



Press release  
08<sup>th</sup> November 2011

## **BMW Motorrad at the EICMA 2011.**

**World premiere for the first BMW maxi scooters, six other new motorcycle models and the new 2012 BMW Motorrad rider equipment range.**

**Milan.** At the EICMA today (69th Salone Internazionale del Motociclo) BMW Motorrad presents its two new maxi scooters to an international public for the first time.

BMW Motorrad unveils its two premium vehicles in the maxi scooter segment as the first products within the new Urban Mobility business area. The BMW C 600 Sport and the BMW 650 GT combine the outstanding riding qualities of a motorcycle with the agility and comfort of a scooter to create a whole new dynamic riding experience.

The distinct concepts of the two maxi scooters allow a broad target group to be addressed: the C 600 Sport is aimed at riders with a sporty orientation while the C 650 GT is geared towards customers who attach greater importance to comfort and touring.

The scooters' 2-cylinder in-line engine with 647 cc has been entirely newly developed by BMW Motorrad. It has a rated output of 44 kW (60 bhp) at 7 500 rpm and a maximum torque of 66 Nm at 6000 rpm. Power transmission is by means of a directly integrated CVT gearbox (continuously variable power transmission). The new maxi scooters are being built at the BMW Motorrad plant in Berlin.

## **World and trade show premieres for six other new motorcycle models.**

**The new S 1000 RR:** The first BMW superbike instantly captured the hearts of sports riders the world over. Two years after its premiere, the shooting star of the

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supersports scene has now been given a technical and visual update. The S 1000 RR now offers even greater ride precision and agility as well as improved power delivery and an enhanced range of fittings.

**The new BMW G 650 GS Sertão:** This bike extends the BMW Motorrad GS family with the addition of another sporty single-cylinder model. The G 650 GS Sertão revives the spirit of the highly successful F 650 GS Dakar. The latest GS model by BMW combines all-round qualities with attractive value for money and improved off-road suitability. Even visually it arouses the desire for a motorcycling adventure - for example in the Sertão, a semi-desert area in central Brazil.

**The new F 800 R:** The medium class roadster F 800 R saw its world premiere in Milan three years ago. With its very attractive concept and price, this motorcycle possessed a good deal of conquest potential from the very outset. Now this successful model has been given an added touch of visual appeal.

**BMW R 1200 GS Rally special model:** After the very successful launch of the Triple Black models, BMW Motorrad - the inventor of the big travel enduro bikes - now presents the R 1200 GS Rally, yet another very attractive version. Its design and additional features are reminiscent of the legendary achievements of the GS boxer models in rally racing.

Last but not least BMW Motorrad is offering fans of the K 1300 4-cylinder motorcycles two very attractive models with special paint finishes and equipment features:

**The special model BMW K 1300 R and the special model  
BMW K 1300 S with HP Package.**



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### **BMW Motorrad Ride – the new 2012 rider equipment collection.**

In 2012 the rider equipment program **BMW Motorrad Ride** offers lots of new and refined products ranging from helmets to suits and rucksacks. Selected materials and the technologies and safety concepts they incorporate combined with a modern design give the items the uncompromisingly high quality which is characteristic of BMW rider equipment. This is supplemented by the new 2012 fan collection **BMW Motorrad Style**.

For full details and photographs see [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

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