

BMW OF NORTH AMERICA, INC.

MONTVALE, NJ 07645

TELEPOST®

HIGH PRIORITY COMMUNICATION

MARCH, 1988

LACKO JOHN
1502 LAMBERTS MILL R
SCOTCH PLAINS NJ 07076

DEAR LACKO JOHN:

BMW IS PLEASED TO INVITE YOU TO TEST RIDE OUR CURRENT OFFERING OF THE MOST ADVANCED MOTORCYCLES IN THE WORLD.

THIS INVITATION -- EXTENDED TO A LIMITED NUMBER OF MOTORCYCLE ENTHUSIASTS -- INCLUDES THE OFFER OF A BMW MOTORCYCLE WATCH FOR THOSE WHO RESPOND BY JULY 1, 1988.

THIS YEAR'S LINEUP FEATURES THREE MOTORCYCLES THAT POSSESS THE FAMED BOXER ENGINE, PROBABLY THE MOST RELIABLE MOTORCYCLE ENGINE EVER BUILT. INDEED, THESE BIKES ARE SO DURABLE THEY'VE INSPIRED THE ONLY 300,000 MILE CLUB IN THE WORLD. FEATURED IN THE SERIES ARE THE:

- * R100RS -- THE BENCHMARK FOR SPORTS TOURING IN EUROPE, MERGING AN AGILITY TO SCALE THE ALPS WITH AN ABILITY TO SOAR DOWN THE AUTOBAHN.
- * R100RT -- A TRIM TOURING MOTORCYCLE OF UNPRECEDENTED STABILITY AND SUPERB HANDLING.
- * R100GS -- AN ALL-NEW, EXTREMELY RUGGED MOTORCYCLE OFFERING THE RUGGED INDIVIDUALIST PHENOMENAL ROAD HANDLING.

IN ADDITION, YOUR AUTHORIZED BMW MOTORCYCLE DEALER CAN SHOW YOU THE NEW K-SERIES BIKES, WHICH OFFER STANDARD-SETTING PERFORMANCE AND COMFORT:

- * K100LT -- THE FLAGSHIP OF THE SERIES, A SUPERB LONG-TOURING BIKE THAT, AT 200 LBS. LESS THAN ITS AVERAGE RIVAL, IS EQUALLY AT HOME ON NARROW BACK ROADS AND ON THE INTERSTATE.
- * K100RS AND K100RT -- AGILE SPORTS TOURING MOTORCYCLES SO BEAUTIFULLY STYLED THE RS HAS WON INTERNATIONAL DESIGN AWARDS.
- * K75S AND K75C -- ARGUABLY THE BEST ALL-AROUND SPORTS MOTORCYCLES IN THE WORLD.

REGARDLESS OF MODEL, YOU'LL FIND BMW'S SIGNATURE CHARACTERISTICS, BALANCED PERFORMANCE, PURPOSEFUL STYLING. PRECISION ENGINEERING BASED ON 65 YEARS OF EXPERIENCE AND 200 WORLD RECORDS. AND QUALITY CRAFTSMANSHIP FOR WHICH BMW MOTORCYCLES HAVE LONG BEEN NOTED.

EACH MOTORCYCLE IS DOUBLE TESTED AT THE FACTORY, THEN TEST RIDDEN BEFORE RELEASE TO OUR DEALERS -- A PROCESS THAT LIMITS PRODUCTION BUT WHICH, HAPPILY, ENABLES US TO OFFER A 3-YEAR WARRANTY.*

COME, TEST RIDE THE CURRENT LINEUP OF THE LEGENDARY MOTORCYCLES OF GERMANY -- AND DISCOVER WHY MANY MOTORCYCLISTS WHO'VE RIDDEN A BMW WILL RIDE NO OTHER.

GARY E. COOPER
VICE PRESIDENT, MOTORCYCLE OPERATIONS

NOTE: RETURN THE ATTACHED FORM -- VALIDATED BY AN AUTHORIZED PARTICIPATING BMW DEALER --
BY JULY 1, 1988 AND WE'LL SEND YOU A COMPLIMENTARY BMW MOTORCYCLE WATCH.

TO RECEIVE GIFT, HAVE DEALER VALIDATE THIS FORM, THEN RETURN IT NO LATER THAN
JULY 1, 1988. ALLOW 4-6 WEEKS FOR DELIVERY.
(WRISTWATCH CANNOT BE DELIVERED TO A P.O. BOX. PLEASE PROVIDE COMPLETE STREET ADDRESS
IF NECESSARY.)

I'VE TEST RIDDEN A BMW MOTORCYCLE. PLEASE SEND ME MY FREE BMW MOTORCYCLE WATCH.**

SALESPERSON'S SIGNATURE _____ DEALER CODE _____ DATE _____

PLEASE SEND FULL-COLOR BROCHURE ON THE 1988 BMW MOTORCYCLES.

LACKO JOHN
1502 LAMBERTS MILL R
SCOTCH PLAINS NJ 07076

FIRST CLASS PERMIT #64 MONTVALE NJ
POSTAGE WILL BE PAID BY ADDRESSEE

BMW MOTORCYCLES
114 MAYFIELD AVENUE
EDISON, NJ 08837

IF YOU HAVE A FRIEND OR ASSOCIATE YOU THINK WOULD BE INTERESTED IN INFORMATION ON BMW MOTORCYCLES,
SEND NAME, ADDRESS AND PHONE NUMBER. *SEE WARRANTY AT YOUR BMW MOTORCYCLE DEALER FOR DETAILS.
THE BMW TRADEMARK AND LOGO ARE REGISTERED. **WRISTWATCH OFFER EXPIRES JULY 1, 1988.

3RDCLASS:LNGBMWYEL>VOLUME:PPBRE BMW-GENER2Y-GYELOO8:191 M-800 NA Y

BMW INTRODUCES EIGHT MOTORCYCLES FOR '88.





AND OFFERS YOU A GIFT FOR RIDING ANY ONE OF THEM.



Stop by your nearest participating BMW Motorcycle dealer and test ride the current offering of the world's most advanced motorcycles and receive—with our compliments—this precision quartz sports watch.

Sleek and contemporary, it will serve as a fitting memento of your ride.

To receive your BMW Motorcycle watch, simply return the reply portion of the enclosed telegram, validated by the dealer, by July 1, 1988. We'll send your gift directly to you. **THE LEGENDARY MOTORCYCLES OF GERMANY.**





THE LEGENDARY MOTORCYCLES OF GERMANY.