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**THE HIGH PRICE THAT GOES A LONG WAY.
BMW.**

How do you weigh your pleasures of the road? By the pound? Or by the mile?

If it's by the mile, this BMW R100 RT represents a light-weight, roadworthy plateau in bike riding. Admittedly high priced but, in the long run, very economical.

Unique BMW benefits. Its distinctive, instantly recogniz-

able integrated fairing, unlike "add-on" fairings, is designed to be part of the total bike — its weight distribution, suspension, even its braking characteristics. This amounts to a mighty road advantage in itself.

The luster of this BMW R100 RT's hand-stripped, hand-"smoked" finish

is obvious. The high temperature method that helps keep it lustrous is not.

Nor are the many other luxuries, such as BMW's custom designed saddlebags that are standard with this R100 RT.

Long Ride. Long Warranty. "Twelve months, unlimited

mileage" is indeed an unsurpassed reassurance.

The fact that BMW never loses its individuality or its value in its owners' estimation is indeed the quality those BMW owners prize above all.

It's a definite departure from the ordinary. As well as a sense that you've arrived.

**FOR ONE LONG SHINING MOMENT,
STOP COMPROMISING.**



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