is now a phrase vir-

tually synonymous with the company name. But, while it is a practice mandated over the past 60 years by generations of uncompromising BMW engineers, the true policymaker of BMW still is not a person at all.

It is an engine.
THE LEGENDARY MOTORCYCLES OF GERMANY.

