

INDOOR SIGNS

OUTDOOR SIGNS

WALL CLOCK

PLASTIC SIGNS

METAL SIGNS

WALL CHARTS

SILK BANNER

PENNANTS

INSIGNIA PATCHES

CORRUGATED BANNER

WINDOW DECALS

HELMET DECALS

ZIPPO LIGHTER

MAGNETIC SIGN

MILEAGE AWARDS

TIE CLASP

CAP PIN

STICK PIN



DEALER SALES AIDS

Distributed in the East by

BUTLER & SMITH, INC.

Sole Importers of BMW Motorcycles in the U.S.A.

Distributed in the West by
FLANDERS COMPANY

An important ingredient in the marketing concept of any product is brand identification. It is necessary to create an association between a particular name or logo and the quality features of the product which that name represents. When the name is seen outside a business establishment, it helps to direct a prospective purchaser to the place where the product he is seeking is carried. Inside, it reinforces the display of the product.

On the following pages are illustrated a number of sales aids to help you obtain instant identification as a BMW motorcycle dealer. Some of them should be utilized in conjunction with your display of BMW motorcycles to catch the eye of the customer and provide additional interest. Others can be strategically placed in windows, on the sides of counters, etc. Where ever these sales aids are used, they will remind your customers of the quality motorcycle you are selling – the BMW.





ILLUMINATED INDOOR SIGN



A display of distinctive BMW motorcycles should be complemented with a distinctive illuminated sign. Manufactured from durable plastic with an aluminum frame, the 2-foot diameter sign is beautifully decorated in blue, white, and black. It is available as a single-face sign for wall mounting, or double-face for hanging by the supplied chains.

Each sign is Underwriters' Laboratory-approved and guaranteed for one year from date of shipment (except for the fluorescent lamps, which carry the lamp manufacturers' own guarantee). Replacement parts are also available. Prices and guarantee do not cover installation.

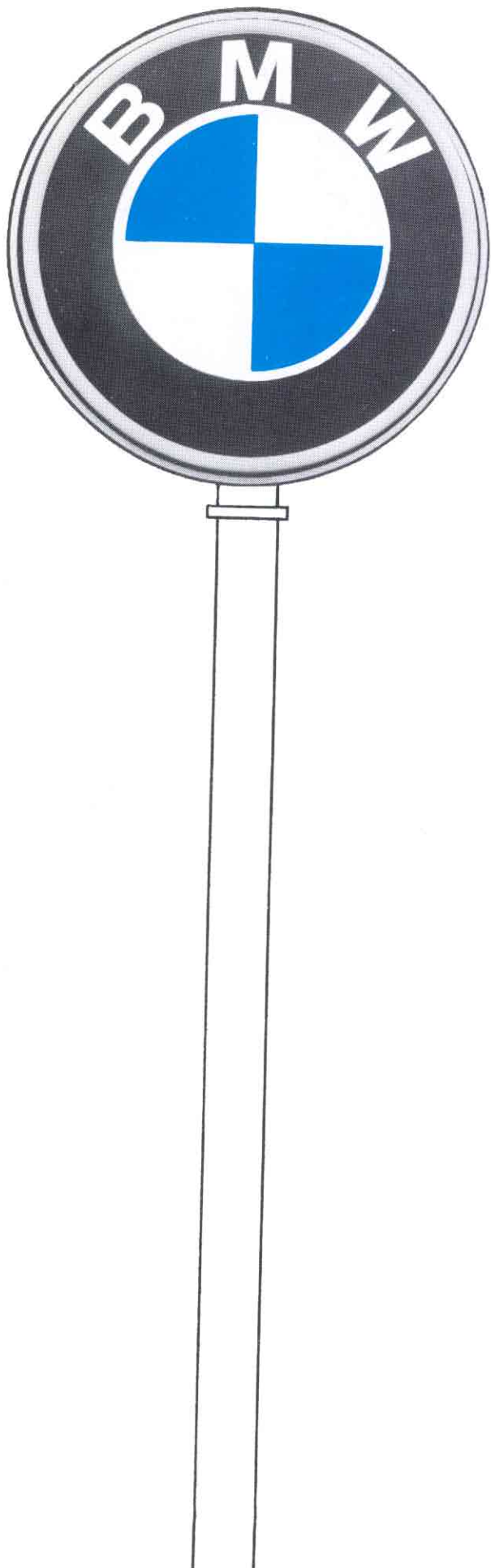
SPECIFICATIONS

| | |
|-----------------------------------|---------|
| Fluorescent Lamp | 1-16" |
| Wattage | 50 |
| Voltage | 120 |
| Approximate Shipping Weight | 42 lbs. |
| Approximate Net Weight | 35 lbs. |

