



“Once again, the best bike you can buy has gotten better.”

At BMW, there's no such thing as resting on laurels. Because no matter how fine our motorcycle is, we keep on searching for ways to make it even better. It's a continual process of honing, polishing, perfecting. All designed to make every BMW the most reliable, safe, comfortable, high-performance machine it can possibly be.

For 1977, we've made quite a few changes. Some you can see. Some you can't. But all are improvements.

The BMW has been upped to 1000cc displacement. In both the R100/7 and R100S models. Not for raw horsepower, mind you. But for a higher and broader torque curve. So you have more pull in any speed with any load. Big peaky, high rev horse-

power numbers may move bikes out of the showroom, but it's big torque that makes bikes move on the street.

To reach 1000cc meant larger pistons. But not heavier pistons. Because our engineers went back to their boards, designed new pistons, and specified a lighter alloy. And lighter means smoother.



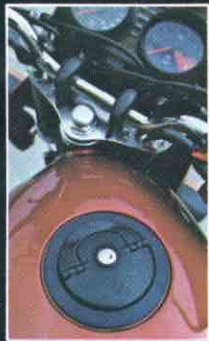
You'll find many other changes in the 1977 BMW's. New starter gear ratio for even stronger cold starts. New, higher amperage battery. A new crankcase ventilation system. New footpegs. Even a new,



richer-sounding horn.

There are some detail changes you can't see, too. We redesigned the engine housing to make it even stronger. Made the swing arm even more rigid. Redesigned the frame. Not because they had any weakness in '76. But because we were going to the stronger engine in '77.

Look at our new gas cap. Looks great, sure. But much more important is how it works. It's flush. So it's safer. And inside is a special expansion chamber. So what's slopping around inside never gets outside.



Notice the new tank. Beautiful, very. But also larger, so our already long range motorcycle can go even further.

Compare the 1977 BMW with any other bike

of its size. You'll find us lighter, simpler, more comfortable, and more fun to ride than you ever imagined. Of course, this kind of honing and perfecting doesn't come cheap, but what great things ever do?

Go to your local dealer. See the 600cc, 750cc and 1000cc BMW's for 1977. Check out our exciting new colors. Examine our technical changes and improvements. We think you'll agree that the best bike you can buy has just gotten better. You'll find the dealer in your Yellow Pages. 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.