



PRESS INFORMATION

1988

SAFETY FIRST FOR BMW

BMW is the world's first manufacturer to introduce an ABS anti-lock brake system for motorcycles. The prototype was presented at the Cologne Motorcycle Exhibition in September 1986. Now it has reached series production and from May all BMW K100 models will be available with ABS as an option priced at £595 including tax.

"This is not only a major 'first' for BMW but also a significant technological breakthrough for motorcycling in general" explained Paul Layzell, Managing Director of BMW (GB) Ltd.

When ABS was introduced on cars almost 10 years ago, BMW was among the pioneers of this new brake technology. On a motorcycle, ABS offers an even greater improvement in active safety.

The system senses when either wheel locks under braking and reduces hydraulic pressure accordingly. This process happens up to seven times a second. It is particularly valuable on surfaces with varying frictional coefficients such as gravel, dirt, sand, oil or wet roads. Under these circumstances ABS is far more effective than even the most skilled and experienced rider.

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.....Safety First for BMW /2.

"We believe motorcycle ABS to be such an enormous step forward in rider safety that we have decided to sell ABS at the keenest level possible", said Mr. Layzell.

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Full technical press information available on request

/pre188/ABS

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Further Information: Chris Willows/Michele Cory/
Lorna Arnold



PRESS INFORMATION

5/88

NEW BMW K100RS SPECIAL EDITION

BMW has introduced a Special Edition of the K100RS motorcycle.

The new model features two-tone paintwork in mother of pearl white and Bermuda blue metallic, white cast alloy wheels with blue pinstriping, and a blue double seat and engine spoiler. The windscreen is tinted black, and the engine and drive train are finished in black bearing the letters BMW in white. The exhaust cover is chromium-plated.

Other features of this special model are an automatic side stand, Pirelli radial tyres and sports-tuned suspension. Panniers with lids finished in mother-of-pearl paintwork are available as an option.

Like all K100 machines, this model is available with BMW's newly-introduced ABS anti-lock braking system as an option.

Only 60 of these special edition models will be imported into Britain, 30 with ABS. Prices are £6,220 without ABS and £6,815 with ABS. Both prices include tax.

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Further Information: Chris Willows/Michele Cory



PRESS INFORMATION

1988 MOTORCYCLE RANGE FROM BMW

Two new models head the 1988 BMW Motorcycle line-up for the Bike Show at NEC, Birmingham (October 6 - 12). Also featured will be a number of improvements to existing models, a new range of leathers and the BMW System Helmet.

An all new R100GS, using the familiar one litre, 60 bhp flat-twin, joins a new R80GS to broaden BMW's range of off-road machines. The GS frame has been reinforced and features a new front fork and stabilizer by Marzocchi. Spring travel is increased both front and rear and the front disc brake diameter is larger.

The most important feature of the new GS range is a unique double-joint swinging arm patented worldwide as the BMW Paralever. The Paralever system substantially reduces drive shaft load reactions when accelerating and braking. The Paralever together with the other changes provide an even higher standard of riding safety, comfort and satisfaction.

Following the success of the R100RS earlier in 1987, the classic flat-twin BMW touring machine, the R100RT makes a welcome return to the 1988 model year line-up. Engine and suspension are identical to the R100RS, but the fairing is a larger touring example for even greater wind and weather protection.

The R100GS is available in black or white with a retail price of £4495. The R80GS in either red or white is priced at £4060. The R100RT is finished in Bermuda Blue and carries a price of £5295.

The Boxer machines are not the only BMW models to attract changes for 1988. To accommodate shorter riders, the K75 and K100 models without fairing will be available with a seat 50mm (2 inches) lower than before. Both have been restyled in a number of areas whilst the K100 has higher handlebars.

BMW's flagship tourer, the K100LT has a new higher windscreen which at 22 inches is more than 5 inches higher than the 1987 model. The screen is also fitted with side flaps to minimise buffeting. A larger top box which can accommodate two helmets is fitted and an additional instrument panel houses a fuel and coolant temperature gauge, map reading light, socket and cigar lighter.

Retail prices for 1988 specification BMW motorcycles will rise by an average of 4.3%.

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Further information: Chris Willows/Michele Cory

Attachment: 1988 Specification BMW Motorcycle Price
List

1988 SPECIFICATION BMW MOTORCYCLE PRICES

	<u>Recommended</u> <u>Retail Price</u> £
R65	3600.00
R80	3915.00
R80GS	4060.00
R80RT	4530.00
R100GS	4495.00
R100RS	5195.00
R100RT	5295.00
K75	4150.00
K75C	4450.00
K75S	5035.00
K100	4870.00
K100RS	5685.00
K100RT	5800.00
K100LT	6319.00