PRICE LIST

Prices are f.o.b. Lima, Ohio.

| | |
|-------------------|--------------|
| Double-face | \$43.00 each |
| Single-face | \$40.00 each |



ILLUMINATED

Spotlight your BMW motorcycle dealership with a beautiful, illuminated outdoor sign. Available in two sizes, 4-foot diameter and 6-foot diameter, it comes complete with high intensity fluorescent lighting, hinged-face for easy servicing, and all necessary mounting hardware. Each sign is quality-crafted of strong, lustrous, embossed Plexiglas (decorated in gleaming blue, white, and black) with a bright aluminum frame. Either size is available for one of the types of mounting illustrated at right.

Each sign is Underwriters' Laboratory-approved and guaranteed for one year from date of shipment (except for the fluorescent lamps, which carry the lamp manufacturer's own guarantee). Replacement parts are also available. Prices and guarantee do not cover installation.

OUTDOOR SIGN

SPECIFICATIONS

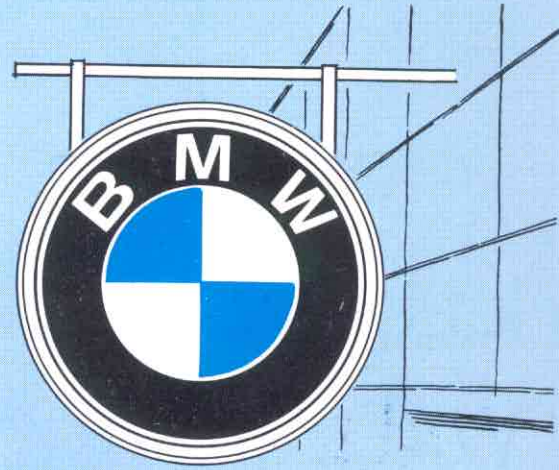
| | 6-Foot Diameter | 4-Foot Diameter |
|--------------------------------------|-----------------|-----------------|
| Fluorescent Lamps . . . | 2-48" & 4-60" | 4-36" |
| Wattage | 470 | 232 |
| Voltage | 120 | 120 |
| Approximate Shipping Weight . . . | 280 lbs. | 150 lbs. |
| Approximate Net Weight | 180 lbs. | 105 lbs. |

PRICE LIST

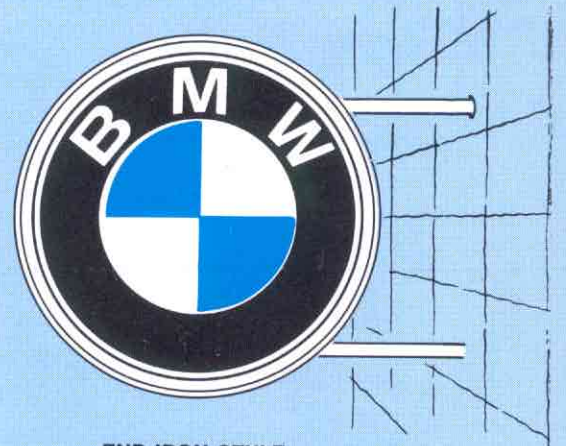
Prices are f.o.b. Lima, Ohio. They do not include pole, mast-arm, or end-irons.

| | 6-Foot Diameter | 4-Foot Diameter |
|--|-----------------|-----------------|
| Double-face mast-arm style | \$329.00 ea. | \$170.00 ea. |
| Double-face end-iron style | \$329.00 ea. | \$170.00 ea. |
| Double-face center-pole style | \$354.00 ea. | \$195.00 ea. |
| Single-face flush-mount style | \$309.00 ea. | \$160.00 ea. |

(Comes with full metal back)



MAST-ARM STYLE



END-IRON STYLE



FLUSH-MOUNT STYLE

ILLUMINATED WALL CLOCK

One of the most useful sales aids a dealer can have in his showroom is this beautiful BMW clock. Decorative as well as useful, the 16³/₄-inch diameter clock is made from injection molded plastic and has a full metal back. The BMW insignia is painted in blue and black; the rim is painted in blue. Each clock is complete with 12-inch circline bulb.

