



## THE HIGH PRICE OF OWNING THE ROAD. BMW.

If your goal is any middle-weight motorcycle, your choices are many.

If your goal is owning the road with one, look up.

**We made it light. We made it move.** Everything about this newest of the weight-conscious BMW's is calculated for maximum response, however demand-

ing the road may be.

This BMW R65 is, in fact, powered to handle nimbly nearly a quarter ton of passenger and equipment payload.

It is, in other words, a "Full Scale BMW" in precisely the same sense as its 1000 cc brother bikes are:

From a greater fuel capacity and touring range, to an unusually wide torque band, to a most remarkable Limited Warranty indeed. Twelve months, unlimited mileage.

### **One final confession.**

Prompted by the remarks of riders who have learned the

same facts you have read on this page. And then have ridden this BMW R65.

They complain of the inadequacy of our words to express the responsiveness of the new BMW R65.

We will any day admit "a defeat on the page." In exchange for our kind of victory on the road.

## BMW.

# FOR ONE LONG SHINING MOMENT, STOP COMPROMISING.



See the full line of BMW Motorcycles at your local BMW Dealer—listed in Yellow Pages. Ask about the special European Delivery Plan. For the complete BMW brochure, write: Butler & Smith, Inc., Dept. 6, Norwood, N.J. 07648. Canada East: BMW Dist., Ltd., 801 Progress Ave., Scarborough, Ont. M1H 2X4. Canada West: BMW Dist. Co., 1650 W. 75th Ave., Vancouver, B.C. V6P 6G2.