Price: \$20.00 freight prepaid.



PLASTIC AND METAL SIGNS

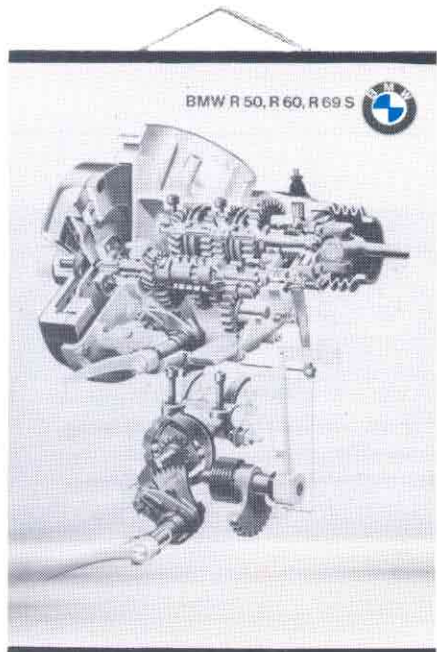
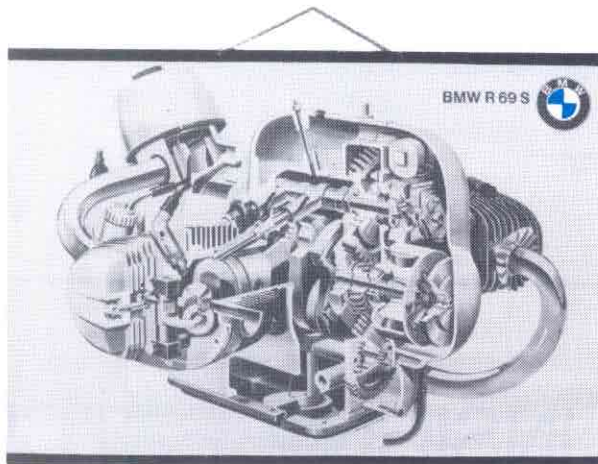
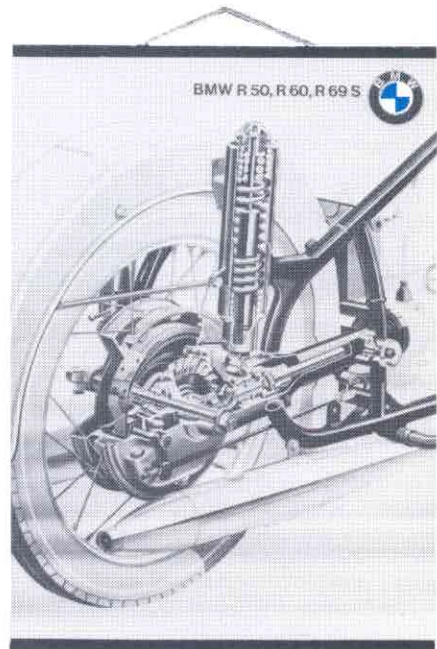
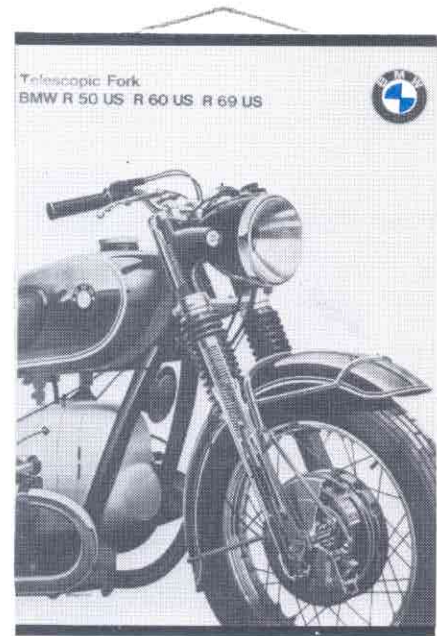
These versatile signs can be used either indoors or out. Distinctive and eye-catching, they immediately identify you as a dealer who carries the quality BMW motorcycle. Three sizes are available: the 24-inch diameter sign is curved and made from heavy-duty metal; the plastic signs are embossed to give a 3-dimensional effect and come in 17¹/₂-inch and 12 inch diameters.

| | | |
|---------|---|-----------------|
| N-MOS | Metal ... 24" diameter | \$6.00 |
| N-POS | Plastic ... 17 ¹ / ₂ " diameter | No charge |
| N-POS-S | Plastic ... 12" diameter | No charge |

WALL CHARTS

When we use the term, "Quality", to describe BMW motorcycles, we mean the inside as well as the outside. What better way is there to illustrate this than by hanging these wall charts next to your BMW motorcycle display? Made of plasticised paper with metal stripping at the top and bottom, they indicate cutaway views of the transmission, engine, rear drive, and telescopic fork.

Transmission, Engine, Rear Drive\$5.00/set of 3
Telescopic Fork\$3.00 each





SILK BANNER

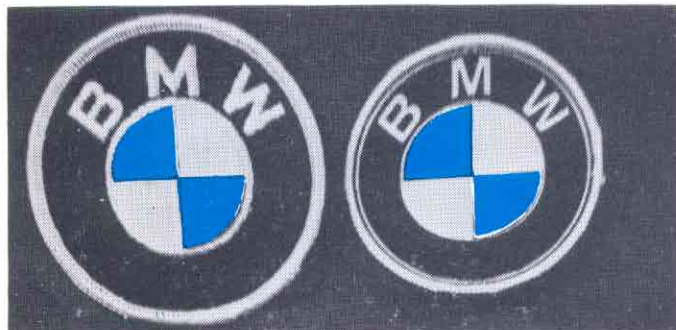
The famous BMW reliability couldn't be stated better than on this beautiful showroom banner. The large blue, white, and black logo and the white lettering above it are screened on a light blue background. Fringed and tasseled, the banner will catch the eye of any customer. Size: 30" wide x 42" high.

N-BSB \$2.25

PENNANTS

Another way to complete your display of BMW motorcycles is through the use of these good-looking pennants. Made from heavy sailcloth, they measure 11½" long x 6½" high, and are available for either horizontal or vertical mount. We also have them made from quality vinyl and strung together, 30 pennants per line.

N-BFV (vertical) \$1.00
 N-BFH (horizontal) \$1.00
 N-BFC (line of 30) \$6.00



INSIGNIA PATCHES

Identify your service personnel as factory-trained BMW mechanics by sewing these patches on their uniforms. Naturally, your BMW riders will want them also. Available in either 2½" or 3" diameter.

N-BCI - 2½" \$0.35
 N-BCI - 3" \$0.50

CORRUGATED WALL BANNER



This versatile display, printed in three colors on white corrugated, is 28 inches high and 18 feet long. Depicting two riders on a BMW adjacent to the advertising message, "The World's Finest Motorcycle For Touring And Sports", there are four identical panels on each roll. If a dealer has the wall space for the entire 18 feet, the display can be used as is. If not, the panels can be cut apart and placed in different areas of the showroom. However it is used, it will be a constant reminder of the quality features of BMW motorcycles.

N-BCB\$4.50 each



WINDOW DECALS

Here is an easy way to create instant identification as a BMW dealer. Simply peel off the backing and apply to windows, doors, counters, or parts bins. Two sizes are available free of charge: 6³/₄" and 11¹/₂" diameter.

HELMET DECALS



Each decal is 2³/₈" diameter. Available in sheets of 8.

N-BHD\$0.50 per sheet

ZIPPO LIGHTER



Here is a truly handsome lighter that any BMW owner will be proud to own. The BMW emblem is embossed in hard fired blue, white, and black enamel colors on a brush chrome finish.

M-BZL\$4.25



MAGNETIC SIGN

Made of vacuum formed plastic, these flexible blue and white signs measure 25" x 7". A special magnetic material is bonded to the back of them so that they can be affixed to such metallic surfaces as delivery truck doors, sides of counters, etc. And they do stay in place, even at highway speeds. However, because they are not permanently positioned, they are easily moved to a different vehicle.

N-BMS\$7.50 each



MILEAGE AWARDS

For your riders with 60,000 or 120,000 miles on the odometer. Congratulate the rider by presenting him with one of these beautiful bronze (100,000 km.) or silver (200,000 km.) medallions. Pre-drilled, they can easily be mounted on a wood plaque or the gas cap. When you request one, please send in a photo of the rider and his motorcycle, his name and address. Also include some comments by the rider.

TIE CLASP



M-BTC\$1.00

CAP OR JACKET PIN



N-BCN-3 ... 3/4" diameter\$0.25

STICK PIN



N-BSP ... 3/8" diameter\$0.10

